

## DSGI Pins Turnaround on 5-Points

Written by Bob Snyder  
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DSGI faces the perfect storm: 30% drop in profits, share prices at record lows and the Americas No. 1 chain Best Buy coming into Europe via Carphone Warehouse.

The future now rests with the implementation of CEO John Browett's 5-point plan.

- 1. Focus on the customer**
- 2. Focus the portfolio on winning positions**
- 3. Transform the business**
- 4. Win in the internet market**
- 5. Reduce cost base**

A new format store trial (PC World Enfield) is complete and a roll-out has begun with three more stores operational and a further 13 within three months. A plan is in place to remove 50 million of UK costs. But one of the main problems is still the performance in Italy where closing 43 stores will reduce bleeding but not solve the core issues.

Watch video [Browett on DSGI plan](#)