

Mediamarket SpA in Consumer Electronics (Italy)

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Abstracts

Mediamarket experienced a difficult 2014 and 2015. In 2016, the economic position of the company improved, even if sales continued to decline. Increased competition, internet retailing and the reduced importance of physical stores are the main reasons for the decline. Moreover, the company suffered the so called war-of-promotions, which was necessary to sustain volume sales but negatively affected profit margins. In 2015, because of the crisis it experienced, Mediamarket had to close seven store...

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