

Medion AG in Consumer Electronics (Germany)

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Abstracts

Medion AG's former and current strategy, which has proven to be successful, is to focus on products with a very attractive price-performance ratio, in order to provide consumers with good quality products at a rather low price. The increasing pressure due to constant overall price reductions and economic insecurities will mostly be balanced by tight cost management, trying to keep profits as high as possible, and thereby guaranteeing a solid foundation for further positive business development.

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