

# Media-Saturn-Holding GmbH in Consumer Appliances (Germany)

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## Abstracts

The company's future strategy for growth continues to be based on its successful multichannel and triple-brand approaches. In order to reach a wide public Media-Saturn maintains a vast and still expanding store network likewise to three competing online stores. Product portfolios can be individually and locally organised and advertised in order to create a regional flavour and remain in line with specific consumer needs and demands. The internal competition contributes to comparably low prices a...

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