

### Sustainability

- Global warming, increasing awareness of environment.
- Recycling & switching to energy efficient products.
- National Packaging Covenant.



### Sustainability

- Kmart App, CSR
- Myer have reduced emissions by 4.8% & recycle at 55% rate.



### Demographic forces

Demographics - a combination of population, age, gender, income, education, and occupation etc.

The basic information about the marketing business includes the size of consumer groups, their needs, and the ways to identify the target customers.

Key to success is to identify the target customers.

Target market is the part of the total market that the firm wants to serve.

The target market is the major variable used to segment the market.

After the world, every change in the market is represented by demographic forces.

Age 20 years and above are the target market for department stores.

The demographic information helps in identifying the target market.

While making a marketing strategy for the retail business, the demographic information is used to identify the target market.

Demographic forces are the major variable used to segment the market.

### References

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### Industry Analysis


Department Stores are struggling in the current economic market due to various factors.

Consumers are cautious with spending since the Global financial Crisis.

Technology is expanding.

Demographic influences changing the placement of stores.

Investing money in development for a sustainable future.





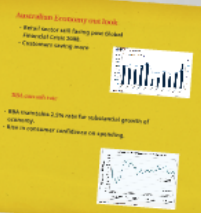
### Technology

- Online shopping smart phones, internet with availability
- Social Media, Facebook, Instagram & twitter.
- Reported only 2% of revenue raised from online sales.
- Department stores need continue to develop this channel to compete on world wide scale



## Conclusion

- Department stores are still feeling the effects of the global financial crisis.
- Customers are choosing to save rather than spend.
- due to wages and rent cost more expense on operating business.
- Slow development of online shopping shows a low percentage of revenue.
- Sustainable processes are being developed at cost to the company.
- The clear Demographic forces lead the business to identify the target customers

**TheCasesolutions.com**

# Hightower Department Stores



# Industry Analysis

## Current State

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- Consumers are cautious with spending since the Global financial Crisis.
- Technology is expanding.
- Demographic influences changing the placement of stores.
- investing money in development for a sustainable future.

## Industry at a Glance

### Key Statistics Snapshot

Revenue	\$18.7bn	Annual Growth 09-14	-1.8%	Annual Growth 14-19	0.4%
Profit	\$1.1bn	Wages	\$2.5bn	Businesses	231

### Market Share

Wesfarmers Limited	41.8%
Woolworths Ltd	23.8%
Myer Holdings Limited	16.6%
David Jones Limited	9.6%

### Revenue vs. employment growth



### Demand from online shopping



SOURCE: WWW.IBISWORLD.COM.AU

PRWeb, Department Stores in Australia Industry Market Research Report

# Technology



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### WASTE AND RECYCLING

**OUR GOALS**  
We produced a total of 45,000 tonnes of waste during the year. 80% of our waste was recycled, with 75% per cent.

During the year we have been successful in our recycling program and have achieved a 75% recycling rate. We have also been successful in our waste reduction program and have achieved a 10% reduction in waste.

**21,230 tonnes**  
Recycled from our stores

### ENVIRONMENTAL IMPACTS

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For the year we have had 12 million of water used, 120,000 tonnes of CO2e. This includes the total of electricity and gas used in our stores and our distribution centres.

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**WELCOME**  
TO K MART'S 2012 CSR REPORT

Hi everyone.

Here at Kmart, we are committed to introducing initiatives to reduce our environmental impact and improving the understanding of environmental initiatives to our team, customers, suppliers and other stakeholders.

That's where our corporate social responsibility report comes in. This annual

**READ MORE**



**WASTE AND RECYCLING**

**REDUCING OUR EMISSIONS**

We produced a total of 45,435 tonnes of waste during the year with our business recycling over 75 per cent.

During the year, Kmart became a signatory to the FluoroCycle program, which commits businesses to recycle used fluorescent tubes, rather than sending them to landfill. We have already recycled more than eight tonnes of these tubes since joining the program.

At Kmart we also recycle ink cartridges from our photo labs. These cartridges are used to make new cartridges or other plastic products and through this initiative we diverted more than 12,000 cartridges from landfill this year.

Kmart stores have facilities to recycle paper, cardboard, plastic film, shopping bags, damaged goods and used garment hangers. Kmart stores have facilities to recycle used tyres, batteries, steel and other workshop materials.

This year over 34,000 tonnes of waste was reused or recycled and the videos on the following pages trace the journey of some of our waste from stores to the recyclers and then into new products.

**21,230 tonnes**  
Cardboard & paper products



**ENVIRONMENTAL IMPACTS**

**ENVIRONMENTAL EXPENDITURE**

For the year, we spent \$2.5 million on environmental related expenditures. This includes the cost of recycling in our Kmart business as well as consultant fees and team member wages.

**ENVIRONMENTAL COMPLIANCE**

From an environmental perspective, we were contacted by one council in New South Wales as our extensive lighting stores did not comply with the requirements of the development application. We are currently in planning a solution with the council.

Trolley fees have increased slightly with us paying \$4,370 in fees for the year (down from \$21,942 in 2009/10).



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efficient

