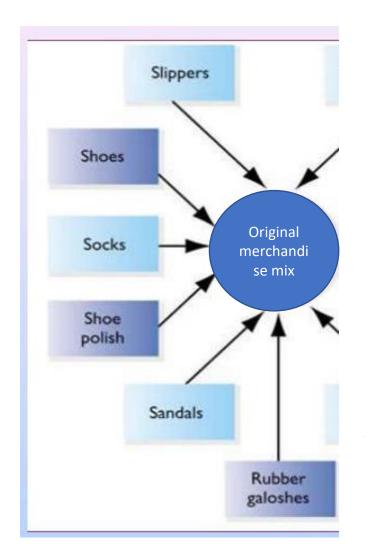
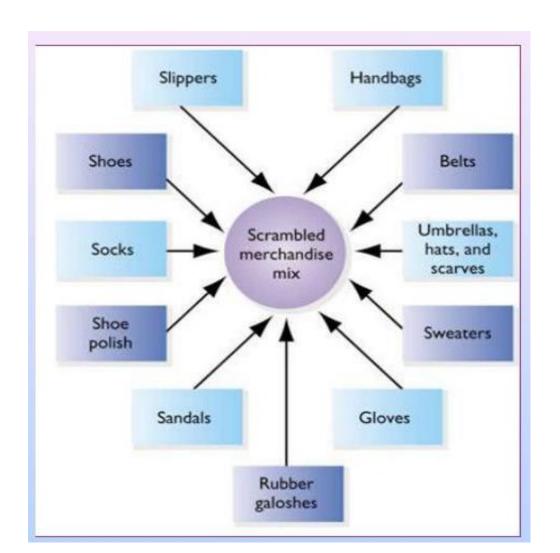
Scrambled merchandising by a shoe store



Source: http://shake.lidocs.org/ presentations/274840/i ndex.html



Classification of retailers on the basis of store based strategy-mix

- Food oriented retailers
- General Merchandise Retailers

Convenience store strategy mix

Location: Neighborhood

Merchandise: Medium width and low depth of assortment; average quality **Prices:**

Average to Above average

Atmosphere and Services: Average

> Promotion: Moderate

Conventional super-market strategy mix

Location: Neighborhood

Merchandise:
Extensive width
and depth
of assortment;
average quality;
manufacturer,
private, & generic brands

Prices: Competitive

Atmosphere and Services:
Average

Promotion:
Heavy use of newspapers, flyers, and coupons

Food-based superstore strategy mix

Location:

Community shopping center or isolated site

Merchandise:

Full assortment plus health and beauty aids and general merchandise

Prices: Competitive

Atmosphere and Services:
Average

Promotion:
Heavy use of newspapers, flyers

Combination store strategy mix

Location:

Community shopping center or isolated site

Merchandise:

Full assortment plus health and beauty aids and general merchandise

Prices: Competitive

Atmosphere and Services:
Average

Promotion:
Heavy use of newspapers, flyers

Box store strategy mix

Location: Neighborhood

Merchandise:
Low width and depth of assortment; few perishables; few national brands

Prices: Very low

Atmosphere and Services:
Low

Promotion: Little or none

Warehouse store strategy mix

Location:

Secondary site, often in industrial area

Merchandise:

Moderate width and low depth of assortment; emphasis on manufacturer brands bought at discount

Prices: Very low

Atmosphere and Services:
Low

Promotion: Little or none

Specialty store strategy mix

Location:

Business district or shopping center

Merchandise:

Very narrow width and extensive depth of assortment; average to good quality

Prices:

Competitive to Above average

Atmosphere and Services:

Average to excellent

Promotion: Heavy use of displays Extensive sales force

Traditional departmental store strategy mix

Location:

Business district, shopping center or isolated store

Merchandise:

Extensive width and depth of assortment; average to good quality

Prices:

Average to Above average

Atmosphere and Services:

Good to excellent

Promotion:

Heavy ad and catalog use; direct mail; personal selling