

# Dixons Carphone Plc in Retailing (United Kingdom)

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Date: February 2017

Pages: 4

Price: US\$ 150.00 (Single User License)

ID: DB5FC104CAFEN

## Abstracts

Dixons Carphone will shift its focus to larger megastores in the forecast period, with these combining all of its brands, Carphone Warehouse, Currys and PC World in megastores across the country. The company plans for around a third of its stores to offer this concept, with stores functioning like a showroom and enabling customers to try and compare products. Vacuum cleaners will for example be displayed with a range of flooring types so that customers can see which would be best for their home.

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