

# MACY'S



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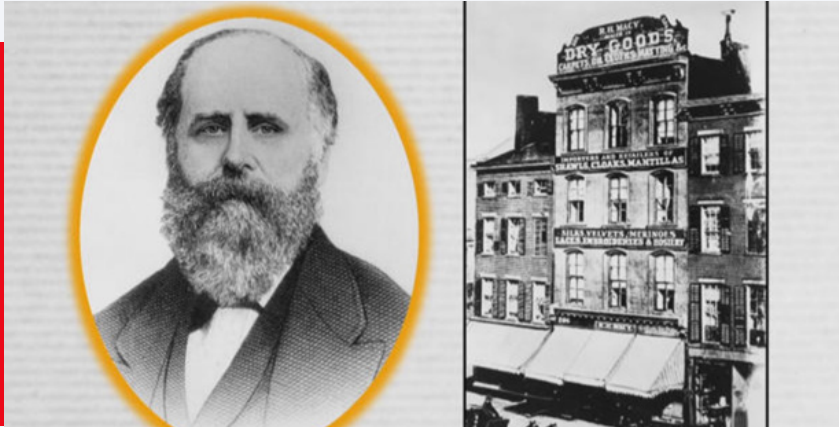
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# B A C K G R O U N D



Beginning in the 1800's, department stores became a hot commodity mostly seen in cities containing large populations and reliable transportation. Established as a way for customers to be able to shop for a variety of different items, the department store was developed to cater to all social classes. Beginning in 1858, Macy's opened its first store on the corner of 14th Street and 6th Avenue in New York City. The company began as a small dry goods store and was founded by Rowland H. Macy. Under close supervision by Margaret Getchell, a Macy cousin and pioneer businesswoman, the store prospered after the American Civil War, relying on extensive advertising and its reputation for value. With the intention of following the Department store mission of being a one stop shop for customers to get everything they want and need, Macys was able to bring this and more to the companies transferred. By the late 20th century, Macy's chain of department stores was managed through regional store groups operating in a number of states under several different names. The company was among the first retailers to place stores in suburban shopping centers, and it now owns or has interests in a number of such shopping centers. The company's red star trademark was derived from a tattoo borne by its founder. After Macy's was purchased in a debt-ridden buyout in 1986, a combination of questionable purchases and an economic recession forced it into bankruptcy in 1992. In 1994 it agreed to a merger with Federated Department Stores, Inc., which included key retailers such as Bloomingdale's. Already the largest department store company in the United States, Federated increased its size again by acquiring The May Department Stores in 2005 and gaining popular store brands such as Lord & Taylor (sold 2006) and Marshall Field's. The company changed its name from Federated Department Stores, Inc., to Macy's, Inc., in 2007 and the company still operates as the biggest retailer today.

# ADVERTISING



The promotional and advertising strategy in Macy's marketing strategy is as follows: Macy's is promoted mainly through print media like magazines, television and radio advertisements. They have through the years started branching into the digital age and focused on acquiring new customers through creating their own website and international shipping. They have a strong presence on social media such as YouTube, as well as their own website. They provide store catalogs giving customers an idea about the products currently available, any sales or discounts, and other such benefits, thus increasing customer satisfaction. These catalogs are available either online or in their stores. Additionally, Macy's provides store cards and every cardholder gets a daily and weekly circular about information that they need. These cards also come with purchase tiers that reward customers based on customer purchases incentivizing clients to purchase even more for larger rewards. Furthermore, customers who make credit card purchases receive catalogs via emails based on purchase histories. They also have an "Own Your Style" section where the customer and a personal stylist go over colors, tones, fabrics, and other things that cater to the customer. These emails and style consultations are personalized experiences that bring out a "luxury feel" to the store.

Macy's also provides wedding and gift registries, credit services, and Macy's culinary council at My Macy's to connect more with customers and get closer to them. The department store even conducts an annual Thanksgiving Parade partnering with big singers, such as Mariah Carey. The annual parade targets first-time customers through word-of-mouth and brand awareness. This allows them to branch into pop culture as many new consumers who stay tuned for the celebrities/singers also become aware of the Macy's brand. Ultimately, we can see that Macy's currently advertises on all popular formats from print to digital media. They rely on all advertising forms that they even released international shipping in 2011 on the website in hopes that countries that don't have it are able to purchase and become more aware of the brand. It goes to show how much effort they put into all of these formats that Macy's has a huge customer base wherever they exist.



