

## Best Buy Gives Apple Store Example Up

Written by Marco Attard  
03. May 2013

---

As Best Buy appears to be getting back on its feet, The Wall Street Journal reports the retailer is set to dump at least one retail idea-- "Richfield," the store model "inspired" by the Apple take on retail.



According to the WSJ CEO Hubert Joly halted plans involving the Richfield model when he took over the retailer and, 6 months later, "his finger is still on the pause button."

How come? Joly's answer is "fixture changes [are not] a wise use of capital." The retailer also has bigger plans to concentrate on-- namely beating the showrooming trend, changing product mixes in different stores and store-within-store deals with the likes of Samsung.

A July 2012 idea championed by then interim CEO Mike Mikan, the store redesign was to house less gadgets within a smaller footprint, a "Solution Central" (read "Genius Bar") help desk and several self-service points replacing checkout lines.

Go [Best Buy Loses Interest in Being More Like the Apple Store \(WSJ.com\)](#)

Go [Best Buy Follows Apple Store Example](#)