

Vitamins PAT in Consumer Health (Ukraine)

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Abstracts

Vitamins PAT will make use of the possibility to enhance its competitiveness in consumer health in Ukraine after it reconstructed its production shops in 2012 and obtained a licence to manufacture medicines the same year. The company will continue to compete with its good-quality whilst low-priced medicines. This is expected to help maintain consumer demand during the recession period, which is likely to continue in Ukraine in the short-term prospects. The company's target is to become a...

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