

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

<https://marketpublishers.com/r/M05BDDDD67A2EN.html>

Date: April 2015

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: M05BDDDD67A2EN

## 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...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Major Appliances, Small Appliances.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Consumer Appliances market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Key Facts

Summary 1 Media Saturn - Serviço de Apoio Administrativo Lda: Key Facts

Summary 2 Media Saturn - Serviço de Apoio Administrativo Lda: Operational

Indicators

Company Background

Internet Strategy

Private Label

Competitive Positioning

Summary 3 Media Saturn - Serviço de Apoio Administrativo Lda: Competitive Position  
2014

Chart 1 Media Saturn - Serviço de Apoio Administrativo Lda: Media Markt in  
Gondomar

## I would like to order

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

Product link: <https://marketpublishers.com/r/M05BDDD67A2EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M05BDDD67A2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970