# ONLINE PROMOTION ACTIVITIES:

April - December

For this section of the paper I noticed and had email subscriptions from Macy's so I went into my email and noted all the promotions from April to current time!

April: April 13th: Extra 20% off / Extra 15% or 10% select sale and clearance items. Excludes specials Code: Save exclusions apply. Get \$10.00 Star Money 1000 points for every \$100 spent. Diamond sale 30-70% off.

April 17th: Happy Easter treat yourself to 20% off + it's star Money Bonus Days 🐰! Extra 20% off / Extra 15% or 10% off select sale & clearance items. Excludes Specials. Code SAVE Exclusions apply.

Diamond Sale: 30-70% off

Shoe Sale: 40% off 2+ pairs 30% off 1 pair Code: GREAT

Furniture sets: 20%- 65% off ONLINE ONLY

April 29th: Macy's Friends and Family

Hey Renee, here's a spring surprise: an extra 30% off designer looks

Extra 25% or 10% off select reg- priced sale \$ clearance items 15% off beauty Code:

FRIEND Exclusions apply

Perk alert: get 1% back in rewards at Macys with your membership except Gift Cards services and fees.

May 1st: Macy's Friends and Family Ends tonight! 🎁 Extra 30% off Extra 25% or 10% off reg- priced sale & clearance items. 15% off beauty. Code: FRIEND Exclusions apply. Perk alert: get 1% back in rewards at Macys with your membership except Gift Cards, services & fees.

May 15th: Macy's One Day Sale

Almost Done! Shop deals now --- only hours left

One Day Sale 40%-60% off (Women, Men, Kids, Shoes, Jewelry, Handbags, Home, Bed & Bath, Kitchen)

10%-60% off Furniture & Mattress Memorial Day Sale! Ends 5/30

Perk alert: get 1% back in rewards at Macy's with your membership except Gift Cards, services & fees.

May 30th: Memorial Day Sale

Last call! Extra 20% off ends tonight 🇺🇸🇺🇸🇺🇸

Last day! Extra 20% off Extra 15% or 10% off select sale & clearance items. Excludes Specials. Code MEMDAY Exclusions apply.

Furniture sale: 10%-60% off

Perk alert: get 1% back in rewards at Macy's with your membership except Gift Cards, services & fees.

June 2nd: Renee, your monthly snapshot is here 📅

(Gives a recap on how much you've spent so far for the entire year)

June 15th: Extra 25% off Extra 15% or 10% off select/regular priced items



# ONLINE PROMOTION ACTIVITIES:

Code: DAD exclusions apply (attaches a gift finder link and a reminder of Father's Day which was June 19th.

June 30th: Ready for the 4th of July? Extra 20% off + Star Money Bonus Days are here to help?

Extra 20% off

Extra 10% or 15% select sale & clearance items. Excludes specials.

Code: FOURTH Exclusions apply


July 4th: Happy 4th! Extra 20% off + Sat Miney Bonus Days end tonight!

Extra 20% off

Extra 10% or 15% select sale & clearance items. Excludes specials.

Code: FOURTH Exclusions apply

Promotes Macy's Fourth of July Fireworks Live on NBC & in NYC or streaming on Peacock Monday 7/4 at 8pm





July 15th: 40%-60% Deals of the Day you don't want to miss

One Day Sale (includes dresses, mens suits, blazers designer bedding, jewelry and more)

July 30th: Back-to-school extras that will be your BFF all year

25% off Sneakers and More (Baseball Hats, Smart Watches Belt Bags and Fanny Packs)



August 2nd: Renee your monthly snapshot is here 

It gives you a recap on your status. I was still in bronze status.

