

Media Saturn– Servicios de apoio administrativo LDA in Retailing (Portugal)

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Abstracts

Media Saturn is expected to limit the extent of its current expansion strategy in Portugal, mirroring Media Markt's strategy across the rest of Western Europe. Due to there being fewer Media Markt outlets in Eastern Europe and Asia, Media Markt's parent company, the Germany-based Metro AG, has decided that its future expansion efforts will focus on countries in which there is more room for expansion.

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