

## Who Wants to be Walphone Warehouse?

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Following last year's in-house pilot tests (held in 20 flagship stores) Walmart decides to expand its Walmart Wireless shops to 150 more superstores this year in the USA.



The Wireless Stores carry mobile phones and smartphones, alongside a number of service plans, inside a space around 185 square meters in size near checkout counters.

The retailer describes initial results as "very positive"-- partly thanks to their location inside the parent chain, next to the banking, eyeglass center and other services.

Walmart is also looking into selling appliances with The Appliance Market-- currently testing in 3 US locations, with more to roll out next month.

The stores carry 80 good-better-best SKUs under the company's Hotpoint, GE and GE Profile brands, with free appliance delivery (but extra charges for installation).

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