

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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