

# Krka dd Novo Mesto in Consumer Health (Slovakia)

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### **Abstracts**

Krka dd Novo Mesto will aim to strengthen its position in adult mouth care and cough, cold and allergy (hay fever) remedies over the forecast period. Communication with consumers, strong focus on research, new product improvement, promotion of its brands and pushing average prices down will be the main company activities over the forecast period.

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## **Contents**

Strategic Direction

**Key Facts** 

Summary 1 Krka dd Novo Mesto: Key Facts

Summary 2 Krka dd Novo Mesto: Operational Indicators

Company Background

Production

**Competitive Positioning** 

Summary 3 Krka dd Novo Mesto: Competitive Position 2014



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