

FT: Microsoft Preps European Stores

Written by Marco Attard
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Microsoft might not have a retail presence in European markets yet-- but the performance of its stores in the US might be key to the company's retail entry in our lands.



According to the Financial Times Microsoft will open European stores sometime in 2013, but only following “an assessment of how its US stores are performing”.

It also reports Microsoft is in talks with landlords in the UK, where it has already registered a private limited company in preparation.

Microsoft is currently fairly aggressive when it comes to US retail-- during the holiday season it opened 32 pop-up stores (in 20 US states and 3 Canadian cities) as part of the Surface tablet launch.

Microsoft retail locations are fairly similar to Apple Stores and sell a variety of OEM hardware as well as Xbox, Windows and Surface products.

If the FT is correct, we will learn one fact from the Microsoft decision to take on European brick-and-mortar stores-- is its retail strategy is working or not?

Go [Microsoft in Talks on European Stores \(FT.com, registration required\)](#)

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