

The independent sector share of the UK consumer electronics market has more than halved in the last 6 years

Submitted by: Indi

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Free dealer and store locators will help consumers find independent consumer electronics dealers and installers.

Phil Millington, an independent retailer with over 30 years in the business created [INDi.co.uk](http://www.indi.co.uk) (<http://www.indi.co.uk>) to help find installers across the UK.

“We sell products via our website that need installing so we built a database of installers across the UK with the skills required that we could recommend to our mail order customers. We also sell to the trade so it made sense to add the details of dealers who might want to buy from us too. INDi evolved from this”

Phil attended a meeting in February at Tech UK in London where prominent members of the industry discussed the decline in independent sector sales. The market share has more than halved in the past 6 years to just 9%.

“The general consensus was that independents needed an unbiased shared platform to help consolidate the industry. I knew that INDi could be fit for purpose”

Since that meeting improvements have been made to functionality that now enable INDi store and dealer locators to be embedded on any website by simply copying and pasting a line of code.

Dealers and installers login and edit their own profiles. Address, opening hours, offers etc can be edited with changes reflected across all embedded searches. The page is mobile friendly and there is a premium option with lots of extra features.

Because dealers keep their own profile pages updated there is virtually no admin. Manufacturers can simply login and tick or un-tick tagged dealers they want to show in their locators.

“I can visualise INDi members participating in national promotions, product launches and collaborating with other members, I urge manufacturers, distributors and industry affiliates to embed the INDi dealer locator”

Join INDi here: www.indi.co.uk/register

Standard dealer locators are free and bespoke locators are also available.

Locators will be available for other industries in the future with an emphasis on finding independents.

Contact Phil Millington for more information or to arrange a demonstration.

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