

RETAIL OPERATIONS: BEING A SAVVY CONSUMER



YVES SAINT LAURENT: ROUGE PUR COUTURE - 53 BEIGE PROMENADE



Nordstrom - \$50.27 (Online Price)

Sephora - \$39

The Bay - \$35.10 (Online Price, On Sale)

YVES SAINT LAURENT

SAINT LAURENT
PARIS

COMPARISON

Nordstrom ————— The Bay

Difference of: \$15.17
Percentage: 30%

Sephora ————— Nordstrom

Difference of: \$11.27
Percentage: 22%

The Bay ————— Sephora

Difference of: \$3.90
Percentage: 10%

NORDSTROM

NORDSTROM

Search by keyword or item #

Change Selections

Designer Collections Women Men Shoes Handbags Accessories Beauty Trend Kids Home Gifts Sale Brands POP-IN

< Back to results

Yves Saint Laurent
'Rouge Pur Couture' Lip Color
CAD 50.32 Item #325121

Color: 53 Beige Promenade

Qty: 1

Backordered Item: Your current color selection will ship on or around 12/12/2015.

Add to Wish List Add to Shopping Bag

Want a consultation with an expert? Chat with a Beauty Stylist or call 1.800.7beauty.

★★★★★ 111 Reviews Write a Review
Write a review for a chance to win a \$1,000 gift card. See details.

Share Pin It + More

Details

Adorn your lips in Yves Saint Laurent. Introducing new Rouge Pur Couture, a new generation of emblematic colors - red, fuchsia and orange - in a collection of 18 vivacious lipsticks. This luminous satin texture is presented in a modern golden case, designed by Yves Saint Laurent Couture Creative Director Stefano Pilati, for

Details

Description:

- Retail Operation: department store
- Location: Online, <http://shop.nordstrom.com>
- Atmosphere: modern, prestige
- spacious layout, use of white space
- one photo, option to zoom, no other perspective
- specific categories and search engine, browsing by brand

Product:

- Location: under YSL's category, lips section
- Display: page one, near the bottom
- Adjacent Products: YSL lip products

THE BAY

HUDSON'S BAY

SHOPPING BAG (0 ITEMS)

Search

WOMEN'S SHOES HANDBAGS JEWELLERY & ACCESSORIES BEAUTY MEN'S KIDS' HOME HBC COLLECTIONS GIFT GUIDE SALE BRANDS



YVES SAINT LAURENT City Drive Collection Rouge pur Couture

★★★★★ (No reviews.) Be the first to [WRITE A REVIEW](#)

DETAILS SHIPPING INFO CUSTOMER CARE

4 new shades to the cult Rouge Pur Couture lipstick collection, to mix or match with eye make-up. Indispensable, easy chic shades for every hour of the day or night.

2 Classy shades: N° 50 Rouge Néon. Vibrant vermillion. N° 51 Corail Urbain. Graffiti-bright orange. 2 Arty shades: N° 53 Beige Promenade. Natural brown. N° 54 Phare Avenue. Nocturnal plum.

WEB ID #: 0042-86378857

HBC Reward Points: Earned: 39

+ ADD TO WISHLIST

\$39.00 | SALE \$35.10

SELECT COLOR: 53 Beige Promenade



SIZE: One Size

One Size

Description:

- Retail operation: department store
- Location: online, thebay.com
- Atmosphere: proper, prestigious, organized
- compact layout
- one photo to view, option to zoom
- lack of product information
- categories with drop menus for more options
- ability to search website



HUDSON'S BAY CO.

