

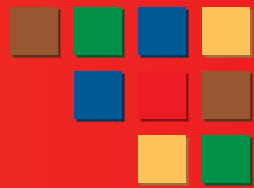
# Pertemuan 2

## Retailing Strategy & Ethical Decision

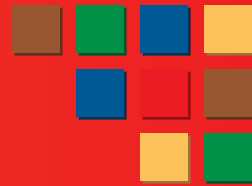
Sumber lain :

4.Faiza Nazir

5.Aris B. Setyawan

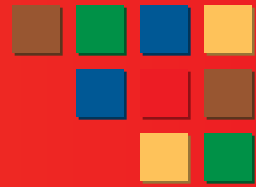


# Strategic Vs Tactical Decisions



- Doing the Right Thing (direction) vs.  
Doing Things Right (execution)
- Strategic Decisions Are:
  - Made Infrequently
  - Long-term
  - Require significant investment
  - Not easily reversed
- Location, Organization Design, Information and Distribution Systems, Customer Service

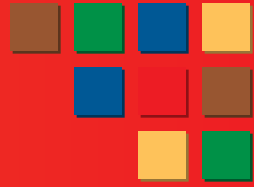
# Retail Strategy



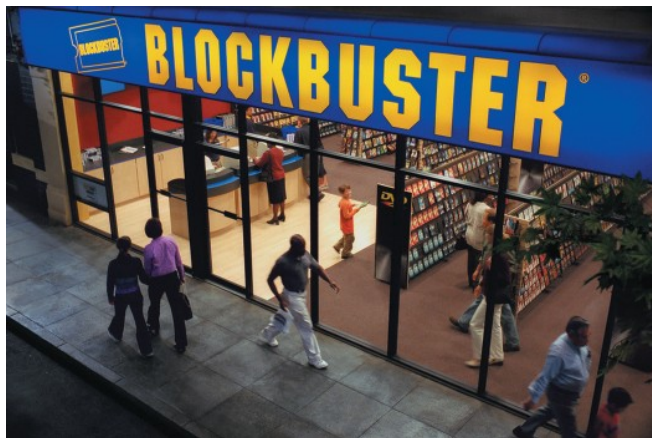
- Need to identify the competition
  - **intratype competition**  
(e.g., Dillard's vs. JCPenney)
  - **intertype competition**  
(e.g., Dillard's vs. Wal-Mart)
- Identifying customers
  - What are the significant demographic and life-style trends
  - Who are your target customers



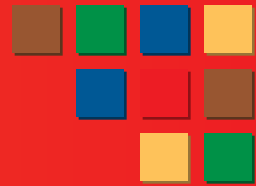
# Retail Strategy



- A retail strategy should identify
  - the target market
  - the product and service mix
  - a long-term comparative advantage

