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Retail Management

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Ron Hasty is Department Chair and Professor of Marketing at the University of North Texas. He received his Ph.D. from the University of Colorado. He has prior administrative and teaching experience at the University of Texas at El Paso and Colorado State University. He has been on the Faculty of Administrative Sciences at Middle East Technical University in Ankara, Turkey and has taught in the University of Pittsburgh's Semester at Sea Program. He has served on the board of the American Marketing Association Retail Management Special Interest Group.

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This book is dedicated to our wives for their support, encouragement, and constant love.

Thank you Sharlott and Tricia.

CONTENTS IN BRIEF

Preface xix

Chapter 9



THE RETAILING ENVIRONMENT 2

- **Chapter 1** An Overview of Retailing 4
- **Chapter 2** Retail Strategy: Creating the Competitive

Advantage 46

Chapter 3 The Environment of Retailing and Decision-Making

Issues 84



THE RETAIL CUSTOMER 116

- **Chapter 4** Understanding and Identifying the Customer 118
- **Chapter 5** Customer Information from Research 164



THE RETAIL STORE 198

- **Chapter 6** Store Location and Site Evaluation 200
- **Chapter 7** Store Design and Layout 252
- **Chapter 8** Human Resource Management and Store
 - Organization 290
 Financial Analysis and Management 332



RETAIL MERCHANDISING AND PRICING 368

- **Chapter 10** Planning Merchandise Needs and Merchandise Budgets 370
- **Chapter 11** Assortment Planning, Buying, and Vendor Relations 410
- **Chapter 12** Pricing Merchandise 454



COMMUNICATING WITH THE RETAIL CUSTOMER 490

- **Chapter 13** Retail Advertising 492
- **Chapter 14** Retail Selling, Sales Promotion, and Publicity 530



Retailing Challenges and Changes 566

- **Chapter 15** The Virtual Store and Retail Database Marketing 568
- **Chapter 16** Globalization and Changing Retail Formats 606

References RO
Photo Credits PC1
Glossary GL1
Name Index NI1
Subject Index SI1



Preface xix	
PART I: THE RETAILING ENVIRONMENT	NO. NOTE THAT THE THAT THAT COST THAT COST THAT COST THAT COST THAT COST THE THAT
CHAPTER I: AN OVERVIEW OF RETAILING	9 4
Introduction 6 Retailing as Customer Satisfaction 7	Factory Outlet Stores 33 Food Retailing 33
Retailing Is Marketing 10 Identifying Retail Transactions 12	Service Retailing 35 Services with Merchandise 36
The Benefits of Retailing 15 How Retailing Benefits Customers 15 How Retailing Benefits Manufacturers and	Services without Merchandise 36 Nonstore Retailing 37
Wholesalers 17 Retailing and Economic Utility 19	Winning in the Twenty-First Century 38
The Nature of the Retailing Industry 19 Diversity in Store Types 19 Buyers Seek Sellers 20 Competitiveness 21	Lower Cost/Lower Margins 39 New Technology 39 Smaller Stores 40 Focus on Long-Term Customer Value 40 A Global Marketplace 40
Retail Competition: Types of Stores 21	Summary 42
Classification by Type of Ownership 22 Associations of Independent Retailers 23	Key Terms and Concepts 43 Questions 44 Situations 44
Franchise Systems 24 Consumer Cooperatives 26 Classification by Size 27 General-Line Retailing 27 Limited-Line Retailing 31	Cases 44 Case 1A: Around Your Neck Co. 44 Case 1B: Around Your Neck Co. Again 45

