



TIPE RETAILER

Pemasaran & Bisnis Ritel

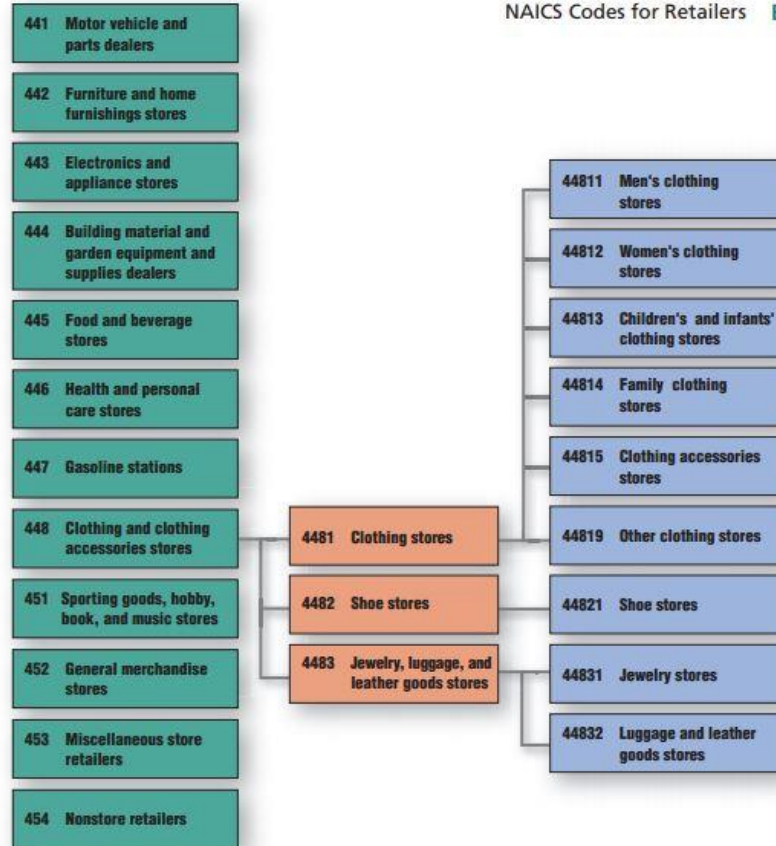
Aryan Eka Prastya Nugraha

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01 Type of Merchandise

NAICS Codes for Retailers EXHIBIT 2-1



Variety and Assortment of Bicycles in Different Retail Outlets

	Adult Road	Adult Hybrid	Mountain	Child
Wheelworks	Bianchi, Colnago, Peter Mooney, Serotta, Trek 150 SKUs \$419.99–\$7,999.99	Bianchi, Specialized, Trek 96 SKUs \$349.99–\$1,899.99	Salsa, Santa Cruz, Specialized, Trek 122 SKUs \$299.99–\$1,899.99	Electra, Gary Fisher, Haro, Kettler, Trek 56 SKUs \$159.99–\$429.99
Toys R Us	Mobo Triton Pro 3 SKUs \$299.99–\$359.99	—	Cycle Force, Huffy, Schwinn 4 SKUs \$79.98–\$135.99	Avigo, Cycle Force, Huffy, Mongoose, Pacific Cycle 228 SKUs \$45.99–\$499.99
Walmart	Cycle Force, Genesis, Kent, Mongoose 26 SKUs \$99.97–\$499.00	Cycle Force, Genesis, Schwinn, Tour de France 9 SKUs \$179.00–\$349.00	Havoc, Genesis, Schwinn, NEXT, Roadmaster 63 SKUs \$88.00–\$379.00	Huffy, Koxx, Micargi, Schwinn, Tour De France 195 SKUs \$28.13–\$675.00



Why do the three retailers' assortments differ from each other?





