

BAB 2

TIPE BISNIS RITEL

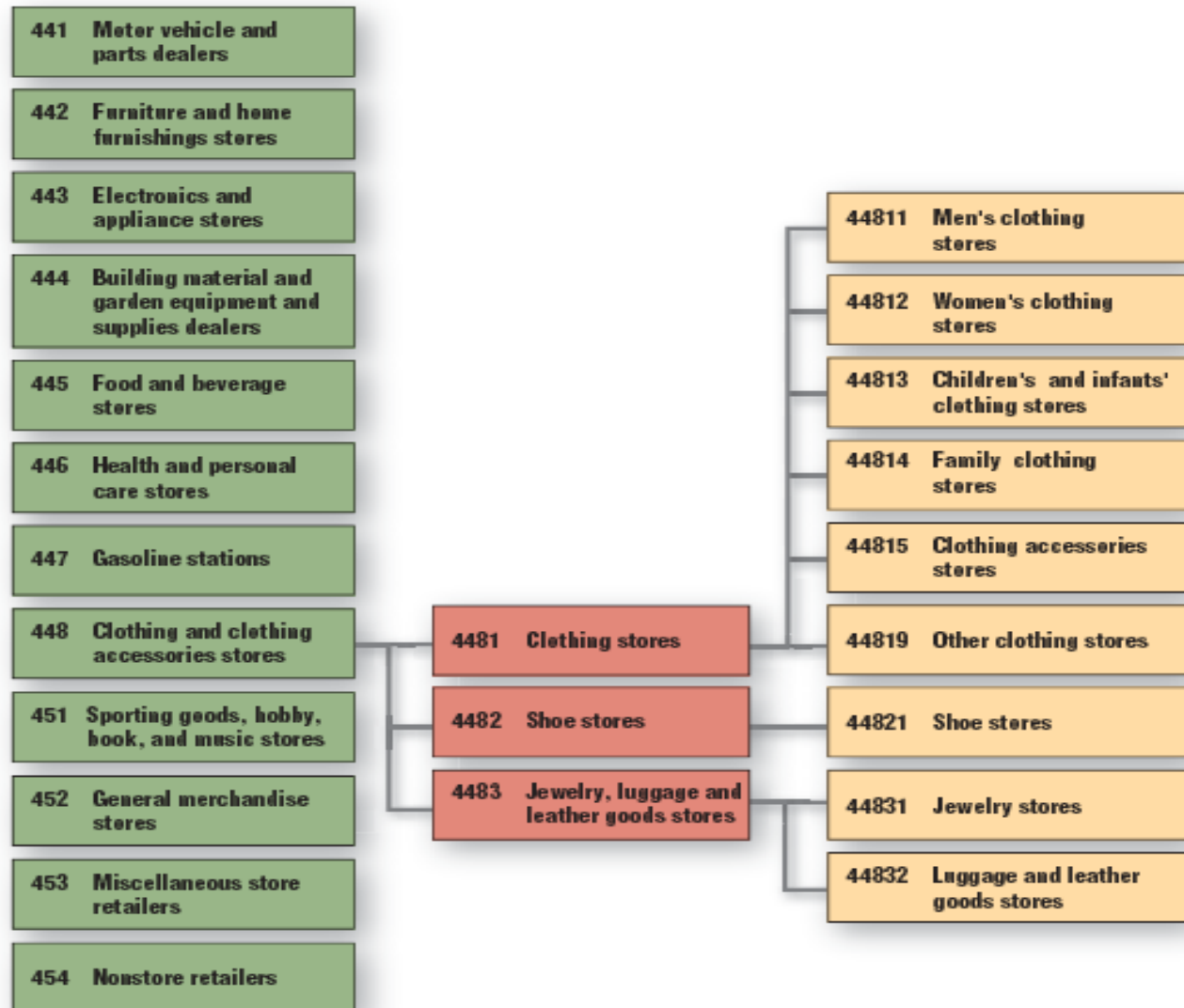
Karakteristik Bisnis Ritel

- Bisnis Ritel Beragam mulai dari PKL yang menjual hotdog/burger ke bisnis Ritel multi-channel seperti Giant dan Carrefour
- Karakteristik Bisnis Ritel bisa dilihat dari:
 1. Jenis Merchandise
 2. Variasi & Assortment Produk
 3. Tingkat Layanan yang Disediakan
 4. Harga dan Biaya Penawaran Produk serta Keluasan dan Kedalaman Merchandise dan Layanan



