

Bauhaus AG in Home and Garden (Germany)

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Abstracts

In order to maintain and enhance its strong position among Germany's leading home and garden specialist retailers, Bauhaus is pursuing a growth strategy in both Germany and Europe. Not only is its store network constantly evaluated, improved and enhanced, but the company also puts a strong focus on continuously optimising its product portfolio. Innovative product lines as well as modern store and sales concepts, with a strong concentration on consumer needs and trends, are considered the keys. . .

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