

Deichmann SE in Apparel and Footwear (Germany)

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Abstracts

Building on the success of the past, Deichmann continues to invest in the expansion of its store network and the enhancement of its services. An important part of its strategy for future growth is constantly increasing local coverage, alongside a continuously growing level of customer commitment. Additional staff training, an increasing portfolio featuring a wider range of private label products and the establishment of various fashion blogs and vlogs are only some of the initiated and still to...

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