Jenis Merchandise

EXHIBIT 2-1 NAICS Codes for Retailers



Variasi & Assortment Produk

Variety and Assortment of Kayaks in Different Retail Outlets **EXHIBIT 2-2**

| Retailer | Brand | White-Water | Recreational | Sea Touring | Fishing |
|-------------------------------|--------------------|--------------------------|--------------------------|-----------------------------|--------------------------|
| EMS (Eastern Mountain Sports) | Necky | | X | X | |
| | Wilderness Systems | | X | X | X |
| | Hurricane | | | X | |
| | Perception | | X | | |
| | Old Town | | X | | |
| | Airis | | | | X |
| | | | 7 SKUs \$489-\$1,209 | 14 SKUs \$1,259-\$1,695 | 3 SKUs \$975-\$1,365 |
| Outdoorplay.com | Axiom | X | | | |
| | Axis | X | | | |
| | WaveSport | X | | | |
| | Dagger | X | X | X | |
| | Airis | X | X | | |
| | NRS | X | | | |
| | Wilderness Systems | | X | X | X |
| | Perception | | X | X | |
| | Necky | | X | X | |
| | Advanced Elements | | X | | |
| | Ocean Kayak | | | | X |
| | Freedom Hawk | | | | X |
| | | 27 SKUs \$649-\$1,538 | 23 SKUs \$449-\$1,299 | 20 SKUs \$794-\$1,699 | 12 SKUs \$849-\$1,999 |
| Walmart | K2 | | | X | |
| | Waterquest | | X | | |
| | Airhead | | X | | |
| | Coleman | | X | | |
| | | | | 4 SKUs \$299.98-\$377.99 | 1 SKU \$349.99 |

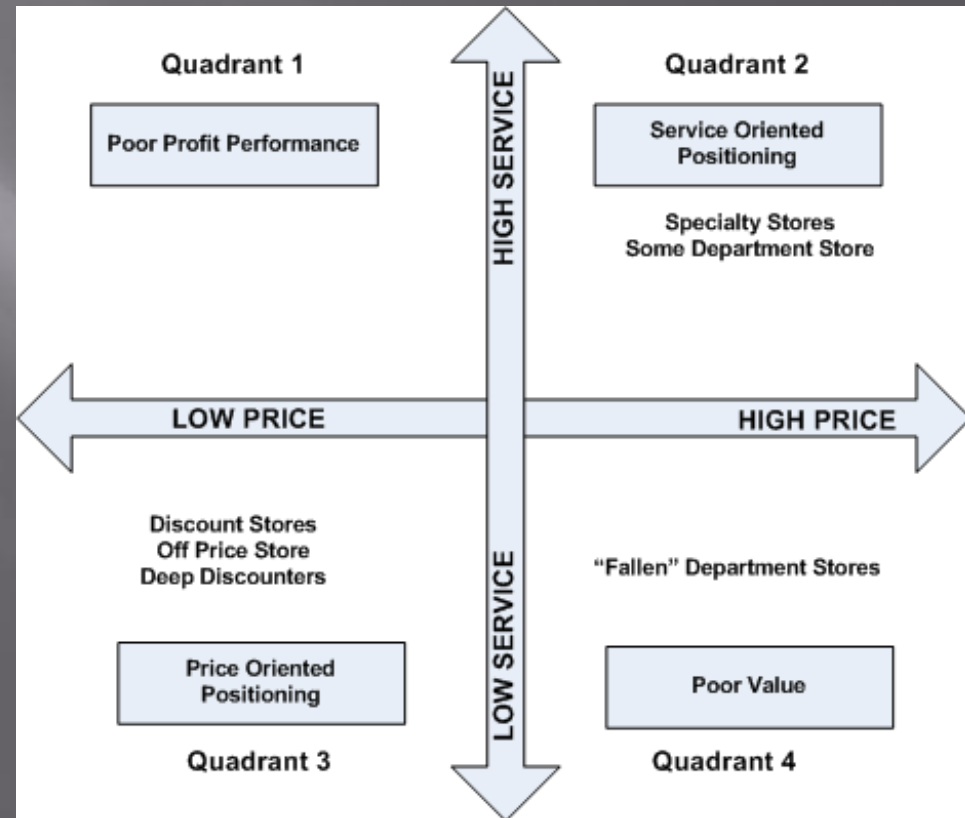
Perbedaan Layanan

- ▣ Pengecer memiliki perbedaan dalam layanan yang mereka tawarkan pelanggan.
 1. Display Barang-Barang Dagangan
 2. Proses transaksi menggunakan debit atau Kartu Kredit
 3. Buka 24/7
 4. Menyediakan Lahan Parkir yang luas
- ▣ Beberapa pengecer mengenakan biaya kepada pelanggan untuk beberapa layanan, seperti **home delivery** dan **pembungkusan hadiah**.

