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## Dell announces massive European retail deal with DSGi

To be sold in PC World, Currys and Dixons.co.uk in the UK

by Amy-Mae Elliott published on 13 December 2007

Dell and DSG international plc (DSGi) have announced the imminent availability of Dell notebook and desktop computers in DSGi stores.

From January 2008, DSGi and Dell customers will be able to buy a range of Dell notebooks and desktops through PC World, Currys and Currys.digital stores in the UK, as well as Dixons.co.uk online.

Customers will also be able to buy Dell products through the European network of DSGi store brands such as Electro World, PC City, and Elkjop.

This deal will see Dell in stores from Norway to Greece, and from Spain to Finland as well as the Czech Republic, Hungary, and Poland.

Mark Ormerod, vice president and general manager, consumer business for Dell's EMEA operations comments: "This partnership with DSGi means that consumers in nearly all major European countries can purchase Dell products through these stores".

"To maximise choice, Dell is offering a full portfolio of our award-winning products - from our high-end gaming systems, to notebooks and desktops that are perfect for everyday computing."

"With this agreement, consumers in Europe will have more choice than ever before, and experience the look and feel of our products before purchasing."

In the last few months, Dell has slowly but surely been expanding its retail presence across the globe with big deals announced in the US and



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Asia.

This is in contrast to its once-traditional direct business model that the company employed for over 20 years.