1 point = \$1 spent

Promotes Macy's credit card

Aug 15th: Clearance 20%-70% off summer essentials inside (includes Women, Men, Kids, Jewelry, Shoes, Home etc)

Includes a "Fun ways to shop" section that includes shopping **directly through the app** that includes exclusive offers, **personalised recs** and more. **Free personal stylist** that can be virtual or in store, **Macy's Live** to shop through livestreams and **Macy's Backstage** to find goods at great prices.

Aug 31st: 25-60% off + an extra 2-% off denim shoes & more? Must be our Labor Day sale

😊 Extra 15% or 10% off select sale and clearance items includes women, men, kids, shoes, jewellery, handbags, home, bed and bath, and more. Excludes specials

Code: LABOR



September 1st: Calling all the early birds: get in the LDW spirit with an extra 20% off Labor Day Sale 25-60% off End-of-summer savings it includes womens tops, mens suits and blazers, Polo shirts, Finish Line sneakers, fine jewellery, and luggage.

September 15th- Up to 40% off ends tonight! Don't miss your chance to Buy More, Save More

Its 25% off when you spend \$99

30% off when you send \$150

40% off when you spent \$200+





# ONLINE PROMOTION ACTIVITIES:

September 30th- This is exciting: an extra 30% off the brands to be seen in this fall  
Extra 30% off Extra 25%

October 1st- Macy's VIP sale

Hold up 🖐️ We've got an extra 30% off top looks- ends soon!

Extra 30% off

Extra 25% or 10% off select reg- priced sale

15% off beauty products

October 15th-Cozy, chic & up to 60% off- what's not to love?

40%-60% off includes (womens, petites, plus size, juniors, dresses, activewear and more)

50% off womens boots

Puffer coats starting from \$49.99

October 31st- Macy's Friends and Family This is it! Extra 30% off ends tonight -- 15% off beauty too

Extra 30% off

Extra 25% or 10% off select reg priced and clearance items

15% off beauty

Code: FRIEND

Nov 2nd- Ends tomorrow 20% off -- so start shopping!

Extra 20% off

Extra 15% or 10% off select sale and clearance items

Code: Sale

40% off Bath Robes

BLACK FRIDAY EARLY ACCESS

Nov 15th- Shop Early Access Specials & find your newest beauty holy grail!

Beauty and Fragrance 20-50% off

50% off perfume from Armani Beauty

\$10.00 Tarte mascara

Reminds you of Star Rewards

Nov 25th- It's Black Friday! Get up to 66% off womens clothing

BLACK FRIDAY ENDS TOMORROW!

30-65% off womens looks

Deals on Dresses

Coats

Sweaters

Accessories etc

Dec 1st- ICYMI: Macy's Friends and Family

Extra 30% off designer brands that hardly ever go on sale!

Extra 25%, 15% or 10% select reg priced, sale and clearance items



15% off beauty

Code:FRIEND







# ONLINE PROMOTION ACTIVITIES:



From my personal emails from Macy's it was important to note that the emails included my name which gave me a sense of urgency to open it because at first glance I saw the name being directed towards me. I also noted that these emails also included emojis which made it have a "friendly" feeling like it was an actual person sending me an email directly instead of computer generated. All of the emails included the "Star Rewards" bar at the bottom of each email to remind you of how much you have spent throughout the year so far and the status you've held. With apps being the main way for customers to purchase products, these emails barely included any promotions of the apps or special deals you can receive if the app is downloaded. Macy's did a good job in promoting the credit card and the main selling point was receiving "double the points" and offers to exclusive sales. But I also noticed that most sales were directed towards women rather than men where the only "main sale" applying to mens was Father's Day. One key element we believed was consistent is the name of the codes, sometimes there is a habit of brands using codes completely unrelated to the brand making it difficult for customers to remember. One criticism is I received constant emails from Macy's reminding me of promos that will expire about a week from the initial email. The dates listed above were the emails I handpicked to use but I got an email from Macy's almost daily. This can be annoying from a customer's point of view because some of the emails became very repetitive showcasing the same promos. Macy's should limit the amount of emails they send out in a week.





