

dm Bulgaria EOOD in Home Care (Bulgaria)

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Abstracts

Dm Bulgaria is a leading health and beauty specialist retailer focused on still expanding its network with convenient locations, adding lighter and wider shopping aisles and friendly service. The company is looking into further increasing brand awareness as another key area of its strategy, supported by its private label and an active social policy in the areas of childcare, environment protection and sustainable development. Although dm Bulgaria introduced a new concept for Bulgaria, where...

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