

Hovid Sdn Bhd in Consumer Health (Malaysia)

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Abstracts

Over the forecast period, Hovid Sdn Bhd is expected to focus on strengthening its competitiveness in the prescription drugs category. As the player has always undertaken a follower strategy as opposed to innovator over the review period, the activity levels in terms of new product innovations within consumer health will likely remain low in the future.

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Contents

Strategic Direction

Key Facts

Summary 1 Hovid Sdn Bhd: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Hovid Sdn Bhd: Competitive Position 2012

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