

Sigma Pharmaceuticals Ltd in Retailing (Australia)

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Abstracts

After a successful redefinition of its business strategy, Sigma Pharmaceuticals has been focusing on strengthening its pharmacy-based retail business. In the first quarter of 2013, Sigma Pharmaceuticals entered into a memorandum of understanding with Pharmacy Alliance to open 30 new Amcal stores, with more in the pipeline. It also announced additional investment in key retail initiatives including the improvement of its multichannel and social media platforms, an upgrade of the loyalty platform...

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