

Yliopiston Apteekki Oy in Retailing (Finland)

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Abstracts

Yliopiston Apteekki aims to sustain its position as one of the biggest chains in chemists/pharmacies in Finland in the forecast period. The company does not plan to expand its network with new outlets but instead to grow sales by focusing on a trustworthy image and on offering high quality customer service with committed and competent staff. Yliopiston Apteekki will also continue to benefit from its loyalty scheme, promoting this scheme to new customers and developing the scheme's services and...

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