

Media Markt Saturn SA in Consumer Electronics (Spain)

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Abstracts

Media Markt continues with its expansion plans in Spain by opening new stores in city centre areas with high footfall such as Plaza Catalunya in Barcelona or Plaza del Carmen in Madrid. The objective is to capture impulse purchases as well as meet tourist demand. It also experiments with the launch of new services such as personalisation of devices, in-store workshops on streaming or how to use a device, or two-hour delivery by bike. Over the forecast period its target is to reach 100 stores in...

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Contents

Strategic Direction

Key Facts

Summary 1 Media Markt Saturn SA: Key Facts

Summary 2 Media Markt Saturn SA: Operational Indicators

Company Background

Chart 1 Media Markt Saturn SA: Media Markt in Barcelona, Spain

Internet Strategy

Private Label

Summary 3 Media Markt Saturn SA: Private Label Portfolio

Competitive Positioning

Summary 4 Media Markt Saturn SA: Competitive Position 2016

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