

dm-Drogerie Markt sro in Retailing (Czech Republic)

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Abstracts

dm-Drogerie Markt is looking for new store locations across the country, as it attempts to further increase its share. Furthermore, it is strongly promoting grocery products and increasing the number of organic products in its range. In addition, expansion of its private label range and more innovation are planned. The company is focusing on customers' shopping comfort, modernising its outlets and extending its opening hours.

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