

Rossmann Magyarország Kft in Home Care (Hungary)

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Abstracts

Rossmann Magyarország continues to expand its network of retail stores and refurbish existing outlets by renewing the interior design to suit the latest requirements of the convenience-orientated shopping experience. It works on building a loyal customer base by supplying high-quality, competitively-priced products and using frequent direct marketing and an improved loyalty programme with attractive discounts. The company continues to develop its private label portfolio, which is popular among...

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