

Betta Electrical and Furniture Superstore Carnegie



This September, BSL launched an exciting new 3000m2 retail concept at its corporate store in Carnegie, VIC. An extension for the Superstore concept, the Betta Electrical and Furniture Superstore includes an exciting and classy range of furniture from suppliers such as Moran, Ridge and Sleepmaker.

Betta Electrical Superstores present a wide range of electrical appliances including:

- Computers and Peripherals
- Digital Cameras
- Digital Print Centres
- A wide range of LCD and Plasma TV's
- Sound equipment (including component Hi-Fi)
- MP3 Players; and
- Mobile Phones

The extensive range also includes a vast range of whitegoods, European cooking packages, air conditioning, side by side refrigeration and laundry solutions. Betta Electrical Superstores have a clear and defined focus on Premium products.

Betta Electrical Superstores aim to facilitate solutions while giving customers a complete home shopping experience. At Carnegie, BSL's vision has been extended to facilitate the integration of furniture combined with electrical products to provide a complete solution, exceeding customer's expectations along the way. The wide range of quality home furnishings, which aims to create the ultimate home lifestyle solution, includes high quality lounges, occasional, dining, bedding and bedroom furniture. All of this is accessorised by lamps, designer rugs and other decorative items.

Once proven, the premium furniture offer will be extended to existing and new franchisees.

BSL's first ever furniture catalogue is being distributed in October to enhance this exciting new concept at Carnegie. The catalogue includes lifestyle solutions with packages of furniture and electrical to suit every home shopping requirement.

For further information please contact BSL CEO Guy Houghton on 07 3222 3999