

Operation management

Business, Management



Operations Management: Media Markt Saturn Media Markt Saturn

Introduction Media Markt is a German based chain of stores that sells consumer electronics, and has several branches throughout Asia and Europe (Media Saturn, 2014). In Europe it is considered the largest consumer electronics retailer, and the second in the whole world. The first Media Markt was opened in 1979, and in 1989 it ventured abroad and opened a branch in France. Twenty years in expansion and Media Markt has operated more than 580 throughout Europe. In 2011 for example, Media market decided to venture into the Chinese market even though its competitor had failed. They also gave up and closed all the seven stores they had opened in china as they had failed. Even so, the company positions itself as a price aggressive and high performance one through the comprehensive assortment of about forty five thousand articles in various departments; computer, telecommunication, consumer electronics, hi-fi, and photo. This paper seeks to analyze its renovation, research and development and quality assurance strategies. Renovation, Research and Development Media Markt and Saturn are highly innovative and successful due to the ability to identify trends and merge them into the operations business. In their sales for example they have come up with a multi channel strategy (Media Saturn, 2014). This includes three strong brands competing against each other but under the same roof; Media Markt, redcoon, and Saturn. It also has a complementary online sales shop which is aiming to provide technical services online. Their customers are able to obtain information quickly and comprehensively through the internet offer provided for by the consumer electronic stores. Their innovations will ensure that customers are able to collect their

purchases and do their shopping locally. This multi channel strategy also ensures that Media Markt Saturn responds optimally to any changes in customer requirements. Media Markt Saturn as a trendsetter in the retail market has made a substantial contribution to ensuring that up to date technology is affordable to broad masses. It helps to make household work easier through its innovative technology. Ever since its implementation, the company recognizes the; latest technological trends and tailors its products portfolios towards the needs and desires of the customers. This can be termed as the secret behind the company's unique success. Apart from online shopping, customers can do their shopping on the go through their smart phones as well as at the airports and train stations where the company provides an automated express retail store. The presentation of these brands is as innovative as the products. The company's online shop is open throughout the year which accommodates all buying habits from the customers. Technology development is very dynamic in the electronics industry. Innovations in smart phones, system cameras, 3d televisions etc, have a great market share in the world. Every day there is a new gadget and new technology in the market; Media Markt Saturn keeps up with the constant change. Their innovations are available to the customers as soon as they have them. Based on continued surveillance of their products, Media Markt Saturn is able to make advertisements that have a great impact on the sales. Each campaign puts into consideration the national and regional characteristics. They have catchy brand slogans that are designed to be polarising, alluring and informative. Quality AssuranceMedia Markt Saturn has an extensive quality assurance program implemented so as to make

sure their products are of reliable quality. It has a uniform guideline that is valid to all markets where the products are sold, and suppliers and products are checked on site. Quality management in this company has been divided into a strategic part that develops strategy in sustainability and quality management, and an operation section in the sales departments. There are several quality managers who offer advice to the quality assurance teams in the areas of operation. Their role also involves developing requirement profiles for both international and national products as well as design control plans for the products (Media Saturn, 2014). In addition each retail outlet is considered an independent company where the manager owns a stake of up to 10%. This gives them a great deal of freedom to decide and act as he sees fit for the company. The managers are able to make decisions on the range of products that is offered in his store. The needs of the customers in such cases are put first since local customers in different localities have differing needs and desires. This decentralized kind of corporate structure allows for quick decision making on the spot of the products rather than taking a long chain of communication in a centrally controlled store. High quality service offered to its customers gives the company a foundation based on trust with its customers. Conclusion Media Markt Saturn is a trade fair where all customers can compare and try out new innovations in the market, thus the customers evaluate the products for themselves. Renovation, research and development, and quality assurance is the foundation of success for Media Markt Saturn. Its continued expansion trends in Europe and other countries supported by its unique advertisements give it the Frontline in consumer electronics retail. References Media Saturn, 2014. Media-Saturn Group.

[Online] Available at: [http://www. media-saturn. com/group/EN/TheCompany/Pages/Default. aspx](http://www.media-saturn.com/group/EN/TheCompany/Pages/Default.aspx)[Accessed, 2 February 2015].