

Pharmstandart OAO in Consumer Health (Russia)

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Abstracts

Pharmstandart has scheduled to improve its positions in consumer health by promoting its already well-developed brands. The company plans to increase sales focusing on high margin brands and liquidating unpopular products. Pharmstandart will pay high attention to its assortment renewal. The company plans to develop new OTC brands and present generic novelties within prescribed medicines. Pharmstandart pays great attention to its representation and, thus, the company will invest in expansion of...

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