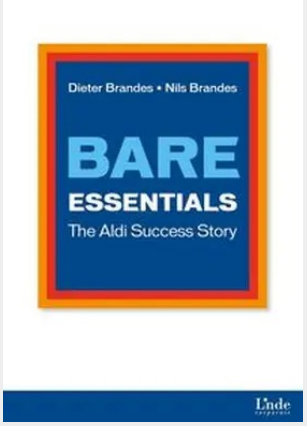
Brandes

Bare Essentials

The Aldi Success Story

Aldi – The Secrets are Behind the Curtain How is this possible: A retailer with a very limited assortment, and the lowest prices on the market conquers the world with a simple business model, generates Billions of sales and for retailers unusual high profits. Aldi is totally different from all other companies: no marketing department, no controlling department, no bonus systems for executives, never talking to the press. But consistency and concentration in all they do. Dieter Brandes, for many years Executive and Managing Director of the Board of Aldi, and his son Nils Brandes explain what secrets are behind the curtains: What is the corporate culture like? What are the methods of management? What does the organization look like and what are the secret strategies of Aldi? Any company can learn a lot from Aldi.



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