

# dm-Drogerie Markt doo in Beauty and Personal Care (Slovenia)

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Date: May 2017

Pages: 6

Price: US\$ 150.00 (Single User License)

ID: DBC2F397365EN

## Abstracts

The first dm-Drogerie Markt store opened in Slovenia in 1993. The company is constantly expanding its offer predominately within beauty and personal care, but also in food and food supplements and home care products. Its main motto is 'I buy, where I am important' and thus it has adapted to the trends with transparent and clear rules of sales price formation and the constant promotions, which are visibly promoted to its customers. The retailer is also developing its private label products, and e...

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