



TU ME CIJENE
TU KUPUJEM

Market

Every other family in every major Croatian city regularly shops at dm drug stores. Generally, every fifth Croatian family purchases cosmetic products in dm stores. On a yearly basis, dm has more than 17 million customers and annual growth of at least one million in the number of purchases.

dm stores offer beauty and health products and they keep holding the leading position on the Croatian market year after year. By continuously opening new stores and permanently improving quality of goods and services, dm is a supreme leader on this very demanding market. With more than a hundred stores, set up and planned on strategic locations in all major cities and densely populated towns, dm has become a leader among drugstores.

Just by taking into account cosmetic products like personal hygiene products, it is obvious, that every third drug store customer surely chooses dm as a most desirable and often only drug store of their choice.

Achievements

Like so many people who begin their day with a cup of coffee, reading their favourite newspaper, there are more and more people who turn their shopping for cosmetic products into a ritual such as pleasant visit to dm stores. This precisely is dm's most valuable achievement. Knowing that shopping can be one of those highly stressful and boring activities, a company that has managed to make their stores a place where people gladly go and keep coming back; has respectfully achieved the highest business goal which every company strives for. Consumer loyalty can only be sustained by those companies that know their customers well, that can adjust to their needs and wishes, and to those that are able to make their shopping a pleasant one.



dm has been recognized as a competent drug store by hundreds of thousands of its faithful consumers/customers. Also, many institutions and organizations in the country see dm as a market chain with the highest standards when it comes to their



service and friendly policy towards customers and employees. Many rewards followed. The most recent one is "The Best Employer Award" given by the web site "MojPosao" ("MyJob"). dm has achieved this valuable reward thanks to the employees' evaluation studied by web site "MojPosao" ("MyJob"). Through that evaluation employees gave dm very high marks regarding their satisfaction with work environment and future careers. Ministry of Veterans, Families and Intergenerational Solidarity gave dm recognition award "The Company - Friend of a Family" and in 2007 dm was given the award "Employer of the Year for Handicapped Persons" amongst twenty two other contestants.

Among other numerous awards it is also worth mentioning the "Award for Dedication to Quality Service," awarded at the beginning of 2008 by "Heraklea," an Agency for Mystery shopping research. Awards and prizes followed as dm's crown achievements with respect to dedication of their employees as well as dm's unique business concept focused on pleasing their customers' wishes and needs up to the smallest detail.

While there is always more space to upgrade what has been achieved, dm continues to do so by listening to consumers' trends - and so aspiring to new heights.

History

dm opened its first drug store on July 9th 1996. From

the very beginning, quality of their goods and services was most important concern in building a market chain of cosmetic/personal hygiene/drug products. Opening of every additional drug store is a special and unique event. When the hundredth store opened in the historical part of Dubrovnik, it was a special event for people in Dubrovnik and also for dm. It meant further betterment of their products sold in their stores all over Croatia.

The interior look and floor design of dm stores is practical and pleasing for the customer's eye. dm keeps expanding their product range, improving their services and introducing various innovations according to consumers wishes. Management of the company has relocated four times up until now, and in 2004 moved to their modern - Management and Distribution Centre.

dm stores can be found all across Croatia but also in nine other countries abroad; in Austria, Germany, Slovenia, Slovakia, Serbia, Bosnia and Herzegovina, Hungary, Czech Republic, Romania and Bulgaria - while the first ever dm store opened in 1973 in Germany.

Product

dm stands out among the competition with its unique image, but also with a series of particular service details which are easily recognized by the customers - something few companies achieve. Thanks to continuous market research, with the market's ever





more demanding buyers, especially when it comes to beauty and health food products, **dm** offers exactly what their customers need. Customers appreciate the high service standards of **dm**'s sales personnel; their competence, personal approach and courtesy, while daily choosing among ten thousand various products.

Unmistakably, features as; diaper-changing tables, gift-wrapping tables, spacious aisles etc., are only a few of those caring features recognized at **dm**. Only at **dm** stores customers can expect long sales periods (at least four month) with prices reduced for selective products. At **dm** stores customers can be informed about new events, campaigns and even socially responsible projects they can personally get involved in. Rewarding loyal customers is one of the basic business concepts that **dm** respectfully holds to. More than 250 000 regular customers get very high discounts by being a part of **dm**'s loyalty program.

Naturally, because of all this and more, it is easy to



see why **dm** is perceived as the store where you do not have to wander about, wasting precious time. It is also important to mention that hundreds of business partners, manufacturers, suppliers etc., have long-term business relations with **dm** as a reliable partner in achieving their own goals.

Recent Developments

When **dm** moved to their new and modern Management and Distribution Centre in Zagreb's district Jankomir, more advantageous conditions were created for the company's growth as well as excellent preconditions for satisfying high demands of their partners. **dm**'s Distribution Centre monthly distributes 10,000 pallets to more than 100 **dm** stores. Their product range includes health food, and most recently ecologically grown food. One of **dm**'s new store features is a drug and medication department for over the counter sale.

Being a socially aware company, **dm** has been developing health, educational and sports projects beneficial to the respective community. Some of the most noticeable are dental health and nursing projects. With the baby bonus program **dm** is helping reconstruction of Croatian maternity hospitals.

Promotion

From the very beginning, as a socially aware company, communication with the general public became part of their business concepts. At the opening events of most of their stores, **dm** gives away donations to the particular community. Most often these donations are for school renovations, day care centres, and paediatric departments. During the last period, **dm** has upgraded communication with customers to the satisfaction of general public, and became one of the most preferable and favourable partner in community campaigns and projects. Nevertheless, **dm** has very often been an initiator of campaigns and projects in the respective community and worked in cooperation with relevant institutions and associations for the same goals. Such were the fight against cancer and cancer prevention programs. **dm** initiated a campaign for the prevention of cervix cancer and also programs through which people already suffering from the cancer can get the necessary psychological help they need.

In order to promote sport and dance as an excellent fitness and entertaining activities, **dm** started a project which included popular singers, professional dancers, "Plesni sportski savez" (dance and sports association), Ministry of Science, Education and Sports, radio stations. Cities and tourist resorts were also included in the project by promoting dancing as a part of their touristic offer.

Every year, through projects such as **dm** Look and **dm** Active Beauty, the company promotes positive attitudes (how to be pleased with yourself or how to



look good). **dm** promotes active and healthy life styles, balanced body and mind and it helps to achieve all that, by changing bad into good habits. Such **dm** campaigns have been recognized by all media who gladly cover the company's projects and report on their results.

Brand Values

The long lasting value of **dm** company has been recognized by the customers who witnessed the company's change according to their requirements, needs and tastes. The company's value is in respecting high standards and beyond. The customers are aware of their own role and know they will not be disappointed. The value of the brand is also in the satisfaction of the employees, as a result of continuous investment and care for each employee. The effort made by **dm** to justify the slogan "This is where I'm appreciated, this is where I shop", or their internal slogan "This is where I'm appreciated, this is where I work" has been recognized as **dm**'s brand.

www.dm-drogeriemarkt.hr



THINGS YOU DIDN'T KNOW ABOUT...

dm

- **dm** has 17 best selling products of their own (especially Ebelin facial cotton pads, Saugstark&Sicher kitchen paper rolls, Sanft&Sicher toilet paper, Babylove wet wipes and Soft&Sicher tissue paper)
- Every second hair dye is purchased in a **dm** store.
- **dm**'s natural cosmetic line Alverde is not tested on the animals, is not comprised of artificial aromas, colours or preservatives, mineral oils, nor ingredients of animal origin.