# IMPORTANT EVENTS



Macy's is commonly known for four important events. The important events aren't necessarily intended to get customers to purchase products but it is to provide the children and adults with entertainment while still showcasing the brand's name as the one responsible for the fun events. The events are mainly held in NYC but gets broadcasted/live streamed so others can tune in!

#### Example 1: Macy's Fourth of July Fireworks

Macy's 1st firework show was not on the fourth of July but the 1st in 1976 instead. It was titled "A US Bicentennial Show" that took place along the Hudson River in New York. It includes musical numbers by special guests and the duration of the actual fireworks lasts about 25 minutes. Today many locals and tourists will spend their time with their families having a BBQ in parks during the day and stay at night to watch the fireworks. Since the fireworks are nationally broadcasted reaches a large demographic of people where they are aware they can rely on Macy's every year to watch top of the line fireworks.

# IMPORTANT EVENTS



## Example 2: Macy's Flower Show

The first Flower show event happened in 1946 San Francisco, California used mainly orchids and simply potted plants originally used to promote fragrances. In the 70s the Union Square version of the flower show was much larger and turned into an annual event with themes. By the 2000's New York, California, and Chicago held the annual event. The flower show is also used to celebrate the beginning of spring. With this event flowers are displayed throughout the inside and outside of Macy's with some flowers being made into gowns and headpieces. This is also another free event that locals and tourists can enjoy (not recommended for people with allergies)!

# IMPORTANT EVENTS



### Example 3: Macy's Thanksgiving Parade

As a child we all had certain cartoon characters we were a major fan of like Spongebob Squarepants, Snoopy, Barney, and the list goes on. Macy's did a great job of bringing these characters to real life with balloons. The first parade was in 1924 but it did not originally include balloons but instead it had employees dressed up as knights or cowboys and floats that matched the theme of the window displays at the time which was "Miss Muffet" "Little Red Riding Hood" and "Mother Goose" (Klein 2021). It also included animals from the central park zoo, today the parade includes musical numbers from celebrities and Broadway dancers like "The Rockettes" and plenty of balloon characters. This is another event that is completely free and broadcasted nationally so anyone can tune in and get guaranteed entertainment.



# IMPORTANT EVENTS



## Example 4: Macy's Holiday Display Cases

Display Cases are an important element to a storefront, the goal is to have people stop and observe the display cases because the idea was “out of the box” and turn those people into potential customers. The Macy's Display Case Unveiling is held at the flagship location at Macy's Herald Square with the revealing happening a week before Thanksgiving and stays for the entire month of December. The display cases are alongside the Broadway side of the actual building (34th-35th street) with different themes but the theme is usually related to the holidays. The display is not used to try and sell products but to create separate stories that fits the overall theme (Cross and Taran 22).



# SWOT ANALYSIS

## Macys: SWOT analysis

S	W	O	T
Macy's is a large department store that carries a wide variation of brands.	Struggles to keep storefronts open as online shopping increases.	Rebrand with a clear target market in mind, (ex working class, family, Millennials)	Nordstrom is a department store as well but their products are very affordable and carry a small selection of each product.
Gives potential customers the opportunity to purchase designer items at an affordable cost.	Has a conflicting target market because of the large variation of the products they carry.	Have commercials dedicated to online shopping and the Macy's app.	Fast fashion is in high demand despite efforts to reduce the amount of clothing waste.
Carries products that are high in quality compared to fast fashion brands.	Overwhelming to customers shopping because of the wide selection available.	Slightly narrow down their selection of products.	If customers continue to shop online more storefronts will continue to shut down and become "Sears".

**Strengths:** Upon what I have written for the SWOT analysis we have accounted for the strength, weaknesses, opportunities and threats for the brand. To go in order, some strengths I found for the brand is that Macy's carries a wide selection of merchandise that ranges from clothing, accessories, and handbags all the way to appliances, furniture and toys. It's a "one stop shop" for all of your needs. Even though Macy's is a department store they sell luxury goods sometimes at a discounted price so it can be affordable for multiple consumers. The quality of the products are high quality and many consumers have stuck with Macy's over the years due to the consistency of materials used.