CHAPTER 2: RETAIL STRATEGY: CREAT	TING THE COMPETITIVE ADVANTAGE 46
Introduction 48	Step 4: Implementing the Plan 68
Strategies for a Competitive Advantage 49 Location 50 Merchandise 52 Price 54	Quality: The Result of Successful Strategic Planning 68 Total Quality Management: Continuous Quality Improvement 70
Service 55 Communications 59	Achieving a Competitive Advantage in a Global Environment 74 The Global Frontier 74
Achieving Strategic Positioning 60 Operations 60 Purchasing/Logistics 60	Truly Global Retailers 76 Summary 79
Market Research 61 Financing 61 Technology 61	Key Terms and Concepts 80 Questions 80
Retail Planning 62 Step 1: Identifying Market Opportunities 62 Step 2: Determining a Market Position 64 Step 3: Developing a Formal Marketing Plan 65	Cases 82 Case 2A: Star's Center 82 Case 2B: Customer Service: A New Competitive Advantage in Singapore 82
CHAPTER 3: THE ENVIRONMENT OF RE ISSUES 84	TAILING AND DECISION-MAKING
Introduction 86 The Social Responsibility Environment 86 A Change in Attitudes 87	The Legal Environment 100 Laws and Regulation and Their Effect on Retailing 100 Antitrust Laws 101
Nonbusiness Influences on Decision Making 88	The Economic Environment 102 Growth and Inflation 103
Criticism of Business 89 Retailing and Social Needs 89 Consumerism 90 Basic Consumer Rights 91 What Can Retailers Do? 91	The Competitive Environment 105 Effects of a Competitive Environment 105 Changes in Retailing in Response to Competition 106
Personal Ethical Decision Making 94 A Legalistic Ethic 94	The Technological Environment 108
Professional Codes of Ethical Behavior 95 A Personal Ethical Framework 96	The Global Environment 109 Global Expansion of Retailing 110

Unsatisfied Need Recognition

112 Cases 114 Summary Case 3A: Retailers Imposing Conduct on **Key Terms and Concepts** 112 Manufacturers Case 3B: The Global Economic Environment Questions 113 —Discounting in Japan 115 Situations 113 PART 2: THE RETAIL CUSTOMER 116 CHAPTER 4: UNDERSTANDING AND IDENTIFYING THE CUSTOMER 118 Search for Information and Identification 120 Introduction of Alternatives 152 A Focus on Customer Satisfaction 121 Alternative Evaluation 153 Lifetime Value 121 Purchase Decision 153 Market Segmentation 122 Postpurchase Behavior 154 **Identifying Customer Needs and** Decision Feedback 154 Wants 124 Involvement in the Decision Maslow's Hierarchy of Needs 124 155 Inventories of Motives 126 **Process** Routine-Involvement Responses 155 129 Secondary Motives Limited-Involvement Problem 129 Patronage Motives Solving 155 **Learning and Consumer** Extensive-Involvement Problem **Behavior** 130 156 Solving 130 Learning Attitudes and Opinions The Global Consumer 156 131 The "Carriage Trade" Attention and Perception 157 131 The Only Child 157 **Consumer Lifestyles** 132 "Emerging Middle Class" 157 Customers Buy Benefits 136 Two-Income Families 157 The Changing U.S. Marketplace 136 Implications for Global Retailers 158 Population 137 Summary 159 Race and Ethnicity 140 **Key Terms and Concepts** 160 Age 140 Household Composition 142 Questions 161 143 Education **Situations** 161 Occupation 144 Income 144 162 Cases Case 4A: Highland Shores Fitness Sociocultural Characteristics 147 Reference Groups Center 162 147 Case 4B: "Fldermall" Social Classes 147 162 Case 4C: Tourists in the West Edmonton Family Life Cycle 148 Mall 163 The Purchase Decision Process 150

CHAPTER 5: CUSTOMER INFORMATION	FROM RESEARCH 164
Introduction 166 Problems That Require Research 167 Types of Investigations 169	Comparison Shopping 186 Information from Vendors 186 Information from Sales Personnel 186
The Research Process 169 Situation Analysis 170 Preliminary Investigation 171 Project Objectives and Hypotheses 171 Developing the Research Design 171 Analysis and Interpretation 172 Presentation of Findings 173 Secondary Data 174 Retail Uses of Secondary Data 174 Where to Find Secondary Information 175	A Retailing Research Example Situational Analysis Preliminary Investigation Choosing Specific Objectives Developing a Research Design Selecting a Methodology Collecting Data 191 Analysis and Interpretation Presentation of Findings 192 Summary 193 Key Terms and Concepts 186 187 189 189 189 189 189 180 180 180 180 180 180 180 180 180 180
Selecting a Methodology to Collect Primary Data 179 Observation 181 Censuses and Samples 183 Retail Information Sources 185 Want Slips 185 Information from Store Records 185	Questions 194 Situations 195 Cases 195 Case 5A: Bass Pro Shops 195 Case 5B: Research Information for Merchandising and Promotion 196
PART 3: THE RETAIL STORE 198 CHAPTER 6: STORE LOCATION AND SE	then too and man you are too too too man and one too and one into and one too too too too

