



# Terry Lundgren at Macy's



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*Macy's*

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Macy's, originally R. H. Macy & Co., is a mid-range to upscale chain of department stores owned by American multinational corporation Macy's, Inc. It is one of two divisions owned by the company, with the other being the upscale Bloomingdale's

## *A New Approach*

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Omni-Channel Retailing: Omni-Channel Retailing is the evolution of multi-channel retailing, but is concentrated more on a seamless approach to the consumer experience through all available shopping channels, i.e. mobile internet devices, computers, brick-and-mortar, television, radio, direct mail, catalog and so on. Retailers are meeting the new customer demands by deploying specialized supply chain strategy software.

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"Our goal is to be a retailer with the ability to see opportunity on the horizon and have a clear path for capitalizing on it. To do so, we are moving faster than ever before, employing more technology and concentrating our resources on those elements most important to our core customers."



## *Corporate Vision*

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Macy's, Inc. is a premier national omnichannel retailer with iconic brands that each operate outstanding stores and dynamic online sites. Both Macy's and Bloomingdale's are known worldwide, and each has its own unique identity and customer focus.

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' sales;  
rove return on invested capital;  
imize total shareholder return.

## *Retail Strategy*

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Over the past five years, the retailer has shifted its capital investments aggressively toward technology and infrastructure to support its omnichannel vision. It has also stopped breaking out its sales figures. The ability of technology to take away some of the retailer's risk is an advantage that is being used more often with the buy online, pickup in-store. It's a small test in one part of the country, but the retailer is very pleased with its early results.

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## *Financial Objectives*

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The objectives of Macy's, Inc. are:

- To grow sales and earnings;
- To continue to increase the company's profitability levels (earnings before interest, taxes, depreciation and amortization) as a percent of sales;
- To improve return on invested capital;
- To maximize total shareholder return.



## *Personal Opinion*

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Where the customer starts and stops shopping shouldn't matter, engaging the customer in however they want to shop is the concern. Breaking the limitations down within the organization and making sure that the customer is the center of the decision is the best way to meet an organizations goals.