



# DUNIA RETAILING

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# WHAT IS RETAILING?

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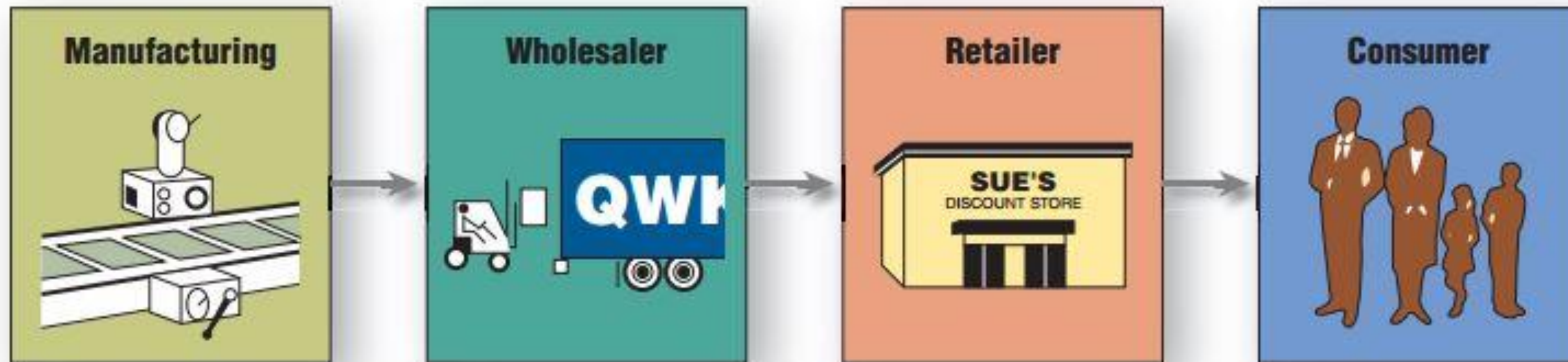


**Retailing** is the set of business activities that adds value to products and services sold to consumers for their personal or family use.

Often, people think of retailing only as the sale of products in stores, but retailing also involves the sale of services such as overnight lodging in a motel, a doctor's exam, a haircut, or a homedelivered pizza. Not all retailing is done in stores.

# Example of a Supply Chain

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# Costs of Channel Activities

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Channel Member			Profit as a Percentage of Sales
Manufacturer	Cost	\$10.00	
	Profit	\$1.00	9.10%
	Selling price to wholesaler	\$11.00	
Wholesaler	Price paid to manufacturer	\$11.00	
	Cost to add value	\$2.00	
	Profit	\$1.00	8.00%
	Selling price to retailer	\$14.00	
Retailer	Price paid to distributor	\$14.00	
	Cost to add value	\$4.00	
	Profit	\$1.95	
	Selling price to customer	\$19.95	9.77%





**Apple is a vertically integrated company because it performs the manufacturing, distribution, and retailing activities in its supply chain**

# The 20 Largest Retailers in the World

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Rank	Name	Headquarters Location	Number of Countries	Stores in U.S.	Sales (\$ millions)	Primary Format
1	Walmart	U.S.	16	Yes	418,993	Supercenter
2	Carrefour	France	33	No	119,652	Supercenter
3	Tesco	UK	13	Yes	92,171	Supercenter
4	Metro	Germany	33	No	86,931	Warehouse club
5	Kroger	U.S.	1	Yes	82,189	Supermarket
6	Schwarz Untermatmens Trauhard	Germany	26	No	79,119	Discount store
7	Costco	U.S.	9	Yes	76,225	Warehouse club
8	Home Depot	U.S.	5	Yes	67,997	Home improvement
9	Walgreens	U.S.	2	Yes	67,420	Drug store
10	Aldi Einkauf	Germany	18	Yes	67,112	Discount store
11	Target	U.S.	1	Yes	65,786	Discount store
12	Rewe	Germany	13	No	61,134	Supermarket
13	CVS	U.S.	2	Yes	57,345	Drug store
14	Seven & Holding	Japan	18	Yes	57,055	Convenience store
15	Groupe Auchan	France	13	No	55,212	Supercenter
16	Edeka Zentrale	Germany	1	No	54,074	Supermarket
17	Aeon	Japan	8	No	53,458	Supercenter
18	Woolworth	Australia	2	No	51,171	Supermarket
19	Best Buy	U.S.	15	Yes	50,272	Electronics category specialist
20	Lowe's	U.S.	3	Yes	48,815	Home improvement









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

# Thank You!

Any Questions?