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Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi
Universitas Andalas



Manajemen Ritel

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Pemenang Hibah Inovasi Pembelajaran Digital (IPD)
Kementerian Pendidikan, Kebudayaan, Riset, dan Teknologi



Questions

- What trends shape today's retailers?
- What are the different types of retailers?
- How do retailers differ in terms of how they meet the needs of their customers?
- How do service retailers differ from merchandise retailers?
- What are the types of ownership for retail firms?



Trend ritel

- Ritel jenis baru
- Peningkatan pemusatan
- Globalisasi
- Peningkatan ritel jasa
- Berkurangnya ritel elektronik murni
- Peningkatan pemanfaatan multi chanel ritel
- Peningkatan penggunaan teknologi
- Peningkatan nilai

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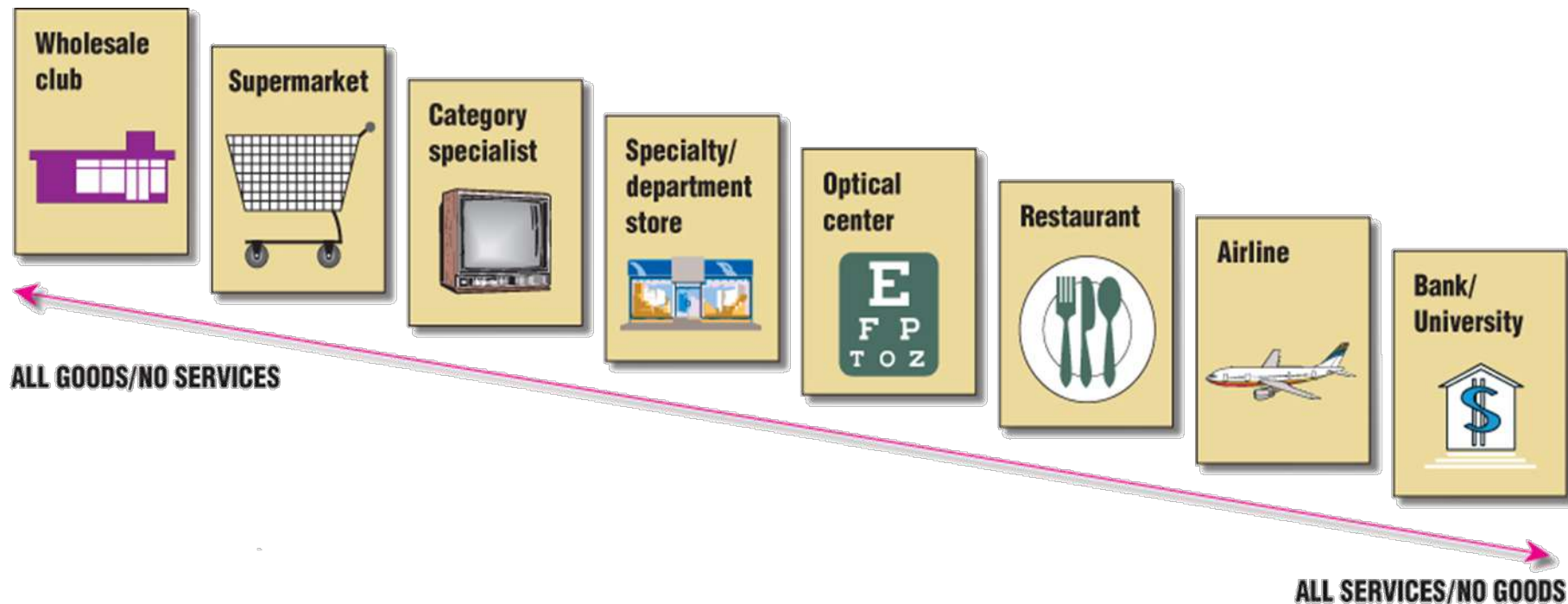


Retailer Characteristics

- Variasi (lebar)
- Keragaman (kedalaman)
- Penawaran jasa
- Harga dan biaya

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Barang dan jasa

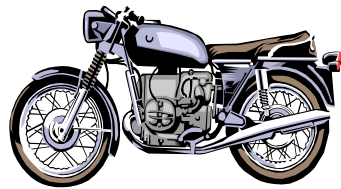


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Penawaran barang

Variasi(kelebaran lini barang): wide vs. narrow

- The number of merchandise categories



Keragaman(kedalaman jenis barang): deep vs. shallow

-the number of items in a category (**SKUs**)



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Tipe ritel secara umum

- **Specialty store**—lini sempit, produk beragam
- **Department store** — berbagai lini produk
- **Supermarket**—besar, biayarendah, swalayan, kebutuhan rumahtangga, marjin rendah
- **Convenience store/kelontong**—kecil, dekat pemukiman, operasional mahal, pelengkap,konsumen membeli untuk kenyamanan
- **Discount store**—produk nasional, besar, marjin rendah, sangat murah
- **Off-price retailer**—produk sisa/berlebih, harga murah
- **Superstore/hypermarket/sup ercenters**—sangat besar, kebutuhan harian, plus service
- **Warehouse club** —sangat besar, biaya sangat rendah, swalayan
- **Catalog showroom**— produk bemerek, markup tinggi, dengan katalog

