

# Galenica AG in Retailing (Switzerland)

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## Abstracts

Galenica seeks to play an active role in shaping the future of the deregulated and rapidly changing Swiss pharmaceutical market. As a result, the company focuses on developing and promoting a strong network of pharmacies such as its Amavita, Sun Store and Coop Vitality formats. The company also seeks to strengthen its customer focus by promoting its own label brands, optimising both product and service offerings as well as developing new services.

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## Contents

Strategic Direction

Key Facts

Summary 1 Galenica AG: Key Facts

Summary 2 Galenica AG: Operational Indicators

Internet Strategy

Summary 3 Galenica AG: Share of Sales Generated by Internet Retailing (Sun Store)

Company Background

Private Label

Summary 4 Galenica AG: Private Label Portfolio

Competitive Positioning

Summary 5 Galenica AG: Competitive Position 2012

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