

Rossmann SDP Sp zoo in Beauty and Personal Care (Poland)

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Date: May 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: R5FCAF1D6FCEN

Abstracts

The basic strategic goal of Rossmann in Poland is its continuous expansion to strengthen its leading position. The company aims to achieve 1,800 retail venues by the end of 2018. The business concept of Rossmann SDP is to run standardised drugstores with a complex assortment across all beauty and personal care categories at competitive affordable prices. The company's retail venues are located either in shopping centres or on high streets in Poland, in mid-sized cities and smaller towns. Rossmann...

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