

# Scrambled merchandising by a shoe store



Source:  
<http://shake.lidocs.org/presentations/274840/index.html>

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

- Food oriented retailers
- General Merchandise Retailers

# Convenience store strategy mix



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# Conventional super-market strategy mix

**Location:**  
**Neighborhood**

**Prices:**  
**Competitive**

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

**Atmosphere and  
Services:**  
**Average**

**Promotion:**  
**Heavy use of  
newspapers, flyers,  
and coupons**

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# Food-based superstore strategy mix



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# Combination store strategy mix



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# Box store strategy mix

**Location:**  
**Neighborhood**

**Prices:**  
**Very low**

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

**Atmosphere and  
Services:**  
**Low**

**Promotion:**  
**Little or none**

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# Warehouse store strategy mix



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# Specialty store strategy mix

## **Location:**

**Business district or  
shopping center**

## **Prices:**

**Competitive to  
Above average**

## **Merchandise:**

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

## **Atmosphere and Services:**

**Average to excellent**

## **Promotion:**

**Heavy use of displays  
Extensive sales force**

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# Traditional departmental store strategy mix

## **Location:**

**Business district, shopping center or isolated store**

## **Prices:**

**Average to Above average**

## **Merchandise:**

**Extensive width and depth of assortment; average to good quality**

## **Atmosphere and Services:**

**Good to excellent**

## **Promotion:**

**Heavy ad and catalog use; direct mail; personal selling**

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