Retail Institutions By Store-based Strategy Mix (continued)

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Food Based Strategies

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Store-Based Retail Strategy Mixes

Food-Oriented

- Convenience store
- Conventional supermarket
- Food-based superstore
- Combination store
- Warehouse store

General Merchandise

- Specialty store
- Traditional department
- Full-line discount store
- Variety store
- Off-price chain
- Factory outlet
- Membership club
- Flea market

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Convenience Store Strategy Mix



- **Location**
  - Neighborhood
- **Prices**
  - Average to
  - Above average
- **Atmosphere & Services**
  - Average
- **Merchandise**
  - Medium width and low depth of assortment;
  - average quality
- **Promotion**
  - Moderate

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Conventional Supermarket Strategy Mix

- **Location**
  - Neighborhood
- **Prices**
  - Competitive
- **Atmosphere & Services**
  - Average
- **Merchandise**
  - Extensive width and depth of assortment; average quality; manufacturer, private, & generic brands
- **Promotion**
  - Heavy use of newspapers, flyers, and coupons.



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Food-Based Superstore Strategy Mix

- **Location**
  - Community shopping
  - center or isolated site
- **Prices**
  - Competitive
- **Atmosphere & Services**
  - Average
- **Merchandise**
  - Full assortment plus
  - health and beauty aids and general merchandise
- **Promotion**
  - Heavy use of newspapers, flyers



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Combination Store Strategy Mix

- **Location**
  - Community shopping
  - Center or isolated site
- **Prices**
  - Competitive
- **Atmosphere & Services**
  - Average
- **Merchandise**
  - Full assortment plus health and beauty aids and general merchandise
- **Promotion**
  - Heavy use of newspapers, flyers



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Warehouse Store Strategy Mix

- **Location**
  - Secondary site, often in industrial area
- **Prices**
  - Very low
- **Atmosphere & Services**
  - Low
- **Merchandise**
  - Moderate width and low depth of assortment; emphasis on manufacturer brands bought at discount
- **Promotion**
  - Little to none



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