

dm-Drogerie Markt Kft in Retailing (Hungary)

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Abstracts

dm-Drogerie Markt, the leading drugstores/parapharmacies retail chain, focuses on an enhanced shopping experience, improved internal store design to use selling space more efficiently, new smartphone applications to manage loyalty programme benefits and free Wi-Fi in its stores, as its number of outlets has reached an optimal level. Locations of its outlets follow the foot traffic and the company quickly reacts to changes in local geo-marketing positions.

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