

Introduction To Circuit City

Circuit City Stores were started as American dealers and retailers of Electronic equipment, personal computers and entertainment software. Circuit City stores are considered second largest store chain after Best Buy. The presence of Circuit City all over the world can be analyzed from the fact that there are total 567 super stores of Circuit City nationwide. In Canada Circuit City has 765 retail stores and the demands of the products offered by the company is also high in Canada.

The company sells variety of the products in the world market but the two major achievements of the company in its products are mentioned here. The major achievement of Circuit City is the introduction of DIVX in 1997. During the fiscal year 2006 the company also launched firedog brand that provides home theater installation and various other home based services. The company has built a good name in a short span of time because of the attractive services which it offers to the customers.

The company has also given a great focus on quality management therefore, the company introduced Six Sigma program in the year 2001. The company has always shown high community involvement. Circuit City has always contributed for the charitable causes, and organized events like softball games, bake sales and car washes .

In partnership with BGCA; the company also introduced Boys & Girls Club of America in 2001. Another partner of Circuit City is Habitat for Humanity and they contributed in the construction of various houses and made charitable contribution to the Richmond. Circuit City has also participated actively in American Red Cross Disaster Relief.

Therefore, company has always shown corporate social responsibility.

There are some initiatives which the company has taken and that have directly benefited the company. Firstly, Circuit City appears as a very flexible organization and it has always shown a change from time to time like in 2007 the company introduced transformation program in which termination of 3400 employees were carried out. This program reduced a huge cost of the company and it shows the flexibility of Circuit City to change. This has increased the revenues of the company by many folds and resulted in the market share loss of the competitors. Secondly, the company introduced Multi Channel integration strategy as its innovation initiative. This strategy has also appeared as a successful strategy of the company because it has helped the company in improving its product specifications and comparing the prices of products offered in various stores. Circuit City also brought about many improvements in its supply chain management. These improvements helped the company to react to consumer demand in a timely manner. Moreover, as mentioned earlier the company has also increased its quality system by the introduction of six sigma in 2001.

Therefore, Circuit City has covered the steps of success through its innovative and effective strategies. Sites Consulted [Circuit city coupons](#) ... [Circuit city coupons](#) ... [Electronics city](#) ... [Circuit city](#) ... [Electronics](#) ...

About the Author

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