Notes for myself:

* Competitive situation in Entafarma. (What other companies offer different from Entafarma)

Sirowa, Orkla, Valentis, Walmark. Orkla – turi žuvų taukus. Orkla – pirmoj vietoj. Mes siūlom produktus kurių neturi kiti.

* Ask for balance sheets.
* Providing companies names. (Ask about the details of ordering)

**Actual notes:**

1. Entafarma has a few competitors, but they’re considered TOP 2. They’re currently in the second place in terms of profit and success of the company. Their main comptetitors are Sirowa, Orkla, Valentis, Walmark. Orkla is currently the only company surpassing Entafarma in terms of business. The interesting thing is that they more or less provide the same stuff. Just the composition of medicine might differ a bit since they’re getting em’ form different providers. (It’s a rather important thing apparently). Main difference between the main two competitors is that Orkla is the only one to sell cod-liver oil around while Entafarma has more pharmaceuticals to offer in general. Orkla are the absolute leaders of cod-liver oil in Lithuania and they invest more into all kinds of advertisments which is why they’re leaders. Entafarma’s yearly circulation is approximately 16 millions litas.
2. Will send the files over facebook.
3. Pinewood, Lepicol, Vitabiotics, Zentiva aloe, Beres.

These are the main providers. How ordering works: Entafarma makes a huge order and then the stuff is shipped to them for a relatively good price. Once the products reach Entafarma, they put an overcharge on them and puts them into circulation(that is, for sale).