



# STRATEGI RITEL

## Pemasaran & Bisnis Ritel

Aryan Eka Prastya Nugraha

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# WHAT IS A RETAIL STRATEGY?

A retail strategy is a statement identifying (1) the retailer's target market, (2) the format and resources the retailer plans to use to satisfy the target market's needs, and (3) the bases on which the retailer plans to build a sustainable competitive advantage



# RETAIL MARKET STRATEGY

A retail market is a group of consumers with similar needs and a group of retailers that satisfy those needs using a similar retail channels and format



## Relationships with Customers—Customer Loyalty

Customer loyalty means that customers are committed to buying merchandise and services from a particular retailer.



McDonald's has developed a competitive advantage by projecting an image of fast service, consistent quality, and clean restrooms.





# Brand Image

Brand Image Retailers build customer loyalty by developing a well-known, attractive image of their brands and of the name over their doors. For example, when most consumers think about fast food or hamburgers or French fries, they immediately think of McDonald's. Their image of McDonald's includes many favorable beliefs such as fast service, consistent quality, and clean restrooms.



# Positioning

A retailer's brand image reflects its positioning strategy.  
Positioning is the design and implementation of a retail mix to create an image of the retailer in the customer's mind relative to its competitors



# Unique Merchandise

It is difficult for a retailer to develop customer loyalty through its merchandise offerings because most competitors can purchase and sell the same popular national brands. developing private-label brands (also called store brands or own brands)– products developed and marketed by a retailer and available only from that retailer





# Customer Service

Retailers also can develop customer loyalty by offering excellent customer service.



# Location

Location is a critical opportunity for developing competitive advantage for two reasons:

Location is the most important factor determining which store a consumer patronizes. For example, most people shop at the supermarket closest to where they live. (2) Location is a sustainable competitive advantage because it is not easily duplicated.



## CASE

Aprindo Optimistis Pertumbuhan Kinerja Ritel Akan Lebih Baik pada 2023 (kontan.co.id)

Fenomena Aneh Resto-Resto Bertumbangan, Akhirnya Terjawab! (cnbcindonesia.com)



## TASK

All Indonesian consumers want in their shopping carts this holiday season - Academia - The Jakarta Post

Berikan penjelasan atas informasi tersebut dan kaitkan dengan materi pada perilaku pembelian pelanggan !



# 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?

