

Med-Servis TOV in Consumer Health (Ukraine)

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Abstracts

Med-Servis TOV, whilst already the biggest chain of chemists/pharmacies in Ukraine at the end of the review period, has set ambitious strategic plans for itself. They include reaching a 10% share of the Ukrainian pharmaceutical retail market turnover and by 2014 expanding the chain to 700 outlets in 168 cities and towns of the country to ensure one pharmacy is available for every 20,000-25,000 inhabitants. Reaching profitability 1.2 times higher than average in the country is a priority task...

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Contents

Strategic Direction

Key Facts

Summary 1 Med-Servis TOV: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 2 Med-Servis TOV: Competitive Position 2013

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