

# DM-Drogerie Markt GmbH & Co KG in Retailing (Germany)

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## Abstracts

DM-Drogerie Markt continues to focus on customer satisfaction and staff morale as the basis for its success. Unlike many other German retailers, DM does not launch time-restricted special offers, but offers permanently low prices. DM's focus customer groups will continue to be young families and older people. The company is expected to open more outlets in the north of Germany, where its presence is still fragmented. Apart from new store openings, DM-Drogerie Markt is constantly equipping its...

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