

Walmark spol sro in Consumer Health (Estonia)

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Abstracts

Walmark's goal is to become the largest producer of dietary supplements in Central and Eastern Europe. In Estonia, the company aims to increase sales by convincing consumers that they should take vitamins and dietary supplements even when healthy, as a preventive measure against sickness.

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Contents

Strategic Direction

Key Facts

Summary 1 Walmark spol sro: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Walmark spol sro: Competitive Position 2014

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