Orientasi Harga Vs Assortment

| | | Harga | | |
|----------------------|--------|-----------------------------------|-------------------------------------|--|
| | | Tinggi | Menengah | Rendah |
| Pilihan Macam Barang | Sempit | Toko Barang Kebutuhan Sehari-hari | | Toko yang menjual makanan dalam kotak2 |
| | Besar | | Toko Swalayan | Toko Diskon (Discount Stores) |
| | Luas | | Toko Kombinasi (Combination Stores) | Superstores & Hypermarkets |

Orientasi Harga Vs Assortment



Orientasi Harga VS Pelayanan

Pertumbuhan Berbagai Macam Bisnis Ritel

Ritel juga dapat
dibedakan
karakteristiknya
berdasarkan :

1. Peritel Foods
2. Peritel Merchandise
Umum
3. Peritel Jasa

| | Estimated Sales, 2013 (\$ millions) | Estimated Sales Growth 2008–2013 (%) |
|---|---|--|
| Food Retailers | | |
| Conventional supermarkets | \$622,896 | 3.3 |
| Supercenters | 354,905 | 7.1 |
| Warehouse clubs | 159,075 | 6.7 |
| Convenience stores | 748,186 | 3.0 |
| General Merchandise Retailers | | |
| Department stores | 73,291 | −0.9 |
| Apparel and accessory specialty stores | 210,236 | 4.5 |
| Jewelry stores | 36,848 | 3.4 |
| Shoe stores | 29,606 | 1.8 |
| Furniture stores | 66,262 | 2.2 |
| Home furnishing stores | 59,465 | 2.8 |
| Office supply stores | 26,404 | 2.2 |
| Sporting goods stores | 49,717 | 5.3 |
| Bookstores | 19,101 | 2.1 |
| Building material, hardware, and garden supply stores | 393,254 | 3.6 |
| Consumer electronics and appliance stores | 141,800 | 4.4 |
| Drugstores | 250,172 | 4.2 |
| Full-line discount stores | 126,385 | 0.0 |
| Extreme-value stores | 52,454 | 3.1 |
| Nonstore Retailers | | |
| Nonstore retailing | 340,421 | 9.0 |
| E-commerce | 282,055 | 15.0 |

Sources: *Economic Forecast: Outlook to 2013 Food, Drug, Mass* (Columbus, OH: Retail Forward, November 2008); *Economic Forecast: Outlook to 2013 Homegoods* (Columbus, OH: Retail Forward, November 2008); *Economic Forecast: Outlook to 2013 Softgoods* (Columbus, OH: Retail Forward, November 2008).

Peritel Foods

| | Conventional Supermarket | Limited-Assortment Supermarket | Supercenter | Warehouse Club | Convenience Store |
|--------------------|--------------------------|--------------------------------|-------------|----------------|-------------------|
| Percentage food | 70-80 | 80-90 | 30-40 | 60 | 90 |
| Size (000 sq. ft.) | 35-40 | 7-10 | 160-200 | 100-150 | 3-5 |
| SKUs (000) | 30-40 | 1-1.5 | 100-150 | 20 | 2-3 |
| Variety | Average | Narrow | Broad | Broad | Narrow |
| Assortment | Average | Shallow | Deep | Shallow | Shallow |
| Ambience | Pleasant | Minimal | Average | Minimal | Average |
| Service | Modest | Limited | Limited | Limited | Limited |
| Prices | Average | Lowest | Low | Low | High |
| Gross margin (%) | 20-22 | 10-12 | 15-18 | 12-15 | 25-30 |



Peritel Merchandise Umum

| Type | Variety | Assortment | Service | Prices | Size (000 sq. ft.) | SKUs (000) | Location |
|--------------------------|---------|---------------------|-----------------|-----------------|-----------------------|---------------|----------------------------------|
| Department stores | Broad | Deep to average | Average to high | Average to high | 100-200 | 100 | Regional malls |
| Discount stores | Broad | Average to shallow | Low | Low | 60-80 | 30 | Stand alone, power strip centers |
| Specialty stores | Narrow | Deep | High | High | 4-12 | 5 | Regional malls |
| Category specialists | Narrow | Very deep | Low to high | Low | 50-100 | 20-40 | Stand alone, power strip centers |
| Home improvement centers | Narrow | Very deep | Low to high | Low | 80-120 | 20-40 | Stand alone, power strip centers |
| Drugstores | Narrow | Very deep | Average | Average to high | 3-15 | 10-20 | Stand alone, strip centers |
| Off-price stores | Average | Deep but varying | Low | Low | 20-30 | 50 | Outlet malls |
| Extreme-value retailers | Average | Average and varying | Low | Low | 7-15 | 3-4 | Urban, strip |