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- **Specialty store**—lini sempit, produk beragam



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- **Department store** —berbagai lini produk



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- **Supermarket**—besar, biayarendah, swalayan, kebutuhan rumahtangga, marjin rendah



Supermarkets

- Conventional supermarkets
 - 30,000 SKU
- Supermarkets keberagaman terbatas (extreme value food retailers)
 - 2000 SKU
 - Menawarkan 1 atau 2 merek
 - Efisiensi maksimal, penekanan biaya
 - Harga 40-60% lebih rendah dari conventional supermarkets



- **Convenience store/kelontong**—kecil, dekat pemukiman, operasional mahal, pelengkap, konsumen membeli untuk kenyamanan



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Convenience Store

- Biasanya barang dari pasar lokal
- Lebih nyaman
- Menawarkan bahan makanan segar dan sehat
- Cepat dan biasa
- Jasa keuangan (kadang) ada
- Toko kecil
- Dekat dengan konsumen

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- **Discount store**—produk nasional, besar, margin rendah, sangat murah



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- **Off-price retailer**—produk sisa/berlebih, harga murah



- **Superstore/supercenters/hypermarket**



- Warehouse club



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Supercenters and Warehouse Clubs

Supercenters (Hypermarkets)

- Pertumbuhan cepat
- Ukuran toko (17.000m²) dapat dikombinasikan antara supermarket dengan discount store
- One-stop shopping

Warehouse Clubs

- Menawarkan barang termasuk bahan makanan dengan harga rendah
- Keberagaman dangkal
- Lokasi yang murah, disain toko murah, jasa sedikit
- Biaya gudang rendah, produk cepat terjual

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- **Catalog showroom**— produk bemerek, markup tinggi, dengan katalog





Types of Merchandise Retailers

Food Retailers

Convenience Stores
Supermarkets
Supercenters

General Merchandise Retailers

Department Stores
Specialty Stores
Discount Stores
Category Specialists
Off-Price Retailers
Warehouse Clubs
Value Retailers

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Tingkatan jasa ritel

- **Self service/swalayan**-konsumen secara penuh memilih dan mengambil barang
- **Self selection/swapilih**—konsumen memilih produk, lalu menyampaikan pada pelayan
- **Limited service**—retailer melayani jasa kredit dan penukaran barang
- **Full service**—pelayan menemani dan membantu konsumen secara penuh

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Services Retailing

- Intangibility
 - Problems in Evaluating Service Quality
 - Performance of Service Provider
- Simultaneous Production and Delivery
 - Importance of Service Provider
- Perishability
 - No Inventory, Must Fill Capacity
- Inconsistency of the Offering
 - Importance of HR Management

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Tipe kepemilikan ritel

- Independent, Toko sendiri
 - [Wholesale-sponsored voluntary group](#)
- Rantai ritel perusahaan
- Franchises



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Ritel Franchise

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

- 30 – 40% of US Retail Sales
- Franchisee Pays Fixed Fee Plus % of Sales
- Franchisee Implements Program
- Why is this Ownership Format Efficient?



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Franchisor Advantages/Disadvantages

Advantages

- Rapid expansion, highly motivated franchisees do a good job, additional profits by selling franchisees products and services.

Disadvantages

- Company-owned units may be more profitable, less control than independent retailers over advertising, pricing, personnel practices, etc.

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Franchisee Advantages/Disadvantages

Advantages

- Established/proven product/service, business and technical assistance, and reduction in risk.

Disadvantages

- Loss of control since only semi-independent, franchisee outlets may compete with corporate-owned outlets, and high royalties, fees, costs on equipment, supplies, merchandise, rental/lease rates and mandatory participation in promotional and support services.

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Ritel tanpa toko

- **Direct selling** —multilevel selling , selling door-to-door, atau pesta rumah
- **Direct marketing** —direct mail, catalog marketing, telemarketing, television direct-response marketing, electronic shopping
- **Automatic vending/pedagang keliling** —variety of merchandise, impulse goods, hosiery, cosmetics, hot food, etc.
- **Buying service** —storeless retailer servicing a specific clientele—usually employees of a large organization—who are entitled to buy from a list of retailers that have agreed to give discounts in return for membership

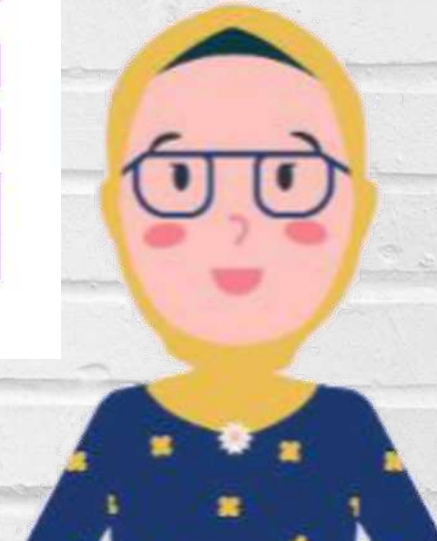
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