

Power Up Sales With Home Electronics

Best Buy might quickly come to mind when shoppers consider where to buy home electronics, but they're buying the products at a variety of businesses. As a result, many home improvement retailers have found success selling items from the niche.

In the October issue of *Hardware Retailing*, retailers share their experiences selling home electronics, which we define as items that can connect, charge and improve the functionality of electronic items, like cellphones and TVs. Below, we provide different tips on how to create a home electronics niche at your operation.

Since more homeowners are incorporating sound systems, charging stations and other technological advancements into their houses, home electronic items are becoming important parts of home improvement projects.

Applied to Retail:

Before adding this niche, ask employees and customers for feedback on home electronic products they would purchase from your store. Also, consider nearby retail outlets to determine how you can compete. Look for products others don't carry that would complement your current selection.