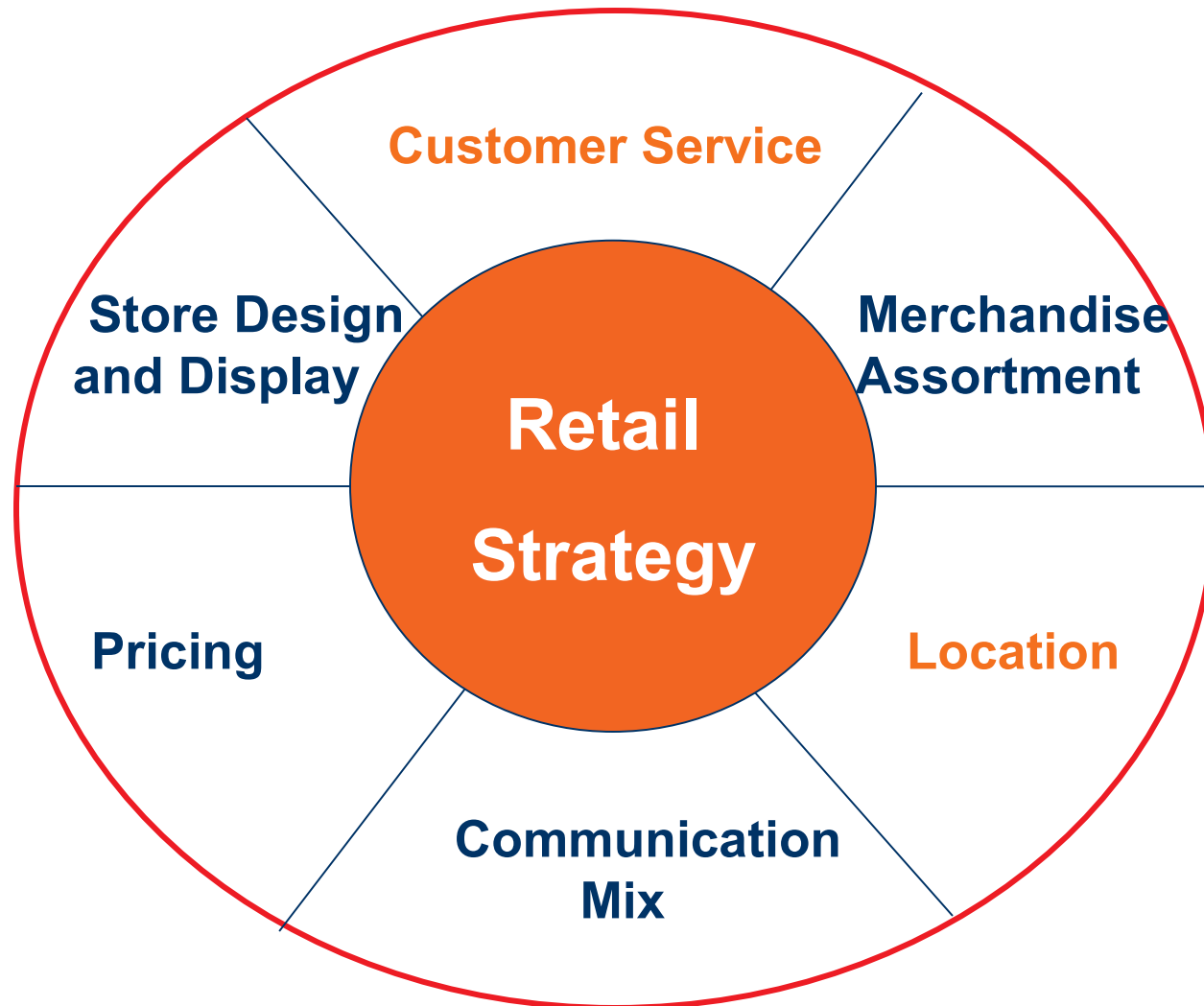
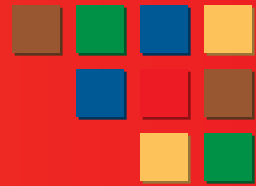


# Wal-Mart's Strategic Evolution

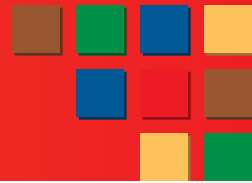


- Small Town - Discount Store selling hard goods and soft goods
  - **limited service, efficient distribution**
- Enter suburban markets
- Warehouse Clubs (Sam's)
- Supercenters
- International Expansion
- Supermarkets, neighborhood markets

