

Saturn



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Within the METRO Group Saturn embodies the concept of consumer electronics centers established mostly in central downtown locations with an extraordinarily wide assortment.

The offer comprises up to 100,000 products from the areas of consumer electronics, household appliances, new media, telecommunications, computers and photographic equipment. One of the hallmarks is the large selection of CDs with around 60,000 titles. Permanently low prices in all assortment areas

are an additional competitive advantage of the Saturn stores. Other Saturn quality characteristics are the competent advice provided by qualified expert staff and a comprehensive range of services. Saturn stores distinguish themselves on account of their innovative organization structure. The managing director is at the same time also co-owner of the store and thus assumes part of the responsibility for the assortment, pricing and marketing.

In figures

Saturn	
Locations ²	208
Number of countries ²	9
Sales Media Markt and Saturn ¹	17.1 bn €
Total selling space Media Markt and Saturn ¹	2.2 mio sqm
Headcount Media Markt and Saturn (annual average of full-time equivalents) ¹	49,046
Articles, overall assortment ¹	ca. 100.000

¹ Status 31 December 2007

² Status 30 June 2008

The company



The first Saturn consumer electronics center opened its gates on Hansaring in Cologne in 1961. In the early sixties, the company took a pioneering role in the introduction of hi-fi stereo systems. At the start of the seventies, Saturn was the first retailer in Germany to offer a large selection of records for self-service at prices well below the market average. Still today, Saturn is famous for its comprehensive assortment of CDs: The Cologne store features one of the largest CD offers in Europe with more than 300,000 different titles.

Fast growth in Germany

Expansion across Germany started with the opening of a Saturn store in Frankfurt in 1985. This was followed by a rapid growth. After the reunification the store network soon spanned the whole of Germany. Today, Saturn ranks among the major companies in this sector.



The merger with Media Markt in 1990 and 1993 led to the founding of the Media-Saturn-Holding GmbH as part of Kaufhof Holding AG. Since that time the two brands have been managed independently under the umbrella of Media-Saturn-Holding GmbH. In 1996, the Kaufhof holding was integrated into the METRO Group.

Participation of managing directors as one of the key success factors



One of the key success factors of Saturn lies in the participation of the managing directors of the individual Saturn consumer electronics centers. They are at the same time also co-owners of their establishment and thus directly linked to the store's success. Therefore, important decisions are taken locally by entrepreneurs acting largely under their own responsibility. This independence allows to specifically adjust the assortment and pricing policy to the local customer needs. Marketing and human resources, too, fall within the

responsibilities of the local store manager. The Saturn systems headquarter in Ingolstadt supports the stores in particular with a permanent further development of the specialty store concept and a cost-efficient handling of administration tasks. In addition, it is also responsible for the expansion to new locations.

Within the METRO Group, Saturn belongs to the Media Markt and Saturn sales division.

The business concept

With its broad product range Saturn is a specialist for all areas of consumer electronics. Saturn's claim is to take the pole position in the respective area among all potential suppliers and to always offer its customers the latest product innovations. This claim to leadership in terms of assortment and competence is usually implemented on a selling space in the range of 2,500 and 10,000 square meters. With its store on Hamburg's Mönckebergstraße, Saturn even took the position of the world's largest consumer electronics center with a selling space of around 18,000 square meters and a correspondingly unique range of products on offer.



Wide range of services



Services of all types have always played an important role at Saturn. Qualified advice from specially trained expert staff as well as comprehensive customer service mark the cornerstones of the specialty store concept. A repair and delivery service is available at every store to also provide the installation of electrical appliances on the customer's premises, upon request. Computers are customized and configured to the needs of the individual customer and used devices are disposed off professionally and environmentally

friendly.

Large assortment, small prices

Every day, several thousand customers frequent one of the Saturn stores. This high acceptance on the part of the consumers in addition to the broad assortment is also attributable to Saturn's proactive price policy, which targets permanently low prices. Small prices come with size. Thanks to its purchasing volume Saturn can buy at relatively favorable conditions. The lean administration of each specialty store supports this principle. Established in conveniently accessible downtown locations, Saturn stores can be found as both stand-alone stores or in shopping centers. Sometimes the Saturn stores have also been integrated into Kaufhof department stores. Saturn consumer electronics centers always attract a large custom base, which in turn benefits local retailers.



Qualified advice



The employees, their creativity and initiative are at the center of Saturn's management philosophy. They participate in continuous training programs in order to ensure a high level of competent services and advice at the stores. Their readiness to take on responsibility and their capacity for teamwork are intensively promoted. The training program covers a broad range of product and service trainings through to individual career advancement programs.