

# dm Bulgaria EOOD in Consumer Health (Bulgaria)

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## Abstracts

Dm Bulgaria is expected to continue to invest heavily in outlet volume expansion in the forecast period, focusing on cities with populations over 40,000. The company will focus on outlets in locations that are convenient for consumers and also plans to offer lighter outlets with wider shopping aisles. The company also plans to focus on offering friendly service in the forecast period, thus taking advantage of the burgeoning self-medication trend. The company also plans to invest in...

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## Contents

Strategic Direction

Key Facts

Summary 1 dm Bulgaria EOOD: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 2 dm Bulgaria EOOD: Competitive Position 2013

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