Product:

- Location: Under beauty category
- Display: page 3, under lip category
- Products Adjacent: variety of similar lip products



SEPHORA - DOWNTOWN



Description:

- specialty store
- Downtown Vancouver: Pacific Centre
- Lighting: dark with small lights projected on displays
- Atmosphere: cluttered with products, overwhelming
- Security: store security towers



- Location: end of the mall near exit, first floor
- Display: on a shelf with products of same collection
- Products Adjacent: products of same collection, brands with similar products

VANS - PERF LEATHER SK8 - HI

Nordstrom - \$99.95

Little Burgundy -
\$74.98

Vans - \$49.95



COMPARISONS

Nordstrom ——— Vans
Difference of: \$50
Percentage: 50%

Little Burgundy ——— Nordstrom
Difference of: \$24.97
Percentage: 25%

Vans ——— Little Burgundy
Difference of: \$25.03
Percentage: 33%

NORDSTROM - DOWNTOWN



Description

- Department store
- Downtown, Pacific Centre, three floors
- Lighting: bright, lighting varies as floors increase, brightest level was first floor (makeup, shoes, handbags)
- Atmosphere: welcoming, inviting, loud
- Security: store security towers, security tags on products, cameras



Product

Location: end of the store near an entrance

How it's displayed: at the front of the shoes section, sale sign on display

Adjacent products: variety of Converse

LITTLE BURGUNDY - DOWNTOWN



Description:

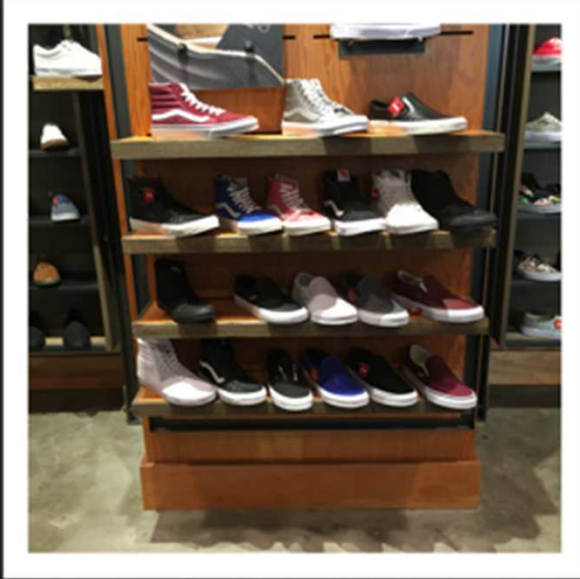
- Specialty
- Location: Downtown, Pacific Centre
- Lighting: varied throughout the store, showcases products through use of brighter lights
- Atmosphere: welcoming, not overwhelming, clean and proper
- Security: store security towers



Product:

- Location: straight ahead from entrance, under sale promo sign
- How: eye-level on shelves
- Adjacent Products: products of same brand, next to Nike shoes

VANS - DOWNTOWN



Description:

- specialty store
- Location: Granville Street, Downtown Vancouver
- Lighting: bright lighting by the displays
- Atmosphere: casual, hip
- Security: security tags, store security towers



Product:

- Location: straight ahead, along the wall
- How: on shelves, below eye-level, juts out
- Products adjacent: shoes of similar style

KITCHENAID ARTISAN STAND MIXER

Kitchen Aid - \$549.99

Bed Bath & Beyond -
\$499.99

Costco - \$399.99



COMPARISONS

Kitchen Aid ——— Costco

Difference of: \$150

Percentage: 27%

Bed Bath & Beyond ——— Kitchen Aid

Difference of: \$50

Percentage: 9%

Costco ——— Bed Bath & Beyond

Difference of: \$100

Percentage: 20%

KitchenAid®

KITCHEN AID

The screenshot shows the KitchenAid website on an iPad. The top navigation bar includes links for SHOP, OUTLET, LIVE CHAT, FIND A RETAILER, CONTACT US, SIGN IN OR CREATE ACCOUNT, and CART (0). Below the navigation is the KitchenAid logo and social media icons. The main content area is titled 'STAND MIXERS' and features two large images of stand mixers: a red one and a silver one. Below the images is a paragraph of text and a 'UNIQUE FEATURES' section with three columns: 'Power Hub', 'Multiple Beaters', and 'Bowl Options'. The 'Featured Products' section displays three mixer models with their respective 'LEARN MORE' links. Below this are sections for 'FEATURED RECIPE' (Almond Dacquoise), 'ADDITIONAL PHOTOS & VIDEOS', and 'SUGGESTED ACCESSORIES & ATTACHMENTS'.

