

Microsoft Physical Store announces permanent closure

On June 26, 2020, Microsoft has [decided](#) to take down all of its physical retail stores across the United States and even abroad. This closure will be shifting Microsoft's focus into the digital world, Microsoft.com, an online web-store where customers can purchase products, get technical support, and online training through training videos and articles.

Due to the coronavirus outbreak in March, Microsoft had [closed down its retail stores](#) but had not started reopening them as Apple had started reopening its physical retail stores.

The company will "reenvision" four locations – in London, New York City, Sydney, and Redmond – as Microsoft Experience Centers but those branches won't sell merchandise.

Microsoft has mentioned that they will be training and transitioning their staff into working remotely to cater to the demands of the shift from the traditional physical store into a fully-digitalized store.

"Our retail team members will continue to serve customers working from Microsoft corporate facilities or remotely and we will continue to develop our diverse team in support of the overall company mission and objectives," [said](#) Microsoft corporate vice president David Porter.

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