

Sensiblu SRL in Retailing (Romania)

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Abstracts

Sensiblu is one of the oldest and best-known pharmacy chains in Romania. It is likely to continue to face growing competition within chemists/pharmacies, as more independent outlets enter this channel in the forecast period. In response, in order to maintain its visibility and consumer recognition, the company may seek to further expand its network into untapped areas in towns. However, these are the areas where it will face the greatest competition, due to the strong presence of independent out...

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