

## Best Buy Has Its Own 5-Point Plan

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31 July 2008

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Best Buy has its own 5-point growth strategy to double sales to USD\$80 billion over the next five years.



- First, ride the CE industrys growth of 6% over time.
- Second, open new stores and developing categories where it presently has limited share (e.g., Apple computers, major appliances, and mobile phones-- reinvigorated by a new business model with Carphone Warehouse).
- Third introduce new categories (e.g., musical instruments).
- Fourth develop completely new business models (e.g., national rollout of Pacific Sales, their West Coast chain of premium appliance stores.)
- Fifth, grow internationally.

Now which 5-point plan would you rather have: spending your way to expansion or cutting costs to restore the foundation?

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