

Douglas GmbH, Parfümerie in Beauty and Personal Care (Germany)

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Abstracts

Parfümerie Douglas has several major key strategies for success. The first is the continuous enhancement and optimisation of its product portfolio, which includes a vast and growing selection of private label products. Additionally, the company strives to offer potential customers a high level of professionalism, supported by its many years of experience, a strong and constantly improving infrastructure and operational excellence. Finally, a successful omni-channel approach and a vast store netw...

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