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Media Saturn Holding in Consumer Electronics (Austria)

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Abstracts

As the leading electronics and appliance specialist retailer in Austria, Media Saturn's only true competition in Austria comes from online retailers. For this reason, both Media Markt and Saturn are constantly investing in their multichannel strategies, linking their store-based retail outlets and their online operations more closely together. Nevertheless, the company's major asset remains its extremely well located store-based outlets.

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Contents

Strategic Direction
Key Facts
Summary 1 Media Saturn Holding: Key Facts
Summary 2 Media Saturn Holding: Operational Indicators
Company Background
  Chart 1 Media Saturn Holding: Saturn in Graz View 1
  Chart 2 Media Saturn Holding: Saturn in Graz View 2
  Chart 3 Media Saturn Holding: Saturn in Graz View 3
Internet Strategy
Private Label
Summary 3 Media Saturn Holding: Private Label Portfolio
Competitive Positioning
Summary 4 Media Saturn Holding: Competitive Position 2013

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