

Meykos SA in Retailing (Guatemala)

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Abstracts

Meykos SA is a chain of parapharmacies that has been present in Guatemala since 1995. In order to grow in the market and differentiate from pharmacies, the company also operates a beauty section in all of its outlets, in which it holds good positioning among key consumers. Meykos is very dynamic and has continued to renew itself to keep up with current market conditions.

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