

Shopping destination with fun factor celebrates grand opening

MediaMarkt Forchheim to open on 3 May at 7am

Forchheim, 02.05.2018: “It’s all about you having fun!” is MediaMarkt’s motto. And customers will certainly be having plenty of fun at the new Globus-Center in Forchheim, where the brand new MediaMarkt will open tomorrow on Thursday, 3 May 2018. The huge celebrations for the new store will begin at 7am – and will include plenty of breathtaking bargains. Built to the latest standards of shop design, customers can look forward to the newest and most modern MediaMarkt store in Germany with a full range leaving nothing to be desired displayed on a sales floor 1,500 square metres in size.

“Forchheim is an outstanding location for a MediaMarkt store. At a time when innovative electronics products are playing an increasingly important role in everyday life, as a regional supplier we provide an extensive range of products and services,” declared Thomas Krauss, the new store’s manager, who also runs the MediaMarkt store in Erlangen. Both stores will work closely together, which for one thing will benefit the rapid availability of products and customer services. The sales manager is Matthias Kilian, a native of Forchheim, who has already notched up 20 years of experience at MediaMarkt and is the first port of call for customers. All in all, MediaMarkt in Forchheim has recruited 25 staff, nearly all of whom come from the town itself or nearby and know how the people here tick.

Customer-friendliness begins with the shop fittings

Modern store design, electronic shelf labels, stylish stands to showcase product highlights, free customer Wi-Fi – the new MediaMarkt is a cutting-edge store in every respect. This starts in the entrance area, where instead of a conventional checkout zone, a large customer counter has been set up.

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“Even the interior says much about how customer-friendly a store is. We wondered how we could serve our customers better, faster and more conveniently. As a result, we’ve integrated various functions such as the tills, information, service and the collection of online orders into a central counter. This has already proved extremely popular with customers at other MediaMarkt stores. Everyone is served in turn and so no one gets cross about being in the wrong queue anymore,” says Thomas Krauss.

Huge range thanks to MediaMarkt’s multichannel concept

Despite its huge range, the well-thought-out layout of the various departments and the clear signage ensure customers will easily find their way. “We have about 25,000 different items permanently in stock. And thanks to our link to the MediaMarkt webshop, more than 350,000 items are available at short notice and can be collected here free of shipping charges,” said Thomas Krauss as he explained the multichannel concept, which enables MediaMarkt to compete very successfully with pure online retailers. The possibility to examine and try out everything in store and compare different products before deciding what to buy is especially advantageous when it comes to high-quality tech. Practically all the devices on display here are therefore connected and ready for use.

Competent advice and personal service

However, the large selection of demonstration products and the modern online ordering options are by no means everything that MediaMarkt in Forchheim hopes to impress its customers with. After all, even in the digital age, the human factor is crucial. “We rely on competent, friendly advice and personal service,” declared Thomas Krauss, referring to the diverse services available. They range from the delivery, installation and start-up of televisions and large domestic appliances to in-store smartphone repairs while you wait and even a ‘quick start’ service for mobile devices. ‘Quick start’ means that in-store engineers set up smartphones, tablets and

notebooks so that customers no longer have to take care of the complicated installation themselves. In addition, MediaMarkt technicians visit customers at home to help them for example plan and install satellite TV systems and kitchen appliances. Aftercare is available, too, if required, in which case the store will put customers in touch with experts from Deutsche Technikberatung, who provide personal home assistance in connection with questions and problems.

Deciding for Forchheim

By opening its new store in Forchheim, MediaMarkt is fulfilling a long-cherished wish for a new store here. “Forchheim is already a very popular town for shopping. We’ll now be able to substantially increase its attractiveness,” said Thomas Krauss. He regards MediaMarkt’s determination to make shopping fun as the ace up its sleeve. “In our industry, new things happen all the time, and so shoppers can always discover exciting new products when they visit us.” Another attraction is the MediaMarkt Club. Customers can join for free and receive additional shopping advantages as well as regular chances to win great prizes. Last but not least, plenty of fun is afforded by the carefully calculated special offers – and there’ll be loads of amazing cut-price bargains at the premiere! Said Thomas Krauss: “It’s really worth coming to the opening on 3 May and taking a tour of the store!” On its first day, the store will be open longer than usual, from 7am until 8pm. On Friday and Saturday, it’ll be open from 8am to 8pm. Its normal opening hours will then be 10am to 8pm, Monday to Saturday.

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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 274 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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