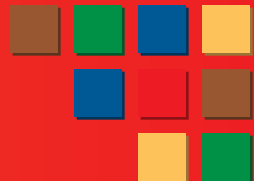
# Decision Variables for Retailers



# Wal-Mart's Retail Mix





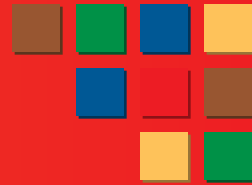


# Wal-Mart's Retail Mix

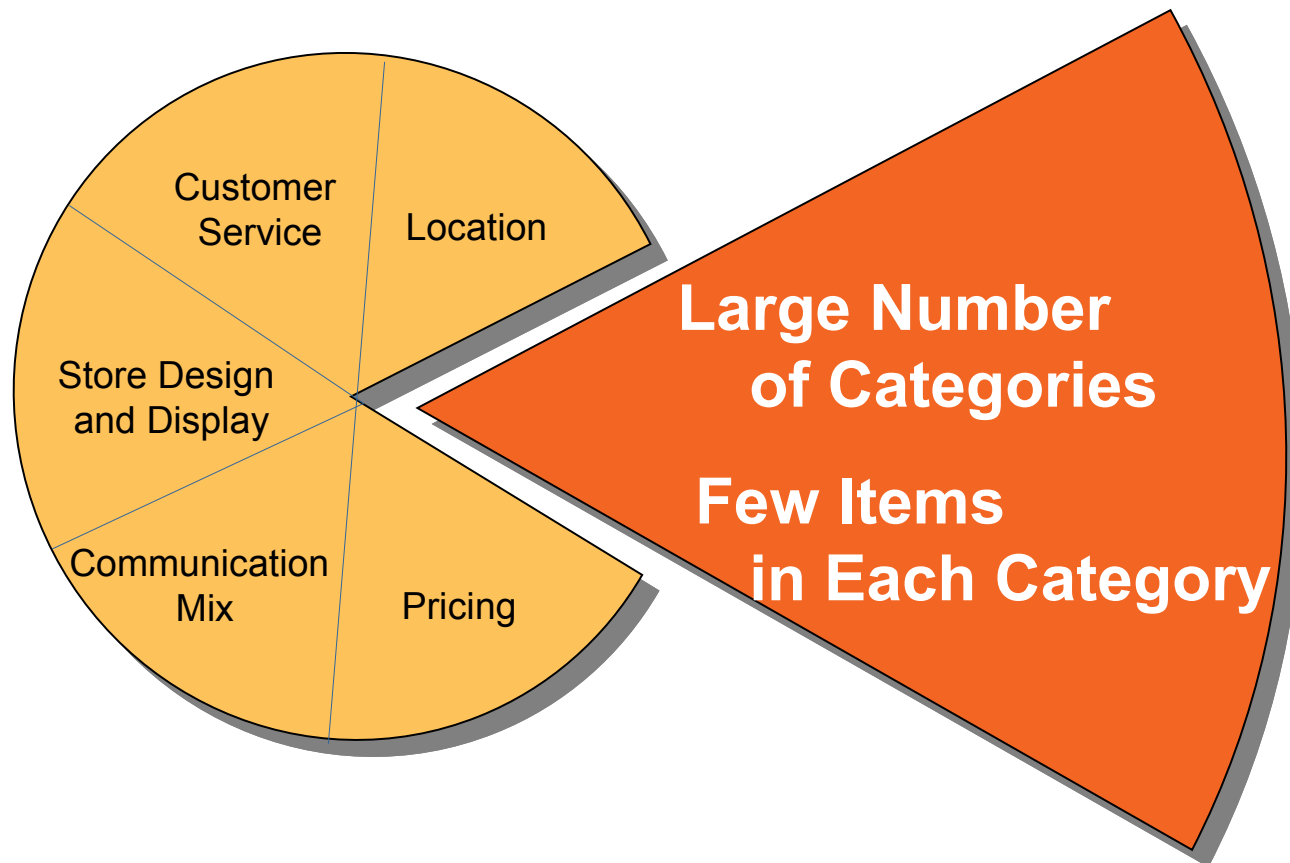
## Location Strategy



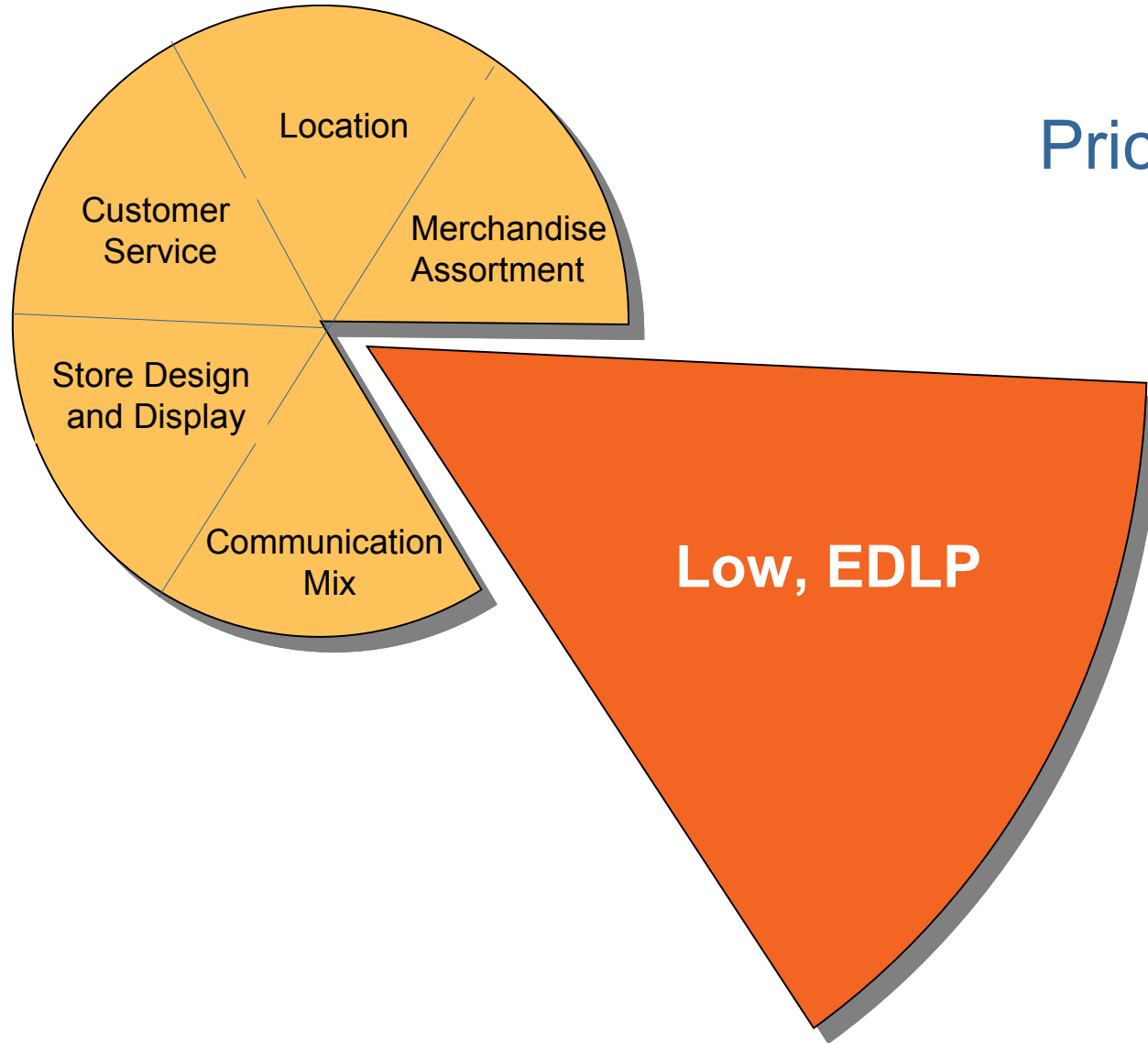
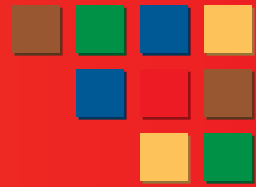
# Wal-Mart's Retail Mix



