

New York Bakery (B): The Finance Department

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Dillard's TheCaseSolutions.com Retail Strategies

Company Overview

- Direct Competitors: JC Penney's, Kohl's, Nordstrom
- Strategy: moving up market to position themselves above Macy's and below Nordstrom, downsizing stores to have more of an exclusive, boutique feel
- Target Market: middle and upper class women
- Positioning: department store chain
- Retail Mix:
 - Merchandise Variety: clothes, shoes, accessories, home goods for men, women and children
 - Assortment: products of all sorts from Adkies and Columbia to Dior and Chanel
 - Pricing: mid to upper price range, high end items at a discounted price
 - Locations: 270 locations in some 30 states across the US, nearly 30 clearance stores

growth opportunities

- Strengthening E Commerce
- Upgrading their website; online expansion
- Reaching out to states with no Dillard's stores; expanding

Financial Analysis

- stock value of April 1st, 2016 at \$84.12
- March 2016: adjusted per-share profit of \$2.25 to \$2.55
- revenue fell 2.5% to 2.07%, and comparable sales also dropped 2%
- Prospective increase in earnings per share alongside a 2.6% decline in revenue

Future

Down Side

- Not an attracting investment compared to competitors with better growth aspects
- general trend for store growth is on decline

Plus Side

- Dillard's.com is in a constant state of evolution and always testing new ideas to not only optimize sales, but focus on improving the customer's experience.
- omnichannel efforts (all channels- desktop, mobile, and brick and mortar) as positive sign for company's future

SWOT Analysis

Strengths

- Employees are 38,000
- Present in many different categories rather than just clothing
- 270 locations
- competitive advantage pricing
- can make online
- exclusive brands
- customer loyalty

Opportunities

- younger demographic
- expand from malls
- international
- social media
 - mobile app
 - Facebook, Instagram, etc.

Weaknesses

- little to no international presence
- mall based locations
- declining in department store popularity
- lacking in social media

Threats

- competition
 - JC Penney
 - Macy's
 - etc.
- economic slow down
- weak sales trend in department store sector

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Retail Strategies

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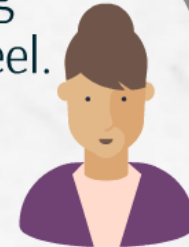
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SWOT Analysis

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- can order online
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