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Tampa-area retailer reopens as Giant Partner Store

by BRAIN Staff

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OLDSMAR, Fla. (BRAIN) — Florida retailer BikeSport recently celebrated its grand reopening as a Giant Partner Store.

“My goals were to have a better looking and more efficient store. The shop is small and I wanted the expertise offered by Giant on how to fully maximize and utilize the space we have,” owner Stephen Zaffiri said of his 1,200-square-foot location near Tampa, Florida.



“The Giant Retail Partner program offered exactly what we were looking for. We have sold Giant and Liv bikes exclusively since our opening, so this seemed like a natural progression,” he added.

Giant Partner Stores stock at least 80 percent of their floor space with Giant and Liv products. In return, partner stores receive assistance in store layout and design, fixturing, merchandising and retail support.

Mickey Singer, Giant account executive for North Florida, said, “The shop really hits a sweet spot in the community. Oldsmar is a smaller town on the fringe of the larger towns, and BikeSport has a great community vibe and has really grown from word-of-mouth. They are honest, straightforward, and have a real desire to help their consumers enjoy the ride.”



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