

Brauns-Heitmann GmbH & Co KG in Home Care (Germany)

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Abstracts

As a medium-sized German company, Brauns-Heitmann GmbH & Co KG faces many challenges as well as high and consistently increasing levels of competition. In order to remain successful and profitable, it is the company's strategy and philosophy to specialise in unique, high-quality products which cater to rather specific consumer needs. This means that the company operates mostly in niche areas of home care in Germany. In order to expand its reach, Brauns-Heitmann is also exploring additional...

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