

## Samsung's Best Buy Take on Retail

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Samsung follows the likes of Apple and Google in the US as it makes further steps into retail-- it starts opening "Samsung Experience Shop" mini stores inside much larger Best Buy locations.



The store rollout kicked off on 27 April 2013 (the US Galaxy S4 launch date, non-coincidentally) at the New York Union Square Best Buy, a grand opening complete with CEO appearances (Samsung's JK Shin and Best Buy's Hubert Joly) and Bruno Mars performance.

Like the mini Apple Stores found at several Best Buy locations, Samsung-trained employees man the store-within-stores where customers can purchase, activate and learn how to use Samsung devices without leaving the Experience Shop.

The company hopes to open 1400 stores at Best Buy and Best Buy Mobile locations by early Summer 2013, but has no word whether it will offer the concept in Europe-- which wouldn't take place at Best Buy, if for [a rather obvious reason.](#)

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