Specialty Store & Category Specialist

Bisnis Ritel: Specialty Store

| | | |
|------------------------------|-----------------------------|----------------------|
| Accessories/Cosmetics | Electronics/Software | Optical |
| Claire's | Apple | LensCrafters |
| Coach | Blockbuster | Sunglass Hut |
| Hot Topic | Brookstone | Health/Beauty |
| Apparel | GameStop | The Body Shop |
| Abercrombie & Fitch | Radio Shack | GNC |
| Ann Taylor | Housewares | Sephora |
| Brooks Brothers | Crate & Barrel | Teavana |
| The Buckle | Pottery Barn | Shoes |
| Forever 21 | Restoration Hardware | ALDO |
| The Gap | Williams Sonoma | FootLocker |
| H&M | Jewelry | Nine West |
| J.Crew | Tiffany & Co. | Steve Madden |
| Victoria's Secret | Zale | The Walking Company |
| Zara | | |

Bisnis Ritel: Category Specialist Store

| | | | |
|---------------------------------|-------------------------|-----------------------|----------------------------|
| Apparel/Shoe/Accessories | Furniture | Sporting Goods | Office Supply |
| Mens Warehouse | IKEA | Bass Pro Shops | Office Depot |
| DSW | Pier 1 | Outdoor World | Staples |
| Books | Sofa Express | Cabela's | Office Max |
| Barnes & Noble | Home | Dick's Sporting Goods | Pet Supplies |
| Borders | Bed Bath & Beyond | L.L. Bean | PetSmart |
| Consumer Electronics | The Great Indoors | Golfsmith | PETCO |
| Best Buy | World Market | REI | Musical Instruments |
| Crafts | The Container Store | Sports Authority | Guitar Center |
| Michaels | Home Improvement | Toys | |
| Entertainment | Home Depot | Toys "R" Us | |
| Chuck E. Cheese | Lowe's | | |
| Dave & Busters | Menards | | |

