

dm-Drogerie Markt Kft in Home Care (Hungary)

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Abstracts

dm-Drogerie Markt Kft is continuously expanding its domestic chain of stores that meet the latest requirements, in terms of providing a convenient shopping experience. The company aims to further develop its countrywide network of over 250 stores, so that these are more customer-centred with large spaces and modern technology. After the small decline seen in outlet numbers, caused by the aftermath of the economic crisis, the company plans to open new and redesigned stores in city centres, while...

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