

# Hoe Pharmaceuticals Sdn Bhd in Consumer Health (Malaysia)

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## Abstracts

Over the review period, Hoe Pharmaceuticals was focusing on establishing its existing products among professionals from the medical field, such as doctors and pharmacists, through marketing events. Over the forecast period, the company is likely to continue to focus on strengthening brand awareness of its current products, while future plans in terms of research and development for new products from the company, are expected to be limited. The main direction of the company also includes...

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## Contents

Strategic Direction

Key Facts

Summary 1 Hoe Pharmaceuticals: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Hoe Pharmaceuticals Sdn Bhd: Competitive Position 2012

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