

Even more shopping fun Unterföhring!

## **MediaMarkt celebrates grand opening on 8 March**

**Unterföhring, 06.03.2018:** The town of Unterföhring is about to be enhanced by an additional shopping destination. At 7am on Thursday 8 March, not just a new MediaMarkt store but also the most modern MediaMarkt in Germany will be opening at the retail park on Feringastrasse. Customers can look forward to a genuine shopping paradise: the biggest selection of consumer electronics in Unterföhring displayed on an area more than 1,300 square metres in size. Moreover, offering personal assistance and extensive customer services, the store is a centre of expertise on state-of-the-art tech. And it's certainly worth dropping in, for the grand opening will be celebrated with plenty of special offers.

"In Unterföhring, we intend to be an outstanding local supplier of modern tech thanks to an attractive range, our multichannel concept and tailored services," says managing director Tobias Huber (47). Already managing partner of the MediaMarkt store at Munich's Euroindustriepark for seven years, he'll now take charge of both stores. He's joined by 37-year-old Florian Turba, the new store manager in Unterföhring, who has already spent nine years with MediaMarkt, his most recent post being sales manager in the store at Euroindustriepark. "I'm really looking forward to heading a MediaMarkt for the first time," declared the newly-appointed store manager. MediaMarkt in Unterföhring has recruited a total of 18 members of staff.

### **State-of-the-art shop design and technical facilities**

"It's all about you having fun" is MediaMarkt's slogan – and the fun starts in Unterföhring with a pleasing, ultramodern shop design. The interior,

furnishings and product displays are all state of the art – and the same goes for the technical facilities, which include energy-saving daylight LED lighting, electronic shelf labels and free customer Wi-Fi. The entrance zone features an especially customer-friendly design. Instead of conventional checkout zones, there's a single counter integrating the checkouts, the information desk, customer service and the collection point for online orders. "This means customers can be served quicker and always in turn. You no longer have to worry about being in the wrong queue," said manager Florian Turba.

#### **Huge range thanks to the multichannel concept**

Despite having some 30,000 different items permanently in stock, the well-thought-out layout of the various departments and the clear signage ensure customers will easily find their way. The shopping experience is heightened by authentic product demonstrations of for example UHD/4K TVs, multiroom sound systems, virtual reality systems, robot vacuum cleaners and fitted kitchen appliances. "Being a bricks-and-mortar retailer, our strength is our wide range of up-to-date products combined with the possibility of trying them out and comparing them in-house. In addition, thanks to our link to the MediaMarkt web shop, altogether more than 350,000 items are available at short notice and can be collected from the store free of shipping costs," explained Tobias Huber.

#### **From smartphone repairs while you wait to aftercare**

This product diversity is augmented by expert advice and a wide range of useful services. Standard and comfort service include the delivery, assembly, installation and start-up of televisions and large domestic appliances. Those who want large items delivered can opt for home delivery by MediaMarkt Unterföhring at a date and time which suit them. Other service highlights include smartphone repairs while you wait and a 'quick start' service for mobile devices. "Our experts make sure that customers aren't left to cope

with complicated technology by themselves and can enjoy their new items straightaway,” promised Florian Turba. MediaMarkt’s specialists can also visit customers at home to help them for instance plan and install satellite TV systems and kitchen units. And if aftercare is required, the store will put customers in touch with the experts from Deutsche Technikberatung, who provide personal home assistance in connection with questions and problems.

### **The success story continues in Unterföhring**

Tobias Huber and Florian Turba are very optimistic about the future at Unterföhring. “Media Markt is a company with innovative products which is ideally positioned for a smart lifestyle. Moreover, our company philosophy, in which the main roles are played by customer focus and individual responsibility, also makes us confident that we’ll be able to continue our success story,” says Tobias Huber. Tobias and Florian intend to win over customers in the region with not just a great product range and low prices, but also expert advice and first-class service. Mind you, the icing on the cake is the staff: “They’re the cornerstones of our success,” emphasizes Florian Turba who, together with his team, has set himself the goal of constantly surpassing customers’ expectations.

### **Fun shopping high on the agenda**

“Preparing for the opening has welded us into a team who really enjoy their work. This enthusiasm will infect our customers, who’ll have great fun shopping at their Media Markt,” says Florian Turba confidently. If you want to see the new store for yourself, on its first day it will be open from 7am to 8pm, and on Friday and Saturday from 8am to 8pm. It will then switch to its regular opening hours of 10am to 8pm, Monday to Saturday

# MediaMarkt

## PRESS RELEASE

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### About MediaMarkt

MediaMarkt, Germany's and Europe's number one consumer electronics retailer, was founded in 1979, and is nowadays managed as an independent retail brand under the auspices of the MediaMarktSaturn Retail Group. The company currently operates 273 stores in Germany and employs more than 14,100 people. All in all, the over 850 MediaMarkt stores in 14 countries throughout Europe have a total headcount of approximately 46,000. MediaMarkt consistently applies its brand core 'Pleasure' to its product range, pricing, customer advice and services. Its declared aim is to make MediaMarkt the most pleasurable place for consumer electronics – anytime and anywhere. In addition to a constantly up-to-date range of brand-name items at permanently low prices, its successful concept includes personal advice and a comprehensive portfolio of services. MediaMarkt has positioned itself as a successful multichannel provider and thus combines the advantages of physical and online retail under a trusted brand.

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