

Vitasalud SA in Consumer Health (Dominican Republic)

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Abstracts

Vitasalud SA continues to consolidate its leading position among all “wellness” retailers (vitamins and dietary supplements, weight management and sports nutrition) by further expanding its outlet network, already the largest in the country. Part of the company’s strategy entails expanding consumer engagement and retailing opportunities by becoming the leading online retailer and dominating social networks marketing for multiple wellness categories.

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Contents

Strategic Direction

Key Facts

 Summary 1 Vitasalud SA: Key Facts

Company Background

Competitive Positioning

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