

Euronics Owns Outlet

Written by Marco Attard
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Euronics Germany becomes the owner of a CE retail outlet for the first time-- from June 2013 the group will be taking over the Euronics XXL outlet at Leinfelden-Echterdingen, Baden-Württemberg.



The retailer gives no financial details of the deal.

"As a cooperative we succeed the Beck family that has built Leinfelden," Euronics CEO Michael Niederführ says. "Our goal is to retain this store's performance and sales force, and to expand our innovative concepts."

For the sake of continuity, Beck family member Oliver Beck will continue leading the outlet.

With such a move, Euronics Germany follows the example of the likes of Expert, which has taken over 9 retail outlets since April 2013.

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