

Pharmacia Corp in Consumer Health (Malaysia)

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Abstracts

Over the review period, Pharmaniaga Bhd was concentrating on strengthening its foothold in the prescription and ethical drugs environment. The likelihood of the player venturing into consumer health is low in the short-term forecast period, since the competition in this market is intense. The local pharmaceutical company is planning to expand its distribution network in Saudi Arabia, Indonesia, Myanmar and Vietnam through mergers and acquisitions.

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