

Super-Pharm (Israel) Ltd in Retailing (Israel)

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Abstracts

As it seeks to maintain its leading position in non-grocery retailers, Super-Pharm (Israel) Ltd's challenge is to continue to expand and develop its private label brands and its new detergent lines. It will continue to broaden its offer, following on from its launch of packaged food, vitamins and dietary supplements, optical products and others during the review period. Sustaining share in the dynamic parapharmacies/drugstores category would enable it to grow within non-grocery retailing as a...

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