

# Kobayashi Pharmaceutical Co Ltd in Consumer Health (Japan)

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## Abstracts

Kobayashi Pharmaceutical Co Ltd aims to exceed the expectations of Japanese consumers by pursuing a 4-point plan. First, the company plans to place itself in its customers' shoes and evaluate product quality from their point of view. Secondly, customer satisfaction is being prioritized in all of the company's operations. Third, the company is set to provide its customers with comprehensive information about product safety. Finally, the company is set to take action to win the respect and trust...

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