

Matsumoto Kiyoshi Co Ltd in Consumer Health (Japan)

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Abstracts

Matsumotokiyoshi Holdings Co Ltd aims to earn the value sales of ¥1 trillion in the mid to long-term. To achieve the goal, the company set three key strategies to be accomplished immediately and other three strategies for growth to be accomplished in the longer term. The former three include increasing outlets targeting elderly consumers and marketing activities that meet individual's specific needs, expanding the Rx drug dispensing business in collaboration with the medical institutes in the...

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