

Replek Farm Dooel in Consumer Health (Macedonia)

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Abstracts

Replek Farm focuses on offering high quality Rx generics. The company's overall strategic goal is to position itself among the leading players in consumer health in Macedonia. The company's main activities are aimed at boosting sales through expanding its consumer health product range. OTC consumer health is of secondary importance to Replek Farm, although it is increasing its presence in this area.

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