



TYPES OF RETAIL STORES

If we understand the different types of retail stores that are available to consumers, we can make our clothing and textiles purchases more intelligently. The more common types of retail stores are:

- a. chain
- b. department
- c. specialty
- d. discount
- e. manufacturer owned
- f. outlet

CHAIN STORE

operations are usually very large, and some stores are in many or all parts of the state or country. The management is usually located in one central area and the merchandising is handled from one central location. For example, all the advertising for Nordstrom stores is done at the corporate headquarters rather than each state or store doing its own.

DEPARTMENT STORES

employ 25 or more people and offer lines of merchandise in three categories: 1) furniture, 2) home furnishings, appliances, radios, and televisions, and 3) general apparel and accessories for the entire family, household linens, and dry goods.

SPECIALTY STORES

handle a limited variety of goods but may have extensive assortments within each variety. For example: Footlocker, Sock World, Tee-shirt shops, etc.

DISCOUNT STORES

are departmentalized retail stores which use many self-service techniques, operate at low profit margins, and are generally quite large. The merchandise may be seconds or overruns of a major brand.

MANUFACTURER-OWNED STORES

specialize in one kind of apparel, carry primarily their own lines of merchandise, and are generally located where high traffic volume of sales is expected.

OUTLET STORES

can be similar to manufacturer-owned stores. Outlets appeal to shoppers looking for a good buy; name brands are usually offered for a reduced price. Outlets carry manufacturer overruns and may carry seconds.

- This information is from the Fashion Strategies curriculum developed by the Utah State Office of Education.