

Kentucky Class Notes

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MKT 320 Lewis
Spring 2012
Test 1

01/13/2012

Types of Retailers

1. Retailers Use Different Retail Mixes
 2. merchandise: variety (breadth) / assortment (depth)
 3. services
 4. store design, visual merchandising
 5. location
 6. pricing
7. Infinite Variations
8. Some combination of retail mixes satisfy the needs of significant segments and persist over time.

Merchandising Offering

- Variety (breadth of merchandise): wide vs. narrow
 - The number of merchandise categories
- Assortment (depth of merchandise): deep vs. shallow
 - The number of items in a category (SKUs)

Services Offered

- Retailers differ in the services they offer customers
 - EMS offers assistance in selecting the appropriate kayak and repairing them vs. <http://www.outdoorplay.com> and
 - Wal-Mart: doesn't provide any services



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Prices and the cost of offering breadth and depth of merchandise and services

- Stocking a deep broad assortment (like EMS) is costly for retailers
 - Many SKUs
 - Inventory Investment Cost ↑
 - Because the retailer must have backup stock for each SKU in addition to holding the inventory

Types of Merchandise Retailers

- Food Retailers
 - “Mom and Pop” stores
 - Supermarkets (e.g. Kroger or Luch)
 - Supercenters (e.g. Target)
- General Merchandise Retailers
 - Department stores (e.g. Dillard’s)
 - Specialty stores (e.g. J.C. Penney & Co.)
 - Discount stores (e.g. Walmart)
 - Category specialists (e.g. Best Buy)
 - Off-price retailers (e.g. TJ Maxx)
 - Warehouse clubs (e.g. SAM’s Club)
 - Value retailers (e.g. Dollar Tree)



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