Introduction 203 **Importance of Location Decision** 204 Retailing Strategy and Location 205 Characteristics Used in Location Analysis 206 **Country and Regional Analysis** 207 Demographics 207 Economic 208 209 Cultural

Competition 210 Infrastructure 212 **Trade Area Analysis** Trade Area Considerations

210

Demand

213 Defining the Trade Area 216 Reilly's Law 217 Huff's Model 218 Concentric Zones 221 Geodemographics 222

Infrastructure

Estimating Market Potential

229

Estimating Sales Potential

Index of Retail Saturation

Types of Locations 229 Planned Shopping Centers 229 Basic Configurations of Shopping Centers 232 Central Business Districts 236 Freestanding Locations 238 Assessing Site Evaluation Criteria 240 Multiattribute Weighted Checklist 243	Cases 247 Case 6A: Lloyd's Ltd. Fine Men's Wear (A) 247 Case 6B: Lloyd's Ltd. Fine Men's Wear (B) 247 Case 6C: To Move or Not to Move
CHAPTER 7: STORE DESIGN AND LAYO Introduction 254 Comprehensive Store Planning 255 General Requirements 257 Customer Focus 257 Store Image 258 Holistic Approach 259 Technology and Planning 260 Exterior Design 261 New Building versus Existing Facility 262 Restrictions 262 Color and Materials 263	Customer Traffic Flow 272 Types of Goods 274 Interior Design Elements 277 Fixtures 277 Displays 278 Color 280 Lighting 281 Ceilings 281 Flooring 282 Shelving 282 Planograms and Shelf Layout and Design 282 Other Considerations 285
Signs 263 Windows 264 The Store Entrance 265 Store Name 266 Theft Prevention 266 Multilevel Stores 267 Interior Store Design and Layout 267 Value of Space 268 Space Utilization and Allocation 268 Storage of Stock 271	Summary 286 Key Terms and Concepts 287 Questions 287 Situations 288 Cases 289 Case 7A: Lloyd's Ltd. Fine Men's Wear 289 Case 7B: Section Planogram 289

Summary

Questions

244

245

245

251

Key Terms and Concepts

223

225

CHAPTER 8: HUMAN RESOURCE MANAGEMENT AND STORE ORGANIZATION 290

316 293 The Retailing Organization Introduction Levels of Organization 317 **Retail Supervision** 293 Parent Corporation 317 294 Management Skills Function/Process Organization 321 295 Leadership Skills Leased Departments 297 Individual Store Level **Basic Management Concepts** Organization 322 Division of Labor 297 Authority Organizational Challenges and Unity of Command 298 Change 324 Span of Control Managing Diversity 324 **Empowerment** 325 **Functions of the Retail** Focus on Core Competency 325 299 Supervisor Heightened Cultural Sensitivity 326 299 Staffing 326 The Team Construct 306 Directing Rightsizing the Organization 327 307 Training 309 Motivating Employees 329 Summary 310 Communication 329 **Key Terms and Concepts** Controlling **Employee Scheduling** 311 330 Questions **Evaluation of Employees** 312 330 Situations The Labor-Management Legal 331 Environment 312 Cases 312 Case 8A: Massive Mart (A) **Job Discrimination** 314 Case 8B: Lee Hardware's Minority Hiring Management-Labor Relations **Practices** 331 Wages and Hours 315 CHAPTER 9: FINANCIAL ANALYSIS AND MANAGEMENT 332

Introduction 334	Gross Margin Analysis 348
Financial Records 335 Sales Records 335	Gross Margin Return on Investment 348
outed records	Gross Margin Return on Space 349
Merchandise Inventory Records 337 Cash Outflow Records 338	Gross Margin Return on Labor 350
The Financial Position 339	Inventory Control and Profitability:
Financial Statements 339	Stock Turnover 350
Profit and Loss Statements 339	Financial Planning 353
The Balance Sheet 341	Expense Budgets 353
Ratio Analysis 342 Strategic Profit Model 342	Cash Budgets 354 Pro Forma Statements 355

Retail Profit Margin
Accelerators 355

Increase in Volume 356

Increase in Price 356

Decrease in COGS 357

Decrease in Expenses 357

Using RPMA Analysis 358

Financial Management in the Global Environment 358

Foreign Exchange Risk
Transaction Issues
Technology Issues
Strategic Issues
361
359
360
361