# SWOT ANALYSIS

**Weaknesses:** For the weaknesses Macy's storefronts struggles to keep their doors open, "The retailer had been on track to shut more locations, but it said it was reconsidering when to close the roughly 60 remaining open stores out of a batch of 125 closures the company targeted to go dark by 2023" (Thomas 2022). So far Macy's has closed stores in Texas, Alabama, California, Colorado, Missouri and counting so far this year in 2022. Since Macy's sells a variety of products it is sort of difficult to pinpoint exactly who is their target market. One can argue that Macy's sells appliances like Tools kits and cooking wear so it can be a target market for families but they also sell a large variety of attire that ranges from skincare to even Apple Products so it can get pretty confusing on the market Macy's would like to focus on. Since Macy's is a large department store it can be very overwhelming for some customers to shop checking on Google.com the most common reviews left all say the stores are too large.



"Too big for a male..."



"It is big ,has 4 levels."



"pretty big"




"Way too big."

**Opportunities:** Macy's does have the opportunity to transform their weaknesses into opportunities for example, Macy's has the chance to figure out what is their clear market target. Since the pandemic a lot of stores have transitioned from being solely store fronts to having a strong online presence. Macy's had a website and app pre-pandemic but I don't believe many people were aware of the app so advertisements should be needed to get the






# SWOT ANALYSIS

word out. Macy's is a large department store but that doesn't necessarily mean they should carry all their products within the storefront. It would be suitable to carry a small selection of products in store and the rest of the products can be online exclusives.



**Threats:** Macy's is not the only department store that exists, in fact there are a lot of competitors but to narrow it down Nordstrom is a department store that also sells affordable products but the difference is they sell a small selection of each, the floors usually range from 2-3. Among the younger generation, fast fashion has become a way to purchase trendy clothing that is unbelievably cheap and dispose of it once it is no longer in style. Today, online shopping is at an all time high and if Macy's can not fully adapt to being online it can follow in the same fate as Sears.



# Omni Channel Analysis

## Omni Channel Analysis - (Operation Gift)

We wanted to get firsthand experience of purchasing an item directly from Macy's. We titled it "Operation Gift" where the objective is to try and purchase a gift through the process of the omnichannel (Social media, Websites, App, Phone and Store Location) and give an honest review of the experience. Our first pitstop was social media!

**Social Media-** In today's day of age social media is not just a source of entertainment but now



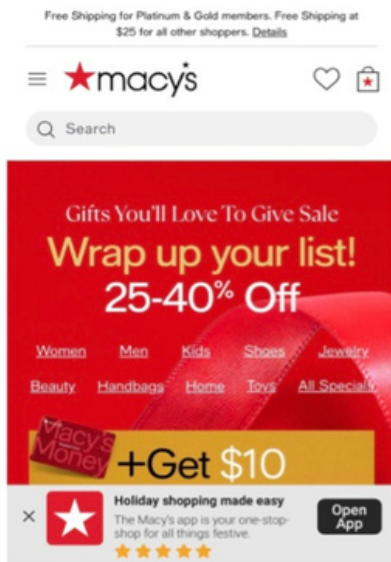
it's filled with advertisements for a wide variety of companies and you can purchase items. Our social media of choice was Twitter, I searched up Macy's and the account appeared with the first thing noticeable is the pinned tweet by the brand Complex which advertises ideas for holiday gifts that can be purchased from Macy's. In the actual profile of Macy's it had a

link attached and when you press the link it leads directly to the website. This is perfect since I did not need to bother opening up a different tab to try and search up the website. Everything was all linked to each other.



