

Media-Saturn Nordic Shared Services AB in Consumer Electronics (Sweden)

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Abstracts

Media-Saturn, through its Media Markt chain, seeks to expand its operations in Sweden over the forecast period. The Media Markt chain has the stated goal of becoming established as the leading electronics and appliance specialist retailer in Sweden, to the extent that the chain is currently operating at significant annual losses in its attempts to build retail volume sales share. The chain expanded with one outlet in 2013, but was also forced to promptly close down another one due to heavy...

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