

Mercury Drug Corp in Retailing (Philippines)

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Date: January 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: M8F8CD8E3F1EN

Abstracts

Mercury Drug Corp continued to lead chemists/pharmacies and drugstores/parapharmacies in the Philippines in 2015. In the coming years, it will continue to grow and expand its outlets to reach to a wider consumer base over the forecast period. It is also expected to launch new innovations that will change the way Filipino consumers view drugstores in the country.

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Contents

Strategic Direction

Company Background

Digital Strategy

Competitive Positioning

Summary 1 Mercury Drug Corp: Competitive Position 2015

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