

Region: Hungary, Europe
Distributor: Mercury
Chain Store: Media Markt
Competing Brands: D-Link and Belkin

TP-LINK MAKES STRATEGIC MOVE INTO HUNGARIAN MARKET WITH MEDIA MARKT

TP-Link has struck a strategic cord in the Hungarian networking market with Media Markt. Despite already being carried by other large chains such as Cora, Tesco, and Euronics; being a part of Media Markt's diverse and high quality product family represents a new level of distribution for TP-Link in Hungary. TP-Link now shares Media Markt's Networking product line-up with D-Link and Belkin. Being part of Media Markt's great retailing system brings a new kind of trust to end-users in the TP-Link name with the backing of such a large retailer.



Media Markt is the largest home electronics retailer in Europe with more than 420 stores in 14 countries. In order to give great prices and the widest selection of goods, Media Markt always keeps permanent low prices - and has the largest selection of brand names. All articles are unpacked for the customer to touch, feel and test. Personal service and advice is also given in the physical store; an example of an excellent business model that has worked for Media Markt and now TP-Link.

