

RadioShack to Test Mobile Phone Stores

Written by Bob Snyder
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RadioShack may test a high-end, mobile phone store format in USA this year. An analyst at Deutsche Bank claims RS is building three test stores to open by October and then will hope to have 10 by the year's end, 150 in the next 12 months and 400 in three years, if successful.

RadioShack will target higher-end, non-mall real estate, and hopes to replicate the look and feel of Apple Stores by hiring same designers. RadioShack stores may add brands (T-Mobile, Verizon and AT&T) not found in their typical stores.

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