

Media Saturn - Servicos de Apoio Administrativo Lda in Consumer Appliances (Portugal)

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Abstracts

Media Saturn's main objective for the forecast period is expected to be generating higher sales through its retail brand Media Markt in order to gain value share in electronics and appliance specialist retailers and reach second position in the channel. In order to improve its competitiveness, Media Saturn is expected to continue conducting humorous marketing campaigns which are capable of catering the attention of Portuguese consumers. If during its first 10 years of operations, Media Markt...

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