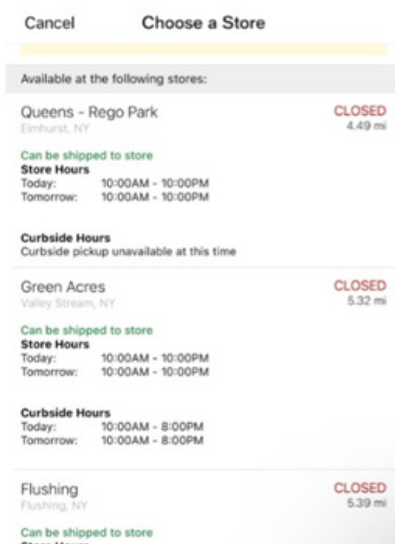
# Omni Channel Analysis

**Websites and App-** Once I opened up the website I was greeted with words in big font that said



“Gifts You’ll Love To Give Sale” with deals ranging from 25-40% off. During this current holiday season everyone is trying to purchase last minute gifts so it is great that Macy’s has dedicated their home screen to gifts at a reduced price. At the bottom of the website page there is an advertisement to get the Macy’s app which has the title “Holiday shopping made easy” showcasing its five star rating. This is another way of linking the website directly to the app. I went ahead and downloaded the app which made me login giving me the option to use any star rewards to my next purchase.

**Storefront and Phone:** Upon scrolling through the app I was able to find a perfume sampler set



(12 Days Of Scent For Her) for a gift. For most of the Macy’s in my area they did not physically have the item in stock. I called a location in Valley Stream NY and Elmhurst. On the app it did give me the option to have the gift set shipped to the store for pickup and the sales associate explained it to me on the phone as well. I’m satisfied with the stock matching up to the website, sometimes for different companies the stock amount

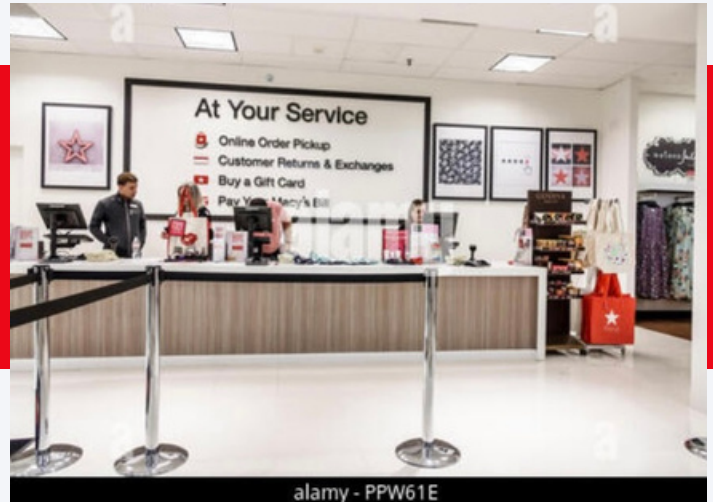
# Omni Channel Analysis

does not match what is online. I was able to give the name and the web id number (14882695) located in the description of the item so the associate was able to look it up on her end. I opted to get the gift delivered to my home which will arrive in 3 business days (before christmas.)



**Analysis:** To give a quick recap of the experience I would say it was “quick and easy” Macy’s was able to curate a bunch of different gift ideas making it easy on the customer’s end to pick out something suitable for their loved ones or family. The website, app and storefront were all connected into one so I did not need to jump from tab to tab. One thing that needs to be connected to the website is the phone numbers for the website. I had to open google to call the number of the specific location, if it was in the app it would make it easier on the customers end to call and do a stock check.

# C O R P O R A T E M I S S I O N




Macy's as a department store chain, our corporate mission is to make sure we give the best customer service and experience to customers while creating a representation that can never be forgotten. We value culture and behaviors to succeed. With all the effort and investment we put together to follow up on our vision. Our dedication and commitment to our business are when we realize that our customers are the reason we're here. The potential we have to do anything is always possible. Macy's primary objective is to serve our customers in welcoming hands of culture and diversity. We want to grow not only as a company but along with our customers. We observe to our best and highest standard ethically. Macy's will fulfill people to their satisfaction and beyond by providing anything that will ever be needed, wanted, or asked. Not only are we dedicated to our customers, but we are also to our employees as well. We treat our employees and workers like a second family. We are committed to developing a solid bond for make teamwork happen. The workforce environment is friendly, consistent, and a safe place for everyone.




# C O R P O R A T E M I S S I O N



Our company's challenge is finding better techniques to sell our products to prevent more rates of decline. Macy's is always up to solve any problem there can be whether it's the company to employees to customers. We believe in acting immediately than sitting and watching. Often when hiring our employees, we make sure they are the right fit for their position because our team management is important. We always ask them "why do they want to work for us?" as most job interviews do. There is more than just any answer we want, we want to hear the specifics. Along with applying questions, the company is asked "who are our target market and customers?" because that is extremely important in terms of selling to tight people and not just anyone.



