



MICROSPOT.CH

is a leading online provider of IT, telecoms, consumer electronics, photography and household items. Here, private and commercial customers will find numerous products at low prices. The three showrooms display the latest products. “Speed” labelled items ordered by 12 p.m. can be collected on the same day from a showroom or one of the pick-up points.

www.microspot.ch



Net sales 2017
CHF 212 million



Market position
One of the leading online suppliers of IT, telecoms, consumer electronics, photography and household items; according to the price barometer, Switzerland’s cheapest online home electronics shop



Number of POS
23 pick-ups and 3 showrooms



Sales area
411 m²



Online shop
Numerous items, free delivery in Switzerland and to Liechtenstein



Vision
Home electronics at unbeatable prices



Offering
Big range of home electronics at low prices



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



Sustainability achievements
Collaborations with local providers

Supplement to factsheet, 15 May 2018:

On 1 May Coop took over Swisscom’s 50% equity stake in the online marketplace Siroop. Coop is planning to merge Siroop with its own distribution channel Microspot to form a single brand in order to benefit from synergies and exploit additional growth potential. Sales via www.siroop.ch are due to be discontinued at the end of 2018.