

COMPETENCY #2:

Understand the different types of retail stores available in the marketplace such as:

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

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

LECTURE/DISCUSSION

Review the vocabulary list identified in the competency. Define and clarify each term in a lecture/discussion. Use the overhead to view transparency of each term if possible.

CHAIN STORE operation is usually very large, and has some stores in 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. Example: all the advertising for Nordstrom is done in one central location rather than each state or store doing their own.

DEPARTMENT STORES employ 25 or more people and offer lines of merchandise in three categories: Furniture, home furnishings, appliances, radios, and TV., general apparel and accessories for the entire family, household linens and dry goods.

SPECIALTY STORES handle a limited variety of goods but with extensive assortment within each variety. Examples; Footlocker, Sock World, Tee-shirt shops, etc.

DISCOUNT STORES are departmentalized retail stores which use many self service techniques, operates at low profit margins and are generally 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 overruns and seconds.

ACTIVITIES

Distribute a list of local apparel stores taken from the telephone directory. Students classify these stores by type of merchandise carried.

Invite retailers from a variety of stores to speak to the class about their merchandising approaches.

Schedule a field trip to several different stores and have students describe observations to the class.