

Thüros GmbH in Home and Garden (Germany)

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Abstracts

Thüros GmbH, one of Germany's leading barbecue manufacturers, concentrates its entire business on producing premium and high-quality products for the end-consumer as well as the professional market. Its focus not only lies on specialisation but also on building a vast distribution network within Germany. One of its strategies to achieve a good market penetration and reach as many potential customers as possible is the increased use of new media solutions and internet retailing. With the...

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