

Media-Saturn-Holding GmbH in Consumer Electronics (Germany)

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Abstracts

Being the leading appliance and electronics specialist retailer in Germany, Media-Saturn aims to focus further on providing customer satisfaction and an enhanced shopping experience. Modern technologies such as robots for same-day delivery, augmented reality shopping experiences and a vast array of promotions and events for members of its loyalty programme are just a few examples of the ways in which the company is seeking to maintain its good reputation and grow its customer base even further.

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Contents

Strategic Direction

Key Facts

Summary 1 Media-Saturn-Holding GmbH: Key Facts

Summary 2 Media-Saturn-Holding GmbH: Operational Indicators

Company Background

Chart 1 Media-Saturn-Holding GmbH: Saturn in Berlin, Germany

Chart 2 Media-Saturn-Holding GmbH: Saturn (interior) in Berlin, Germany

Internet Strategy

Private Label

Summary 3 Media-Saturn-Holding GmbH: Private Label Portfolio

Competitive Positioning

Summary 4 Media-Saturn-Holding GmbH: Competitive Position 2016

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