

Midsona Sverige AB in Consumer Health (Sweden)

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Abstracts

Midsona Sverige will endeavour to grow its value sales to a level which will ensure its position as the leading health and wellbeing-oriented player in Sweden. There are four cornerstones to the company's strategy, namely the growth of priority brands, identifying new growth areas, profit optimisation of its product portfolio and effective company operations. Growth will be sought both organically through the launch of new products and effective advertising campaigns as well as through acquisiti...

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