Variety and Assortment

- **Variety** is the number of merchandise categories a retailer offers.
- **Assortment** is the number of different items offered in a merchandise category. Variety is often referred to as the breadth of merchandise, and assortment is referred to as the depth of merchandise

FOOD RETAILERS

	Estimated Sales, 2013 (\$ millions)	Estimated Sales Growth 2008–2013 (%)
Food Retailers		
Conventional supermarkets	\$622,896	3.3
Supercenters	354,905	7.1
Warehouse clubs	159,075	6.7
Convenience stores	748,186	3.0
General Merchandise Retailers		
Department stores	73,291	−0.9
Apparel and accessory specialty stores	210,236	4.5
Jewelry stores	36,848	3.4
Shoe stores	29,606	1.8
Furniture stores	66,262	2.2
Home furnishing stores	59,465	2.8
Office supply stores	26,404	2.2
Sporting goods stores	49,717	5.3
Bookstores	19,101	2.1
Building material, hardware, and garden supply stores	393,254	3.6
Consumer electronics and appliance stores	141,800	4.4
Drugstores	250,172	4.2
Full-line discount stores	126,385	0.0
Extreme-value stores	52,454	3.1
Nonstore Retailers		
Nonstore retailing	340,421	9.0
E-commerce	282,055	15.0



The world's largest food retailer, Walmart, attains more than \$443 billion in sales of supermarket-type merchandise. On this measure, it is followed by Carrefour (France), Tesco (United Kingdom), Metro Group (Germany), Schwartz Group (Germany), and Kroger (United States).⁴ In North America specifically, the largest supermarket chains in order are Walmart, Kroger, Costco, Target, Safeway, Supervalu, Loblaw, Publix, and Ahold US.



Supermarkets

A conventional supermarket is a large, self-service retail food store offering groceries, meat, and produce, as well as some nonfood items, such as health and beauty aids and general merchandise.⁷ Perishables, including meat, produce, baked goods, and dairy products, account for 30 percent of supermarket sales and typically have higher margins than packaged goods.



Trends in Supermarket Retailing

To compete successfully against intrusions by other food retailing formats, conventional supermarkets are differentiating their offerings by (1) emphasizing fresh perishables, (2) targeting green and ethnic consumers, (3) providing better value with private-label merchandise, and (4) providing a better shopping experience

Green Merchandise



Health-conscious and environmentally conscious consumers are demanding organic and locally produced foods from food retailers.

Conventional supermarkets are offering more fair trade, natural, organic, and locally sourced foods for the growing segment of consumers who are health- and environmentally conscious




Private-Label Merchandise

The benefits of private label brands to retailers include increased store loyalty, the ability to differentiate themselves from the competition, lower promotional costs, and higher gross margins compared with national brands.



Supercenters

Supercenters are large stores (160,000 to 200,000 square feet) that combine a supermarket with a full-line discount store.



Hypermarkets are also large (160,000 to 200,000 square feet), combination food (60 to 70 percent) and general merchandise (30 to 40 percent) stores. The world's second-largest retailer, Carrefour, operates hypermarkets. Hypermarkets typically stock fewer SKUs than do supercenters—between 40,000 and 60,000 items, ranging from groceries, hardware, and sports equipment to furniture and appliances to computers and electronics.

Convenience Stores



At convenience stores you can jump out of your car and pick up a Coke and some chewing gum while getting gas.

Convenience stores provide a limited variety and assortment of merchandise at a convenient location in 3,000- to 5,000-square-foot stores with speedy checkout



GENERAL MERCHANDISE RETAILERS

Traditionally, department stores attracted customers by offering a pleasing ambience, attentive service, and a wide variety of merchandise under one roof. They sold both soft goods (nondurable or consumable goods), which have a shorter lifespan such as cosmetics, clothing, and bedding) and hard goods, also known as durable goods, which are manufactured items that are expected to last several years, such as appliances, furniture, and consumer electronics.

