

dm Bulgaria EOOD in Tissue and Hygiene (Bulgaria)

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Abstracts

DM Bulgaria is the leading parapharmacy/drugstore focused on still expanding its network with convenient locations, adding lighter and wider shopping alleys and friendly service. The company is looking into further increasing brand awareness as another key area of the company's strategy, supported by its private label and an active social policy in the area of childcare, environment protection and sustainable development. Although dm introduced a new concept for the Bulgarian market, where...

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