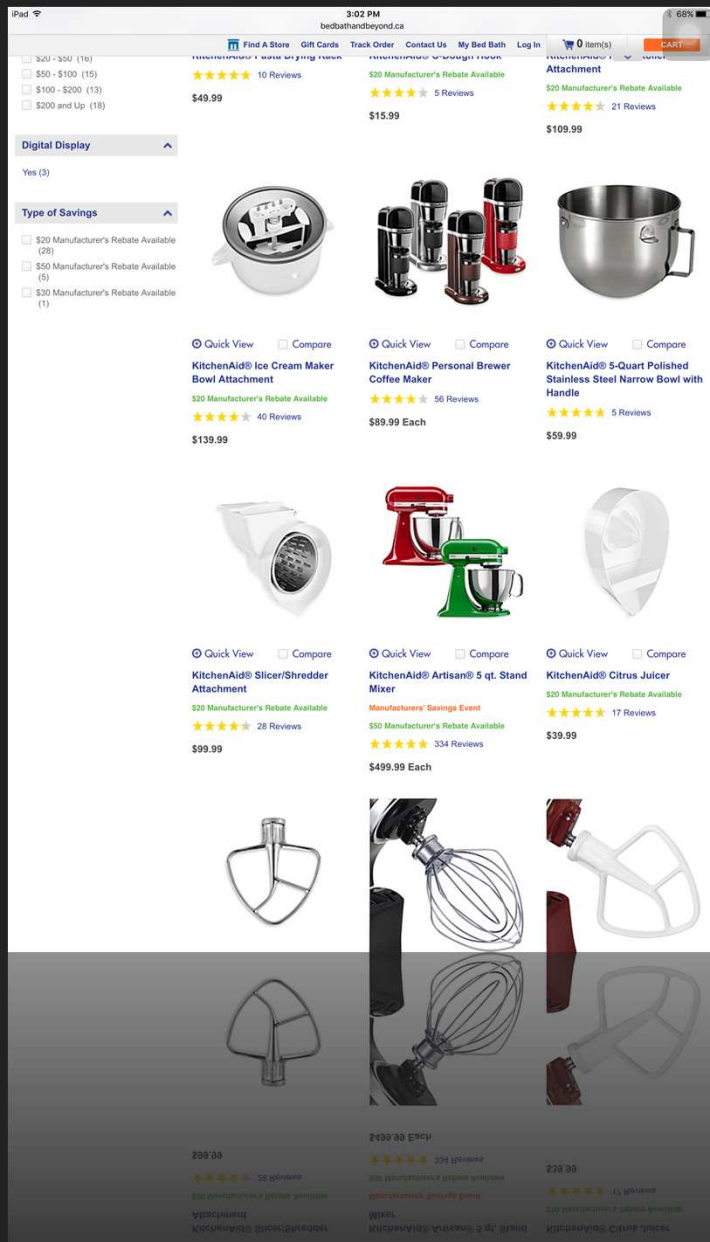
Description:

- Specialty Store
- Location: Online
- Atmosphere: proper, clean, simple
- well-organized headings that categorizes products
- many different angles of the mixer, option to zoom in on the photo
- many options underneath product photo to learn more about the mixer

Product

- Location: Countertop Appliances
- How: under featured products when on the Stand Mixers section
- Adjacent products: variety of other available mixers

BED BATH & BEYOND



Description:

