

Sentor Farm Aptiekas AS in Retailing (Latvia)

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Abstracts

As there is little opportunity for increasing the number of pharmacies (the number of pharmacies per town is limited by law depending on its size), pharmacy chains can grow only by including independent pharmacies or developing value-added products such as private label and introduction of new products. Chains can also grow in terms of services provided such as training for pharmacists and doctors. Sentor Farm Aptiekas also offers a new initiative of introducing the ability to make an online doc...

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Contents

Strategic Direction

Company Background

Digital Strategy

Summary 1 Sentor Farm Aptiekas AS: Share of Sales Generated by Internet Retailing
2014-2016

Private Label

Summary 2 Sentor Farm Aptiekas AS: Private Label Portfolio

Competitive Positioning

Summary 3 Sentor Farm Aptiekas AS: Competitive Position 2016

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