

Tecnoquímicas SA in Consumer Health (Colombia)

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Abstracts

Tecnoquímicas is the leading domestic company, and continues to focus on ensuring its national and international presence. Its largest brand, MK, continues to see important new developments within its low-price strategy. It aims to expand access to OTC products and vitamins and dietary supplements amongst wider income groups in Colombia, and also in the other countries in which it has a presence. Tecnoquímicas is now known as TQ in its advertising, in an effort to simplify the name and make it e...

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