

Help Net Romania SA in Retailing (Romania)

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Abstracts

Help Net is part of the Farmexim Group, a company which also includes import and distribution company Green Net. Help Net operates 135 chemists/pharmacies throughout Romania and employs 1,300 people. At the end of 2012, Help Net was the third strongest player in chemists/pharmacies in Romania by value share. During 2012 it received the Business Week Super Brand award for the second year running and this reflects the company's very strong image among Romanian consumers. Help Net's strong image...

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