

Media Saturn Beteiligungs GmbH in Consumer Electronics (Austria)

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Date: August 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: M6C4DA76659EN

Abstracts

In mid-2017, Media-Saturn Beteiligungs GmbH's parent company announced it planned to introduce a new concept of customer service within the next 12 months in Germany which will enable customers to book a consultant to visit them at home. In addition, the company plans to focus on its outlet expansion, but mainly through a smaller store concept of 1,000 sq m or less. In addition to continuing investments in the online presences of Media Markt and Saturn, these strategies are also expected to be a...

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