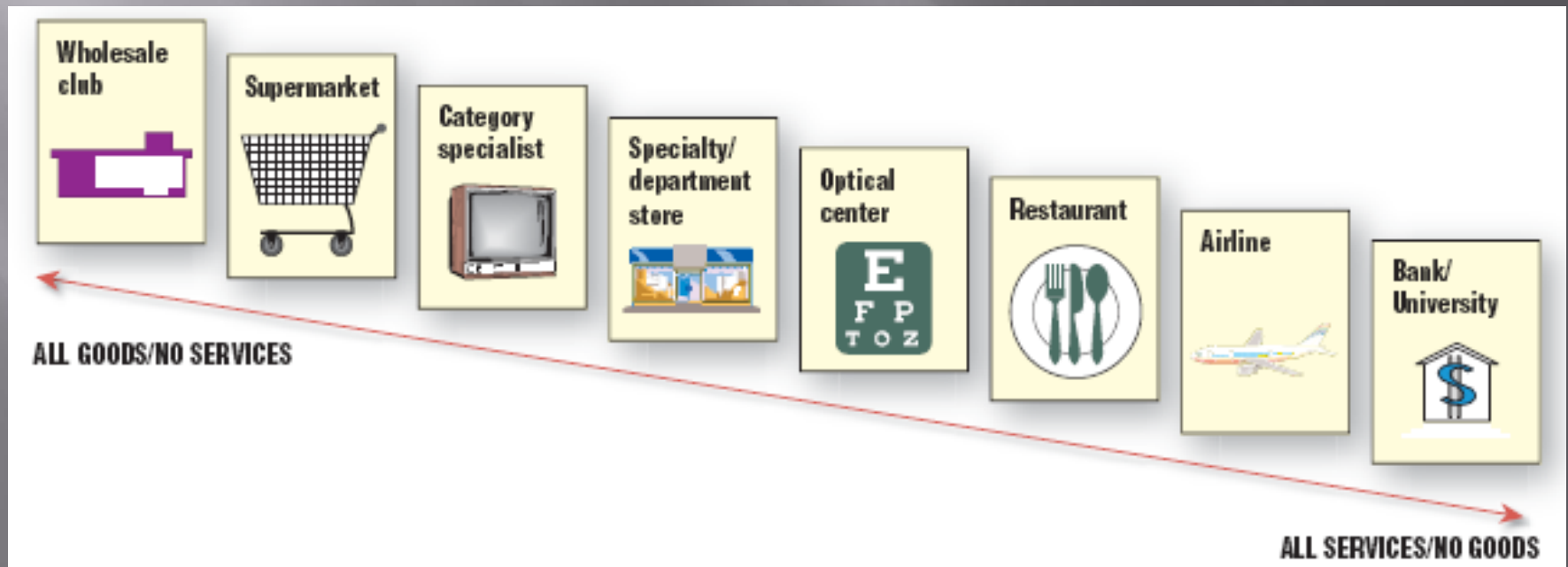
Peritel Jasa

| Type of Service | Service Retail Firms |
|--|--|
| Airlines | American, Southwest, British Airways, JetBlue |
| Automobile maintenance and repair | Jiffy Lube, Midas, AAMCO |
| Automobile rental | Hertz, Avis, Budget, Enterprise |
| Banks | Citi, Wachovia, Bank of America |
| Child care centers | Kindercare, Gymboree |
| Dry cleaners | Zoots |
| Education | Babson College, University of Florida, Princeton Review |
| Entertainment | Disney World, Six Flags, Chuck E. Cheese, Dave & Busters |
| Express package delivery | FedEx, UPS, U.S. Postal Service |
| Fast food | Wendy's, McDonald's, Starbucks |
| Financial services | Merrill Lynch, Morgan Stanley, American Express, VISA |
| Fitness | Jazzercise, Bally's, Gold's Gym |
| Health care | Humana, HCA, Kaiser |
| Home maintenance | Chemlawn, Mini Maid, Roto-Rooter |
| Hotels and motels | Hyatt, Sheraton, Marriott, Days Inn |
| Income tax preparation | H&R Block |
| Insurance | Allstate, State Farm, Geico |
| Internet access/electronic information | Google, Internet Explorer, Mozilla Firefox, Safari |
| Movie theaters | AMC, Odeon/Cineplex |
| QSR | Panera Bread, Red Mango, Pinkberry |
| Real estate | Century 21, Coldwell Banker |
| Restaurants | Applebees's, Cheesecake Factory |
| Truck rentals | U-Haul, Ryder |
| Weight loss | Weight Watchers, Jenny Craig, Curves |
| Video rental | Blockbuster |
| Vision centers | LensCrafters, Pearle |



Rangkaian Kesatuan Peritel Merchandise & Jasa

Semua pengecer menyediakan barang dan jasa bagi para pelanggan mereka. Namun, Pengutamakan dan Penekanan Merchandise VS Layanan berbeda di setiap format bisnis ritel, Seperti diterangkan pada gambar dibawah:



Bisnis Ritel Berdasarkan Kepemilikan

1. **Independent Retail:**
Seseorang yang memiliki dan menjalankan sebuah toko
2. **Corporate Retail Chain (Jaringan retail):** perusahaan mengoperasikan beberapa unit ritel dengan pengambilan keputusan yang terpusat untuk menentukan dan melaksanakan strategi
3. **Organisasi Franchise:**
Mendapatkan lisensi untuk membuka usaha dengan bantuan dari Franchisor ke Franchisee

| Food Retailers | UPS stores |
|---------------------------|------------------------------|
| 7-Eleven | InterContinental hotels |
| Arby's | Jackson Hewitt Tax Service |
| Ben & Jerry's | Jani-King |
| Cold Stone Creamery | Jazzercise |
| Denny's | Jiffy Lube |
| Domino's Pizza | LA Weight Loss |
| Dunkin' Donuts | Lawn Doctor |
| Johnny Rockets | Liberty Tax Service |
| McDonald's | Mail Boxes |
| Olive Garden | Midas |
| Panera Bread | Payless Car Rental |
| Subway | RE/MAX |
| KFC | Rent-a-Wreck |
| Taco Bell | Merchandise Retailers |
| Services Retailers | Ace Hardware |
| 1-800-GOT-JUNK? | Culligan |
| AAMCO | GNC |
| Cash Now | Matco Tools |
| Century 21 Real Estate | Merle Norman |
| Coldwell Banker | Pearle Vision |
| Curves | Sign-A-Rama |
| Hampton Inn | |

