

Media Saturn Holding Polska Sp zoo in Retailing (Poland)

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Abstracts

Media Saturn Holding Polska Sp zoo wishes to continue its active development in electronics and appliance specialist retailers, basically through new outlet openings within both of its chains, Media Markt and Saturn. According to trade press (including Wiadomosci Handlowe, Poradnik Handlowca, Zycie Handlowe, Puls Biznesu), the company is also considering introducing a smaller-sized concept in this channel, which would be suitable for smaller towns.

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