

dm-Drogerie Markt doo in Beauty and Personal Care (Bosnia-Herzegovina)

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Abstracts

Dm-Drogerie Markt's slogan: "Tu me cijene, tu kupujem!" (original in German: "Hier bin ich Mensch, hier kauf ich ein") sums up the company's strategy: superior customer service at affordable prices. The company believes in treating its customers with the highest respect. It is also one of the most socially responsible companies in Bosnia-Herzegovina. While it aims to achieve leadership, sustainability is its primary concern over the forecast period.

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