

Saturn Holding Nederland BV in Consumer Electronics (Netherlands)

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Abstracts

Saturn Holding Nederland BV is focusing on a comprehensive omni-channel strategy that aims to combine the advantages of operating a comprehensive nationwide network of outlets with the demands of the increasingly important online channel. As such, the company is currently experimenting with new concept stores and improved customer service in its stores. In addition, the company acquired consumer electronics repair chain Zes in a bid to strengthen its repair service offerings. At the same time, t...

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