

# Media Saturn Beteiligungs GmbH in Consumer Appliances (Austria)

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Date: April 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: M264ACC6993EN

## Abstracts

Media Saturn Beteiligungs GmbH is currently expanding its multi-channel retailing strategy in order to combine store-based retail outlets with online retailing. The company also continues to pursue a low-price strategy and supports all of its retail brands with high-profile advertising campaigns and regular promotions in order to maintain high levels of consumer awareness. The company also regularly adds new products to its already wide range of merchandise and it recently launched a series of...

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