Summary 363

Key Terms and Concepts 364

Questions 364

Situations 365

Cases 366

Case 9A: Rag Tag Dresses: Expense Allocation and Planning 366 Case 9B: Carters: Departmental

Contributions 366

Case 9C: Soho's: Plans to Increase

Productivity 367

PART 4: RETAIL MERCHANDISING AND PRICING 368

CHAPTER 10: PLANNING MERCHANDISE NEEDS AND MERCHANDISE
BUDGETS 370

Introduction 372

Merchandise Budget 374

Balanced Inventory Investment versus Stockout 375 Planned Purchases in Dollars 375

A Brief Example 377

The Planning Process 378

Step 1: Develop a Sales Plan 379

Step 2: Plan Reductions 382

Step 3: Develop a Stock Plan 384

Step 4: Plan Merchandise Needs 390

Step 5: Calculate Planned

Purchases 390

Step 6: Plan an Initial Markup

Percentage 392

Step 7: Plan the Open-to-Buy at

Cost **395**

Making Multiple Purchases 395

Methods for Determining Inventory Valuation 397 Checking and Marking Inventory
Assigning a Value to Inventory

398 398

Accounting for Inventory: The Cost

Method 399

Accounting for Inventory: The Book

Method 400

Accounting for Inventory: The Retail

Method 401

Summary 406

Key Terms and Concepts 407

Questions 407

Situations 407

Cases 408

Case 10A: Ready-to-Wear 408
Case 10B: Developing a Merchandise

Plan 408

CHAPTER II: ASSORTMENT PLANNING, B	BUYING, AND VENDOR RELATIONS 410
Introduction 412 Assortment Planning 413 Merchandise Budget/Assortment Planning Comparison 414 Model Stock Plans 416 Model Stock Example 417 How Much Stock Is Enough? 419 Unit Control Systems 420 The Unit Control Plan 421 Periodic versus Perpetual Control Systems 422 Merchandise Reorders 423	Information and Merchandise Flows 438 Merchandise Systems 439 Discounts and Terms of Sale 441 Terms of Sale 441 Terms of Payment 444 Payment Requirements 444 The Legal Environment of Vendor Relations 446 Antitrust Laws and the Uniform Commercial Code 446 The Legal Environment Affecting
Assortment Planning—A Summary 424 Buying 424 Preparing to Buy 426 Market Influences on Buying 427 The Central Buying Office 428 Services of a Buying Office 428 Buying and Tracking Inventory 430 Retailer/Vendor Relationships 432 Using Key Suppliers 432 Strategic Partnerships and Relationship Marketing 433 Vendor Relations in the Global Environment 436	Merchandise 447 Summary 449 Key Terms and Concepts 450 Questions 451 Situations 451 Cases 452 Case 11A: Planet Shoes 452 Case 11B: Engblon's Inc. 453
CHAPTER 12: PRICING MERCHANDISE Introduction 456 Price is Important 457 Price Defined 459 Economic Concepts 460 Supply and Demand Concepts 460 Price Strategies 463 Pricing under the Market 463 Pricing above the Market 464 Pricing at the Market 464 Pricing to Cover Costs 465	Psychological Pricing 467 One-Price Selling 467 Price-Quality Relationship 468 Odd-Number Pricing 468 Multiple-Unit Pricing 468 Oddball Pricing 468 Price-Line Pricing 469 Additional Pricing Issues 470 Markdown Strategies 472 When and How Much? 472 Controlling Markdowns 473

Vertical Price Fixing Retaliation to a Special Sale 473 485 **End-of-Season Pricing** Predatory Pricing Summary Markups and Markdowns Used in **Setting Prices** 474 Original Markup 475 488 Questions Planning Prices 481 The Legal Environment of Retail Pricing **Situations** 488

515

484 The Robinson-Patman Act Horizontal Price Fixing 485

Key Terms and Concepts 487 **Markup Situations** 489

485



T 5: COMMUNICATING WITH THE RETAIL CUSTOMER 490

492 CHAPTER 13: RETAIL ADVERTISING

494 Introduction 495 Retail Advertising Is Big Business

The Role of Retail Communications 496

The Communication Process 497

499 **Retail Promotion Mix**

Advertising 500

To Whom Will You Direct Your Advertising? 501 What Do You Want to Accomplish? 501 What Will You Advertise? 504 What Will You Say? Where Will You Place Your 506 Advertisement? How Often Will You Advertise? 514 How Much Will You Spend?

