Subject: Re: Best Buy and High End
Posted by GrantMarshall on Fri, 05 Aug 2005 20:46:05 GMT
View Forum Message <> Reply to Message

If they use a small area where people can go to drool and then sell them a lower priced system the high end draw will attract a new group of customers. If they have people talking about "the system at BB" the free advertising is good. They lose the image of just selling out of date boxes at clearing house prices. Image, presence, and increased mid range sales could all be goals of a high end presence. It could also add that "unique quality" that seperates BB from the competitors. I would say this is a marketing ploy as much as an income generator. It will be interesting to how much high end is actually in the store, and how much is something they are willing to order if you request it.Time for the coffee now.Grant.