

Terrachim - Nikolay Kostov ET in Consumer Health (Bulgaria)

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Abstracts

Terrachim – Nikolay Kostov is the owner and operator of one of the most popular chains of pharmacies in Bulgaria, Remedium. The chain has become one of the most successful in the country, despite the fact that it is positioned only in the capital Sofia, and consists of only eight pharmacies. The company's goal in developing its pharmacies is to appeal to the middle of the market, consisting of customers who take pro-active care of their health and lifestyle. Therefore, the Remedium chain offers...

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Contents

Strategic Direction

Key Facts

Summary 1 Terrachim - Nikolay Kostov ET: Key Facts

Company Background

Production

Competitive Positioning

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