

# Media Markt Saturn Administración España, SAU in Consumer Electronics (Spain)

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## Abstracts

2015 saw Media Markt initiate a 3-year plan to digitalise all of its stores in Spain. This plan entails the introduction of digital devices in stores to help customers interact with the products on offer. The retailer is also set to introduce its new Stop&Go service to enable consumers to withdraw products purchased online through a drive-in collection point located close to the store.

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