

Media-Saturn Shared Services Sweden AB in Consumer Appliances (Sweden)

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Abstracts

The Media Markt chain has the stated goal of becoming the leading electronics and appliance specialist retailer and since it became active in Sweden it operated at significant annual losses in an attempt to build retail volume sales and share. This strategy is set to change over the forecast period, however, as the company started to close down outlets in 2014 that were not and will not become profitable, a strategy that it continued in 2015. Media Markt will continue to improve the customer...

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