

Watson's Personal Care Store Philippines Inc in Retailing (Philippines)

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Abstracts

With the Filipino's increasing concern for their health and appearance, Watson's Personal Care Stores Inc faces bright prospects in the medium term. Recognising the huge potential in fast growing cities and municipalities nationwide, this brand is expected to further improve its penetration in the local market through outlet expansion. The brand will also be looking toward capturing more price conscious buyers by pushing its private label products and generic medicines in its stores. Another...

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Contents

Strategic Direction

Key Facts

Summary 1 Watson's Personal Care Store Philippines Inc: Key Facts

Summary 2 Watson's Personal Care Store Philippines Inc: Operational Indicators

Internet Strategy

Company Background

Private Label

Summary 3 Watson's Personal Care Store Philippines Inc: Private Label Portfolio

Competitive Positioning

Summary 4 Watson's Personal Care Store Philippines Inc: Competitive Position 2012

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