

Best Buy Plays a Different Tune

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Best Buy will add musical instruments to as many as 85 of its stores by year-end (and probably more locations in the near future). They will use about 2500 square feet of retail space at each site to include roughly 1000 different products with brand names such as Fender, Gibson, and Roland.

It's an \$8 billion musical-instrument market in USA and in one swift move Best Buy becomes the 2nd largest retailer in this segment.

One final note: Yes, Best Buy also plans to offer music lessons.

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