



## MICROSPOT.CH

is one of the best-established platforms for consumer electronics and is very well known throughout Switzerland. In 2017, Microspot.ch was completely revamped and is a leader in terms of technology and speed. Microspot.ch is currently being transformed from an online shop for consumer electronics to a comprehensive non-food platform of Coop. Swiss customers can already access an expanded range of over 201 000 products in these fields: DIY, office supplies, beauty & health, watches & jewellery, sport, toys, home & lighting and electronics – quick, simple and professional.

[www.microspot.ch](http://www.microspot.ch)



### Net sales 2018

CHF 242 million



### Market position

One of the leading online platforms in Switzerland for consumer electronics and an expanded non-food range (DIY, office supplies, beauty & health, watches & jewellery, sport, toys, home & lighting and electronics). The cheapest online shop for consumer electronics in Switzerland, according to the price barometer.



### Number of POS

18 pick-ups and 2 showrooms



### Sales area

222 m<sup>2</sup>



### Online shop

Numerous items, free delivery in Switzerland and to Liechtenstein



### Vision

Non-food platform of the Coop Group



### Offering

Over 201 000 products in the following ranges: DIY, office supplies, beauty & health, watches & jewellery, sport, toys, home & lighting and electronics. The range is being continuously expanded.



### Services

Same-day delivery, home delivery / installation, extended warranties, showroom services



### Sustainability achievements

Recycling: free return of batteries, ink cartridges / toners, Nespresso capsules and electronic scrap.