

Robert Bosch AG in Home and Garden (Switzerland)

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Abstracts

The Bosch DIY business grew strongly in Switzerland in 2012 and gained category share. Part of the growth was achieved through demonstrations and consultations in DIY stores. The company expects the category to grow slightly in 2013 by introducing various individualised power tools and gardening equipment. Bosch continually improves its website and is incorporating social media including Twitter and Facebook. By launching a website that is optimised for smartphones, Bosch is already prepared...

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