

Greater Pharma Ltd in Consumer Health (Thailand)

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Abstracts

Greater Pharma aims to invest heavily in the advancement of its current manufacturing capacity to facilitate the production of consumer goods in addition to its pharmaceutical products. This initiative is to prepare itself in response to the larger market size created by free trade agreements in Southeast Asia as the competitive landscape is predicted to become fierce. Over the forecast period, a considerable new online marketing campaign on Facebook will be developed to leverage its existing...

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