

## Rossmann KG, Dirk in Retailing (Germany)

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### Abstracts

Dirk Rossmann intends to continue its expansion in 2013 and the following years with the same high speed as during 2012. The company will focus on expanding its network of outlets in southern Germany, where its presence is still rather low compared with its main competitor DM-Drogerie Markt. The insolvency of Schlecker has left many areas without a parapharmacy/drugstore, and offers a great opportunity for expansion. Furthermore, Rossmann will continue to open larger outlets with a bigger sales...

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