

Sato Pharmaceutical Co Ltd in Consumer Health (Japan)

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Abstracts

Sato Pharmaceutical Co Ltd has identified four key strategies for its future development: self-medication, ethical pharmaceuticals, global strategy, production efficiency. The company aims to promote self-medication through the introduction of new drugs such as OTC switches. Sato Pharmaceutical Co Ltd also aims to increase brand awareness through the use of celebrity endorsements and improved online communication, including email newsletters and stronger brand websites. At the end of the review...

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