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**TO WHAT EXTENT DOES THE IMPLEMENTATION
OF A CATEGORY MANAGEMENT PROGRAM
INFLUENCE RETAIL PHARMACIES' CURRENT
MODEL?**

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Abstract

Title: To What Extent Does the Implementation of a Category Management Program Influence Retail Pharmacies' Current Model?

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As a result of structural changes that affected the retail pharmacy market and completely altered its competitive landscape, pharmacies are now actively seeking to strategically counterpoint these events.

ANF, as the national association for pharmacies in Portugal, is an organization that, among other services, provides managerial support to associated pharmacies. By associating themselves with ANF, these pharmacies become part of the Farmácias Portuguesas brand.

This study focuses on ANF's latest project, the creation of a Category Management Program, which is expected to become available to all pharmacies associated to ANF (thus part of the Farmácias Portuguesas' Channel).

By studying the program's reach and impact on these independent business units, conclusions are reached regarding its results in the current business model followed, and how this may translate into counterpointing competitors' actions.