

## Chapter 14

### Retailing

MKTG10  
Lamb, Hair, and McDaniel



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## LEARNING OUTCOMES

- 14-1 Explain the importance of the retailer within the channel and the U.S. economy
- 14-1 List and understand the different types of retailers
- 14-1 Explain why nonstore retailing is on the rise and list the advantages of its different forms
- 14-1 Discuss the different retail operations models and understand why they vary in strategy and format

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## LEARNING OUTCOMES

- 14-5 Explain how retail marketing strategies are developed and executed
- 14-6 Discuss how services retailing differs from goods retailing
- 14-7 Understand how retailers address product/service failures and discuss the opportunities that service failures provide
- 14-8 Summarize current trends related to customer data, analytics, and technology

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14-1

## The Role of Retailing

Explain the importance of the retailer within the channel and the U.S. economy

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## Retailing

All the activities directly related to the sale of goods and services to the ultimate consumer for personal, non-business use.

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## The Role of Retailing

- ◆ There are almost 3.8 million U.S. retailers
- ◆ Retailers employ 29 million people—about one in five U.S. workers
- ◆ About 10 percent of U.S. businesses are classified as retailers
- ◆ Most retailers are quite small
- ◆ The industry is dominated by a few giant organizations, such as Walmart

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## Types of Retailers and Retail Operations

List and understand the different types of retailers

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## Classification of Retail Operations

Ownership

Level of Service

Product Assortment

Price

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## Classification of Ownership

### Independent Retailers

Owned by a single person or partnership and not part of a larger retail institution.

### Chain Stores

Owned and operated as a group by a single organization.

### Franchises

The right to operate a business or to sell a product.

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## Level of Service

### Full-Service

### Self-Service

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## Product Assortment

Classification based on *width* and *depth* of product lines.

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## Price

### Gross Margin

The amount of money the retailer makes as a percentage of sales after the cost of goods sold is subtracted.

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## Major Types of In-Store Retail Operations



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## 14.1

### Types of Stores and Their Characteristics

Type of Retailer	Service Level	Assortment	Price	Gross Margin
Department Store	Mod Hi-High	Broad	Mod-High	Mod High
Specialty Store	High	Narrow	Mod-High	High
Supermarket	Low	Broad	Moderate	Low
Convenience Store	Low	Med-Narrow	Mod High	Mod High
Drugstore	Low-Mod	Medium	Moderate	Low
Full-line Discounter	Mod-Low	Med-Broad	Mod Low	Mod Low
Specialty Discounter	Mod-Low	Med-Broad	Mod Lo-low	Mod Low
Warehouse Clubs	Low	Broad	Low-very low	Low
Off-price Retailer	Low	Med-Narrow	Low	Low
Restaurant	Low-High	Narrow	Low-High	Low-High

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### The Rise of Nonstore Retailing

Explain why nonstore retailing is on the rise and list the advantages of its different forms

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### Nonstore Retailing

Shopping without visiting a physical store.

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## Major Types of Nonstore Retail Operations



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## Retail Operation Models

Discuss the different retail operations models and understand why they vary in strategy and format

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## Retail Operating Models

- A retail operating model can be summarized as a set of guiding principles.
- For example, off-price retailers de-emphasize customer service and product selection in favor of lower prices, which are achieved through a greater focus on lean inventory management.

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## Floor Stock and Back Stock

**Floor stock** is inventory displayed for sale to customers

**Back stock** is inventory held in reserve for potential future sale in a retailer's storeroom or stockroom

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## Operations Models Today

- Tradeoffs inherent to restrictive operating models have led to the recent emergence of hybrid retail operating models and online-only retailers.
- Today, most retail stores remain operationally and tactically similar to those that have been in business for hundreds of years.

