

# Media-Saturn Holding Polska Sp zoo in Consumer Appliances (Poland)

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Date: January 2016

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: M6A8973D42DEN

## Abstracts

The company is running two well-known brands within electronics and appliance specialist retailers, namely Saturn and Media Markt. Although both brands offer similar product portfolios and are targeting similar consumer groups, brands are managed separately and by a number of consumers are perceived as absolutely independent competing chains. This strategy is expected to continue in the future. Moreover, the company is foreseen to expand through opening new outlets under both the Saturn and...

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