Characteristics of General Merchandise Retailers

Type	Variety	Assortment	Service	Prices	Size (000 sq. ft.)	SKUs (000)	Location
Department stores	Broad	Deep to average	Average to high	Average to high	100–200	100	Regional malls
Discount stores	Broad	Average to shallow	Low	Low	60–80	30	Stand alone, power strip centers
Category specialists	Narrow	Very deep	Low to high	Low	50–100	20–40	Stand alone, power strip centers
Specialty stores	Narrow	Deep	High	High	4–12	5	Regional malls
Home improvement centers	Narrow	Very deep	Low to high	Low	80–120	20–40	Stand alone, power strip centers
Drugstores	Narrow	Very deep	Average	Average to high	3–15	10–20	Stand alone, strip centers
Off-price stores	Average	Deep but varying	Low	Low	20–30	50	Outlet malls
Extreme-value retailers	Average	Average and varying	Low	Low	7–15	3–4	Urban, strip

Category Specialists

Apparel/Shoe/Accessories Mens Wearhouse DSW	Furniture IKEA Pier 1 Sofa Express	Sporting Goods Bass Pro Shops Outdoor World Cabela's Dick's Sporting Goods L.L. Bean Golfsmith REI Sports Authority	Office Supply Office Depot Staples Office Max
Books Barnes & Noble	Home Bed Bath & Beyond The Container Store World Market		Pet Supplies PetSmart PETCO
Consumer Electronics Best Buy	Home Improvement Home Depot Lowe's	Toys Toys "R" Us	Musical Instruments Guitar Center



Category specialists, like Staples, offer a deep assortment of merchandise at low prices.

Category specialists are big-box stores that offer a narrow but deep assortment of merchandise



Specialty Stores

Specialty stores concentrate on a limited number of complementary merchandise categories and provide a high level of service.

Apparel	Electronics/Software	Jewelry	GNC
Abercrombie & Fitch	Ascend Acoustics	Blue Nile	Kiehl's
Brooks Brothers	Apple	Tiffany & Co.	M.A.C.
The Buckle	Brookstone	Zales	MakeupMania.com
Forever 21	Crutchfield	Optical	Sephora
The Gap	GameStop	1-800 Contacts	Shoes
H&M	Newegg	LensCrafters	ALDO
Indochino.com	Radio Shack	Pearle Vision	Allen Edmonds
Ralph Lauren	Tiger Direct	Sunglass Hut	FootLocker
J. Crew	Housewares	Health/Beauty	Nine West
Threadless	Crate & Barrel	Aveda	Steve Madden
Urban Outfitters	Pottery Barn	Bath & Body Works	The Walking Company
Victoria's Secret	Sur la Table	The Body Shop	Zappos
Zara	Williams Sonoma		

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Urban Outfitters	Pottery Barn	Aveda	The Walking
			Steve Madden



Drugstores

Drugstores are specialty stores that concentrate on health and beauty care (HBC) products. Many drug stores have steadily increased the space devoted to cosmetics. Prescription pharmaceuticals often represent almost 65 percent of drugstore sales.

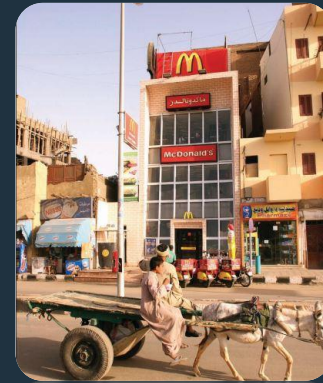


SERVICE RETAILING

service retailers, or firms that primarily sell services rather than merchandise, are a large and growing part of the retail industry.

Franchising

Franchising is a contractual agreement in which the franchisor (the company) sells the rights to use its business trademark, service mark, or trade name, or another commercial symbol of the company, to the franchisee for a one-time franchise fee and an ongoing royalty fee, typically expressed as a percentage of gross monthly sales





TASK

Cari, identifikasi dan kategorikan jenis ritel “category specialist” dari produk yang ada di Indonesia !



REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan



THANK YOU!

Do you have any questions?