Cooperative Advertising 517

Evaluating Advertising Effectiveness 519 The Legal Environment of Advertising

521 The Wheeler-Lea Act of 1938 Deceptive Advertising

Think Globally—Advertise Locally 522

Worldwide Standardization 523 Pattern Advertising Language, Legal, and Media Differences 524

526 Summary

Key Terms and Concepts 526

Questions 527

Situations 527

528 Cases

Case 13A: Law Firm Advertising 528 Case 13B: Second City Bank 528

CHAPTER 14: RETAIL SELLING, SALES	PROMOTION, AND PUBLICITY 530
Introduction 532	Coupons 551
Personal Selling 532 The Economics of Retail Personal Selling 533 Effective Selling 534 Personal Selling and	Contests and Sweepstakes 552 Special Events 553 Point-of-Purchase Sales Promotions 554 Demonstrations and Samples 555
Communication 535	Publicity 556
Personal Selling in the Retail Promotion Mix 536	Selecting an Image 556 Selecting a Target Audience 557
How Should a Salesperson Sell? 538	Choosing a Media 557 Community Involvement, Speeches, and
The Retail Selling Process 540 Approaching the Customer 540 Determining Customer Needs and Wants 541 The Selling Presentation 541 Closing the Sale 542 Following Up after the Sale 542	Demonstrations 558 Special Events 558 Organizing Your Plan of Action 558 Dealing with the Effects of Unintended Publicity 559 Summary 560
Managing Salespeople 544	Key Terms and Concepts 560
Motivation 544	Questions 561
Staffing 545 Training 545	Situations 561
Improving Sales Associate Productivity 546 Compensation 547	Cases 562 Case 14A: Sales Promotion for Foothills Mall Expansion: Hot-Air Balloon Race 562
Sales Promotion 548 Advertising Specialties 550 Premiums 551	Case 14B: Neiman Marcus: Technology versus Customer Service? 564
PART 6: RETAILING CHALLENGES AN	200 200 200 200 200 200 200 200 200 200
	The Personalized Shopper Database 587
The Virtual Store 574 Cyberspace Retailing on the World Wide Web 575	Developing the Database 588 Managing the Database 591
Interactive Television 580	Using the Database for Direct
Electronic Kiosk Retailing Virtual Simulations and Showrooms 586	Mail 592 Uses of Direct Mail 593 The Mailing Piece 594

Retail Database Marketing

The Cost of Direct Mail 594	Summary 602
Retail Catalogs 595	Key Terms and Concepts 602
Using the Database for Retail Telemarketing 596	Questions 603
Inbound Telephone Calls 597 Outbound Telemarketing 598	Situations 603
Retail Micromarketing 599 Store-Specific Merchandise 599 Salesperson Support 599 Preferred Customer Programs 600	Cases 604 Case 15A: Kiosks Replace the Salesperson 604 Case 15B: Door-to-Door Technology
CHAPTER 16: GLOBALIZATION AND CH	ANGING RETAIL FORMATS 606
Introduction 608 Why Globalization? 609 The Road to Success 611 Timing 611	Category Dominant Stores 625 High-End Luxury Retailers 625 Specialty Niche Retailers 626 Manufacturer-Owned Stores 626
Understanding the Environment 612 Core Competencies 612 Balancing Standardization and Differentiation 612	New Customized Formats 627 Customized Stores 627 Portable Stores 627 Customer-Made Stores 627
The International Retailers 613 European Retailers 614 Japanese Retailers 614 North American Retailers 614 Market Entry Formulas 615	Merchandise Depots 627 Interactive Kiosk "Shopping Arcades" 628 The Retail Theater 628 Service Malls 629 Database Retailers and the Virtual
Going It Alone 616	Store 629
Acquisitions 616 Joint Ventures 616	Summary 631
Franchising 617	Key Terms and Concepts 631
Concessions 617 Licensing 617	Questions 632
International Market	Situations 632
Opportunities 617 The Highly Developed Markets 618 Difficult Entry Markets 619 Markets with Economic Volatility 620 High-Risk Markets 621	Cases 632 Case 16A: Sourcing Overseas 632 Case 16B: Kmart: Trouble in Canada 633
Changing Retail Formats 623	References R0
Traditional Department Stores 623	Photo Credits PC1
Food and General Merchandise 624 Convenience Stores 624	Glossary GL1
Discount Stores 625	Name Index NI1
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