Retailers Are Businesses

- Course taught in marketing department
- One of 4p’s – place (distribution)
- Management vs Marketing Course
  - Corporate strategy, finance, operations, MIS, supply chain management, HR

What is Retailing?

- Retailing – a set of business activities that adds value to the products and services sold to consumers for their personal or family use.
- A retailer is a business that sells products and/or services to consumers for personal or family use.
Course Structure

- Background
- Strategic Decisions
- Tactical Operations
  - Buying Merchandise Management
  - Store Management

Components of the Course

- Team Projects
- Discussion articles
- Case discussion-Starbucks
- Lectures
- Guest speakers – Kohls, Chicos, Toys R Us, Babies R Us, Bealls, JCPenney, P&G, Entrepreneur
- Field Trip – Wal-Mart distribution center
- Attendance

Assignments

- Teams – Five to Six
- Assignments done by all teams
  - Strategic Analysis (presentation)
  - Comparison shopping (presentation)
  - Assortment Planning Exercise
Library Databases for Articles

- Access UF Library through Internet -
  http://www.uflib.ufl.edu
- Click on remote login and enter gatorlink info
- At home page click on “databases” then “Databases A-Z
- Click on Proquest “All non-historical databases” and check “full text documents only” or Ebsco and check “business source premier and “academic search premium
- Enter keywords separated by “and”

QUIZ FOR PRIZES

Examples of Retailers

- Retailers:
  - Sears, Holiday Inn, McDonalds, Macy’s, Jiffy Lube, AMC Theaters, American Eagle Outfitter, Kroger
- Firms that are retailers and B-to-B wholesalers (sell to other business) as well as consumers:
  - Office Depot, The Home Depot, United Airlines, Bank of America, Sams Clubs
Growing Importance of Retailers

- Historically retailers were small local businesses
- Manufacturers were more powerful than local retailers
- Consolidation, technology => Shift in power

Economic Significance of Retailing

- Economy
  - Over $3.4 trillion in annual U.S. sales
    - greater than medical care, housing, recreation combined
  - Employs 21% of population
    - almost twice as much as manufacturing and growing faster
- Personally
  - Management training opportunities
  - Manage people, P & L responsibility
  - Entrepreneurial opportunities

Retail Industry is Changing

Today’s Retailer

Mom and Pop Store
Retailing – A High Tech Industry

- Selling Merchandise over the Internet
- Using Internet to manage supply chains - RFID
- Analyze POS data to tailor assortments to stores, target promotion
- Computer systems for merchandise planning, store staff, location analysis
- Store of the Future
  - Web enabled kiosks in stores
  - Self checkout
  - Shopping Buddles, Digital signage

Globalization of Retailing

- Source Merchandise From Around the World
- Wal-Mart Operates in U.S., China, Mexico, UK, Brazil and sources from 60 countries
- Carrefour (French retailer) has stores in 25 countries

Job Opportunities

- Management training opportunities
  - Manage people, P& L responsibility
  - Starting salaries average, upside potential great
- Entrepreneurial opportunities
Misconceptions About Careers in Retailing

- Don’t need college degree
- Low pay
- Long hours
- Boring
- Dead-end job
- No benefits
- Unstable environment

Sales clerk

Management positions, not sales clerks

Types of Jobs in Retailing

- Most entry level jobs are in store management or buying, but...
- Retailers also have staff specialists:
  --accounting and finance
  --real estate
  --human resource management
  --supply chain management
  --advertising
  --public affairs

Career Opportunities in Retailing

- Start Your Own Business

List of Retail Entrepreneurs on Forbes 400 Richest Americans

- Walton Family (Wal-Mart)
- Fisher (The Gap)
- Wexner (Limited, Victoria Secret)
- Menard (Menard’s)
- Marcus, Blank (The Home Depot)
- Kellogg (Kohl’s)
- Schulze (Best Buy)
- Levine (Family Dollar)
- Gold (99 Cent Only)
Miller Center for Retailing
Education and Research at UF

- Sears Seminar Series
- Retail Projects – Spring 2009
- Summer Internship
- Management Training Positions upon Graduation
- Cece Schultz – Bryan 200
  392-7166 ex 1257

Things To Do

- Textbook
- Article discussion opportunity for Group 1 (last name A-L) Thursday
- Powerpoint slides posted on course website
- Pick a seat in two classes.