## Assortment Strategy

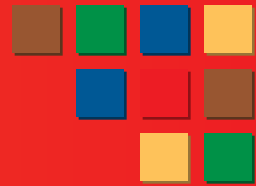


# Wal-Mart's Retail Mix

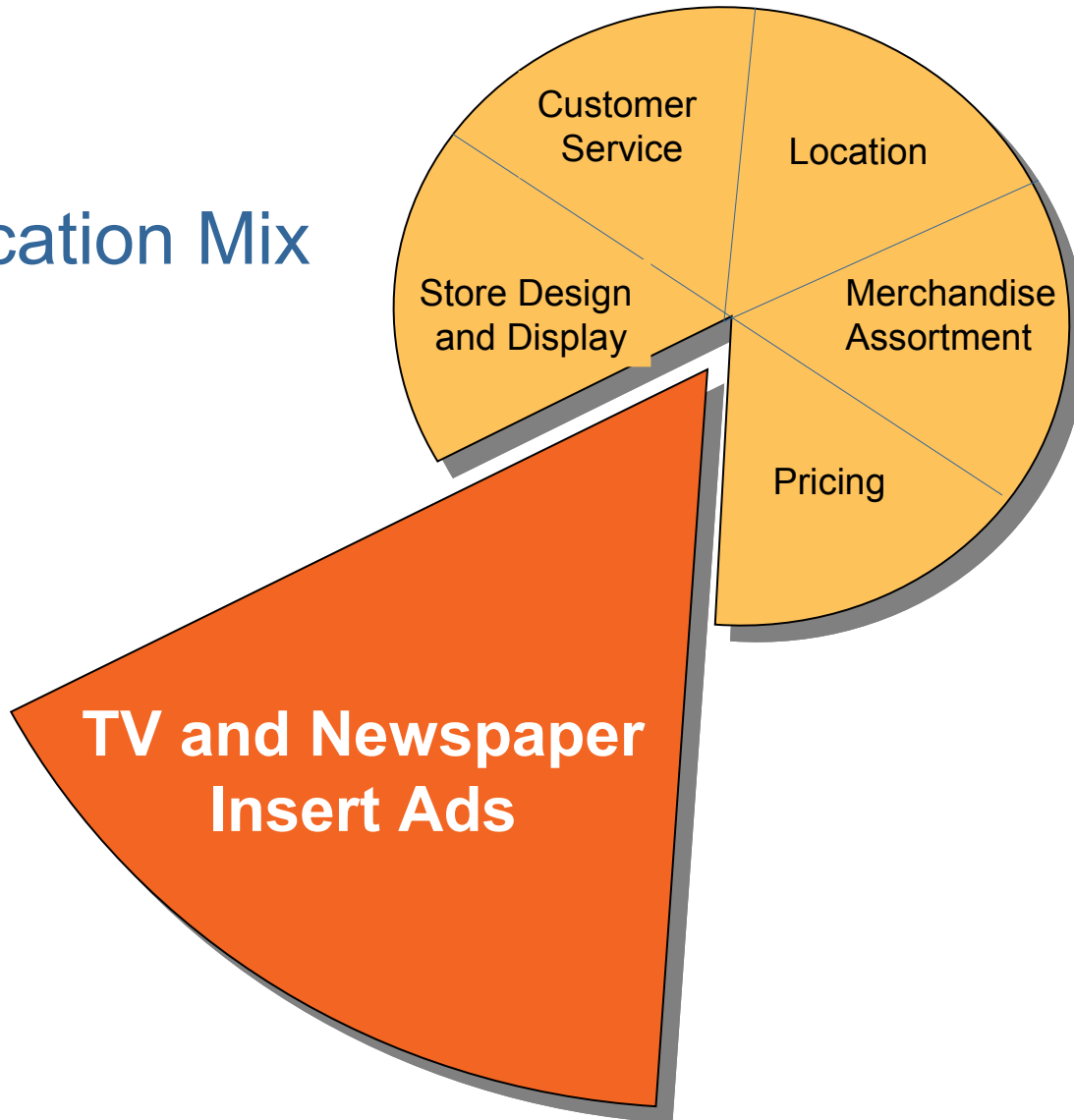


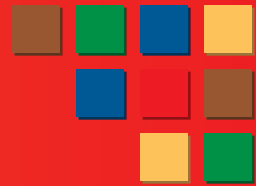
Pricing Strategy

# Wal-Mart's Retail Mix

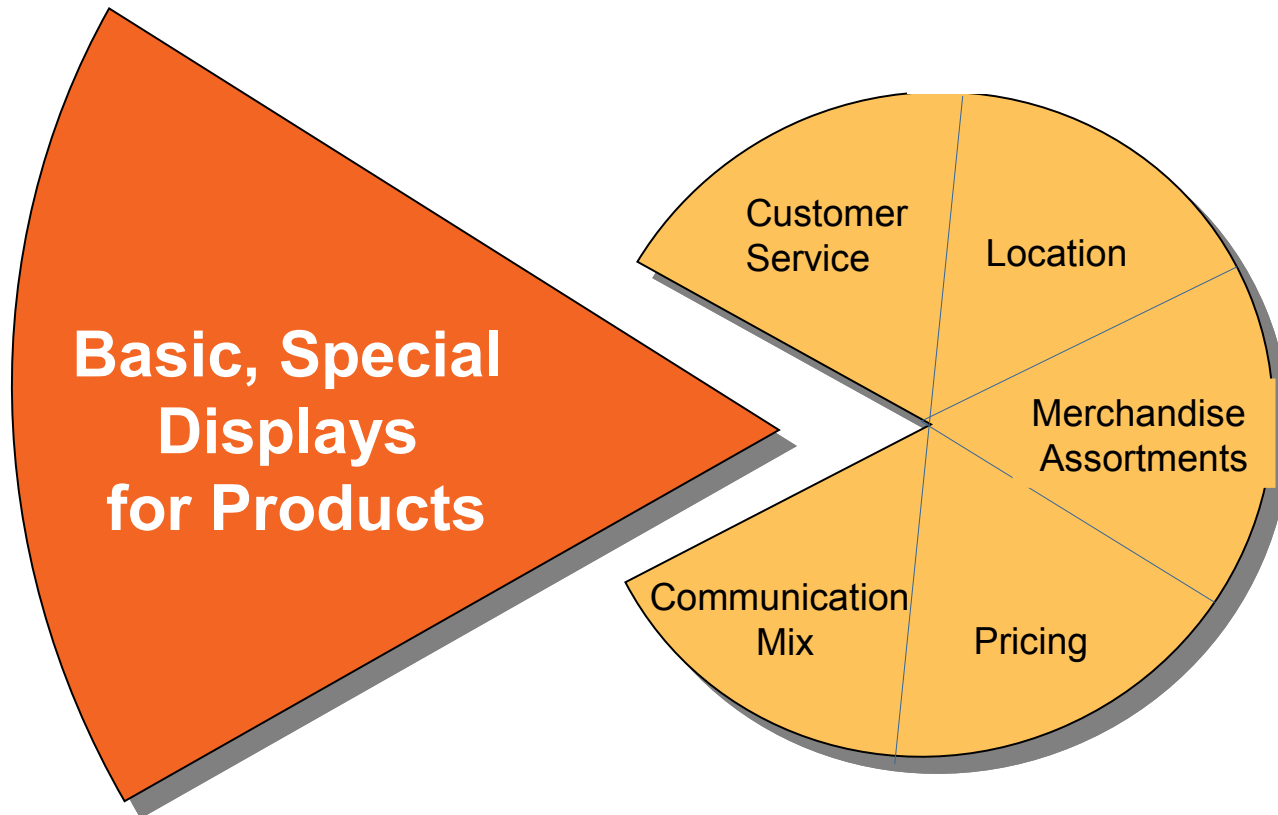


## Communication Mix

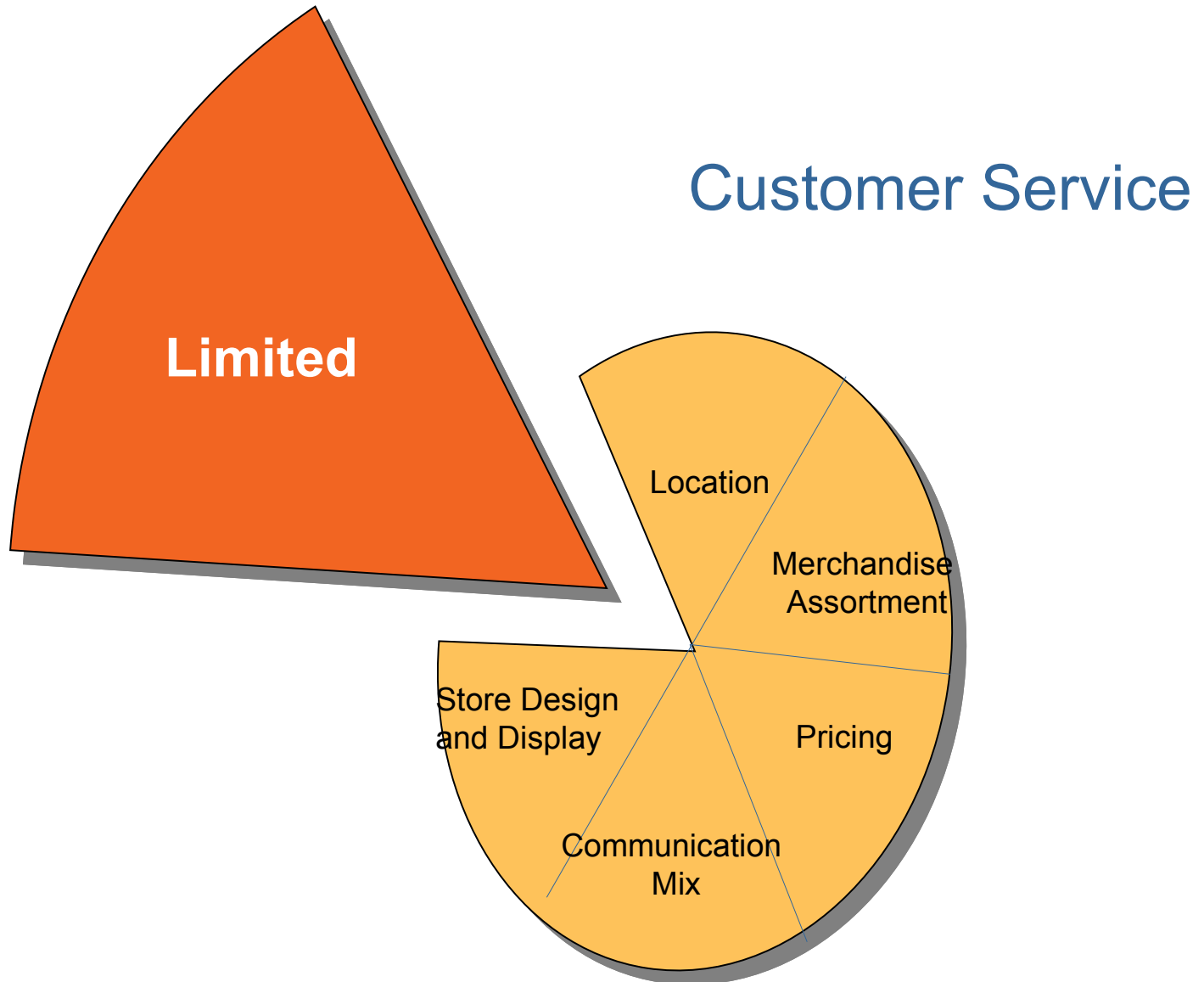
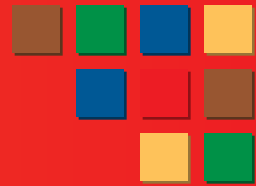




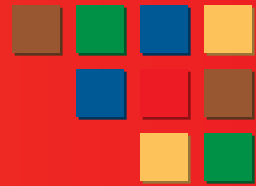
## Store Design and Display



# Wal-Mart's Retail Mix

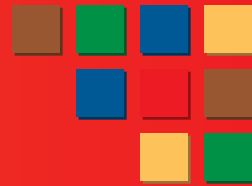


# Coba Analisis Retail Mix Pada :



- Indomart
- Alfamart
- Giant
- Hypermart
- DII

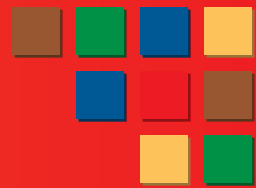
# Ethical Situations for a Retail Manager



- Should a retailer sell merchandise that they suspect utilized child labor?
- Should it advertise that its prices are the lowest in an area even though some items are not?
- Should a buyer accept an expensive gift from a vendor?
- Should salespeople use high-pressure sales when they know the product is not the best for the customer's needs?
- Should a retailer give preference to minorities when making a promotion decision?
- Should a retailer treat some customers better than others?



# You are Faced with an Ethical Decision: What Can You Do?



- Ignore your personal values and do what your company asks you to do – you will probably feel dissatisfied with your job .
- Take a stand and tell your employer what you think. Work to change the policies.
- Refuse to compromise your principles – you could lose your job!