

Best Buy Outlines 2012 Strategies

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Best Buy announces its latest strategic priorities at its 2011 Investor and Analyst day-- planning to reach customers in any means, through online, its stores, over the phone or in their homes.

The retailer will be expanding its multi-channel, multi-category business, diversifying its retail outlets-- ranging from small Best Buy Express kiosks and Best Buy Mobile standalone locations to the typical "big box" stores. It also plans to expand its online presence, mentioning its goal of doubling its current online business in the US within the next 3 - 5 years.

Best Buy's Chinese Five Star brand intends to open 400 - 500 stores in the next 5 years, with plans to growing to up to 1000 stores.

The retailer's unaudited revenue for Q1 2011 totals \$5511m in Europe-- with WW results reaching \$50272m.

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