

# DM Drogeriemarkt doo in Retailing (Bosnia-Herzegovina)

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## Abstracts

DM Drogeriemarkt's slogan: "Tu me cijene, tu kupujem!" (English: "I feel respected here, I buy here") sums up the company's strategy: superior customer service at affordable prices. The company believes in treating its customers with the highest respect. It is also one of the most socially-responsible companies in Bosnia-Herzegovina. While it aims to achieve leadership, sustainability is its primary concern.

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