

Rose Pharmacy Inc in Retailing (Philippines)

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Abstracts

Rose Pharmacy Inc will be challenged by the increasing number of chained players operating in its home market, Cebu City. The brand is projected to improve its operations in order to battle with brands like Watsons, Mercury Drug, and 7-Eleven entering its major market. Rose Pharmacy Inc's strategy in the medium term will centre on the fortification of its shares through the inclusion of delivery services and strengthening customer loyalty.

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