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## Executing a Retail Marketing Strategy

**Explain how retail marketing strategies are developed and executed**

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## Retail Marketing Strategy

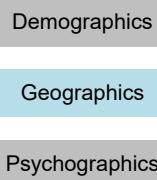


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## Defining a Target Market

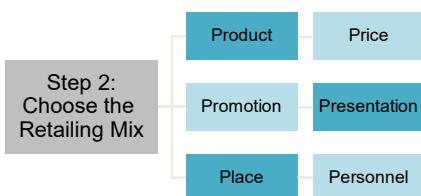
**Step 1: Segment the Market**



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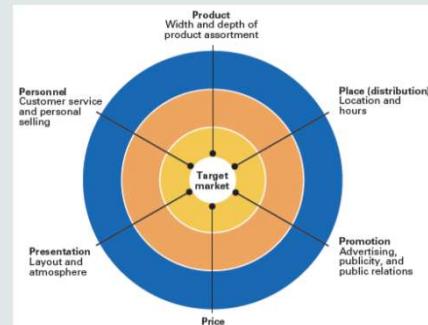
## Choosing the Retailing Mix



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## 14.2 The Retailing Mix



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## Choosing the Retailing Mix

### Product Offering

The mix of products offered to the consumer by the retailer; also called the product assortment or merchandise mix.

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## Retail Promotion Strategy

Advertising

Public Relations

Publicity

Sales Promotion

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## Place

### ***Choosing a Community***

Economic growth potential

Competition

Geography

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## The Proper Location

### *Choosing a Specific Site*

Socioeconomic characteristics

Traffic flows

Land costs

Zoning Regulations

Public Transportation

### *Choosing the Type of Site*

Freestanding Store

Shopping Center

Lifestyle Center

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## Retail Prices

Low Price

High Price

Good Value  
Single Price Point

Quality  
Image

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## Presentation of the Retail Store

Employee type and density

Merchandise type and density

Fixture type and density

Sound

Odors

Visual factors

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## Personnel



Trading Up

Suggestion Selling

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## Retailing Decisions for Services

**Discuss how services retailing differs from goods retailing**

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## Channel and Retailing Decisions for Services

Prioritize customer service by focusing on four areas:

- Minimizing wait times
- Managing service capacity
- Improving service delivery
- Establishing channel-wide network coherence

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## Addressing Retail Product/Service Failures

**Understand how retailers address product/service failures and discuss the opportunities that service failures provide**

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## Channel and Retailing Decisions for Services

*All* retailers inevitably disappoint a subset of their customers.

The best retailers have plans in place to recover from lapses in service. Actions that might be taken include:

- Notifying customers in advance of stockouts
- Implementing liberal return policies
- Issuing product recalls in conjunction with promotional offers

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## Retailer and Retail Customer Trends and Advancements

**Summarize current trends related to customer data, analytics, and technology**

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## Big Data Analytics and Beacons

The need for more and better information has led many retailers to use big data analytics, a process whereby retailers use complex mathematical models to make better product mix decisions.

Retailers are increasingly using beacons—devices that send out connecting signals to customers' smartphones and tablets.

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## Shopper Marketing

Shopper marketing is becoming increasingly popular as businesses see the implications of this new method of customer research.

These implications include the strategic alignment of customers segments and supply chain adaptation.

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## Analytics

Shopper analytics are used to dig deeply into customers' shopping attitudes, perceptions, emotions, and behaviors—and are thereby able to learn how the shopping experience shapes these differences.

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## Future Developments in Retail Management

### Retail Channel Omnification

The reduction of multiple retail channel systems into a single, unified system for the purpose of creating efficiencies or saving costs.

### Click-and-Collect

The practice of buying something online and then traveling to a physical store location to take delivery of the merchandise.

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## Chapter 14 Video

### New Balance Hubway

New Balance Hubway is a bike sharing system in the Boston area that uses automated stations to provide a bike service to people looking to go short distances. In this clip, employees discuss how the retailing model works for Hubway, and how the difference between brick and mortar and e-business models allowed them to succeed in the Boston area.

[CLICK TO PLAY VIDEO](#)

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## Part 4 Video

### Scripps Networks Interactive

### **Distribution Decisions**

Scripps Networks Interactive owns the content on popular networks such as Food Network, DIY, and the Cooking Channel. Deciding how to best get their content (both digital and solid products) into different locations takes some careful thought, and various decision makers discuss the process in this video clip.

[CLICK TO PLAY VIDEO](#)

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