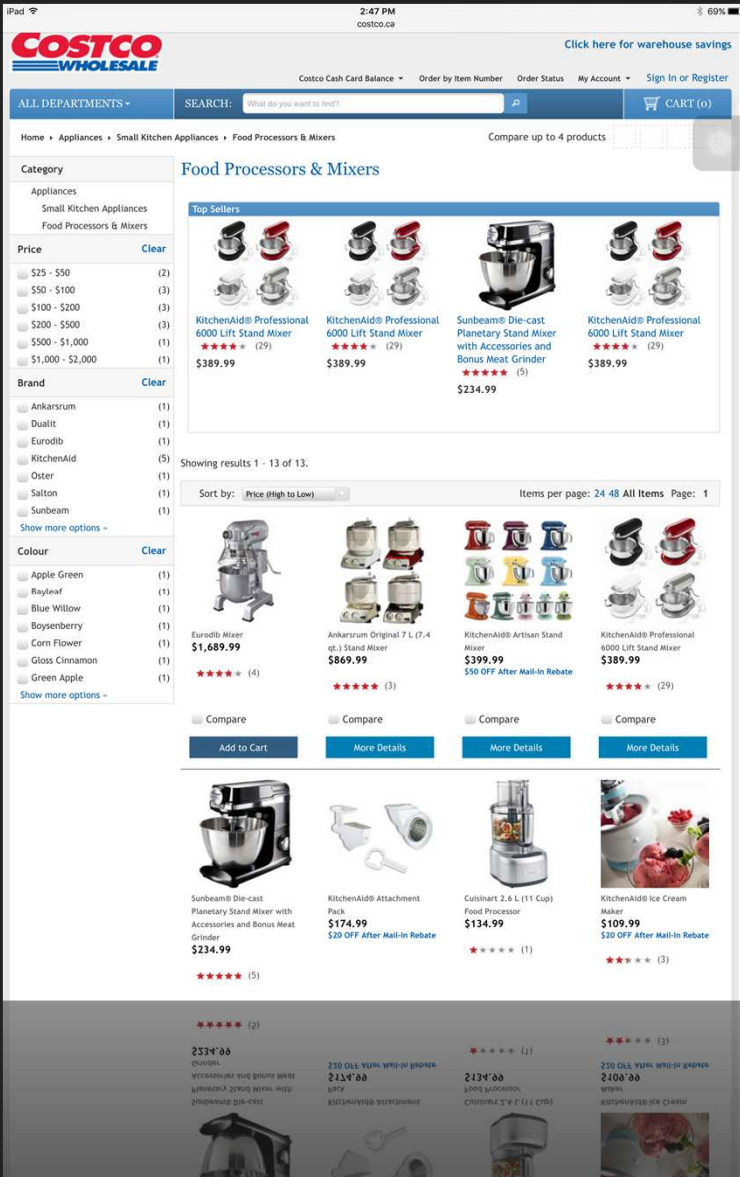
- Superstore
- Online
- Atmosphere: cluttered, very informative, clean
- plain design, nothing makes it pop out
- one photo to view, option to zoom
- limited product information compared to other sites
- recommended possible accessories built for the mixer

Product:

- How: page 5, under Small Appliances
- placed along in rows, able to customize into own preferences (rows of 3, 4 or individually down the page)
- Adjacent products: similar cookware products, recommendations of different product brands



COSTCO



Description:

- Wholesale Warehouse Club
- Location: Online
- Atmosphere: overwhelming, too much on page
- cluttered layout, only one photo to view
- three different angles, but not for one specific colour
- option to zoom and view

Product:

- Location: Small Kitchen Appliances
- Display: page 1, under Food Processors and Mixers
- Adjacent products: other mixers of different brands

RETAILING TRICKS

Vans: distorted mirror that makes the person look skinnier

Nordstrom: used a photo of a famous figure to attract customers to that section

Nordstrom: strategically placing shoes that weren't on sale on the same display as ones that were to deceive the customer and get them to look at them

Bed Bath & Beyond: Free shipping over a certain amount (\$99), makes you want to buy more to not have to pay for shipping

Vans: placing sales at the back of store, allows the customer to walk past other tempting products before getting to where they desire

WHAT WE LEARNED/WHAT WAS INTERESTING

- ▶ to scour for different retailers that hold the same product for better prices and deals
- ▶ various retailing tricks help and enhance our desires to purchase something, usually in our favour
- ▶ a comfortable environment makes customers more susceptible to the retailing tricks a store uses
- ▶ retailing tricks go unnoticed by everyday customers until you specifically try to find them