Outside of the company, the ideal answer to how everyone's business should be is reliable because everyone is conscious about money these days. With how things are perceived, we have a brand identity for Macy's. Showcasing the fashion and style to our customers with all the new inventory we get from every shipment. The marketing team decided that what better than releasing our own brand at Macy's? So they did, the new brand of *Own Your Style* is a strategy to gear it towards fashion related. To curate to not just people in the store, we have it online as well where the search bar has customization to personalize what someone is looking for. This is going to help us reach our goals because we are getting sales due to having something that grabs customer attention. We believe that every 5 years, there should be new ideas produced to customers to keep them from wanting to come back. Even though we have loyalty rewards, sometimes that just doesn't do it for everyone to want to shop at Macy's.



The leadership at Macy's is taken from one miles to another. We are always here to push one another to do better. Many employees from our past and the present now all enjoy working with us because of the knowledge we share with them, benefits, flexibility, and most importantly helping them personally achieve their goals as they help with ours.











# SALES PROFIT FINANCIAL DATA



According to Macrotrends, Macy's annual revenue for 2022 is \$25.292 billion, which is an increase from 2021. That is about a 39.76% increase versus 2021, we had a 28.56% decline. During that time, we only made \$18.097 billion. Over the past few years of the covid-19 pandemic, everything got better digitally meaning more eCommerce and online shopping. Macy's went up their sales through the app and website. "Macy's online sale purchase went up by 12 percent in 2021" (Mckinnon, 2020). By the fourth quarter of 2021, there have been 7.2 million new customers. We decided to work on our store formats. Macy's is people-oriented, and the change reflects how customers shop. Macy's hopes that these changes will help people shop better and more so that we can increase our sales profit. For example, "Macy's hope is that the reconstruction can offer products to people's needs and push past the mall days for the new generation" (Morgan, 2020). Macy's plan is to "close Stores to encourage future growth" because the company is moving its headquarters to New York. Therefore, "long-term plans call for smaller stores outside of traditional shopping malls, closer to where customers live and work" (Morgan, 2020). To make more sales, Macy's is smart to incorporate Toy R Us as a market strategy to promote toys for children. This makes it convenient for shoppers to buy things in person when the stores are closed and connected. "People started calling this the "Miracle on 34th Street" as an era status as a must-see family holiday shopping destination" (Verdon, 2022). Macy's has located 451 Toys R Us branded toy shops in its stores, and the launch of the shops began on Oct. 13 with the unveiling of the largest Toys R Us shop, at Macy's Herald Square in New York City.







# SALES PROFIT FINANCIAL DATA



According to Macy's Inc, the sales data for 2022 is split into three quarters. In the first quarter, we have only made sales of \$5,348 and digital penetration is 33% of Net Sales. To compare the sales there is 12.8% and with licensed it's 12.4%. In the second quarter, we see an increase in sales of \$5,600 and its digital penetration is 30%. As suppose there are 1.5% of sales and 1.6% of licensed sales. Last quarter there was \$5,230 at a rate of 3.1% of comparable sales. 2.7% of licensed and 31% of digital penetration. The total of the quarters combines come out to be \$16,178, 31% net sales, and 2.3% comparable sales.

Represents the period-to-period percentage change in net sales from stores open during the current year and the previous year, as well as all online sales, excluding commissions from departments licensed to third parties. Unless the store, or a significant portion of the store, is closed for an extended period of time, stores that have been significantly expanded or shrunk remain in the comparable sales calculation. Comparable sales definitions and calculations can vary between retail companies.



Also stated that the sales usually would start on a Friday typically because that is when most people get paid. Having a sale on Fridays would often be engraved on people's heads they got paid today so why not spend some money on some items that are on sale? We often will let our customers know about our sales or the website and phone seems to give such great deals for online shoppers as well.

Our markdowns usually begin on a Sunday and last up to Tuesdays. The reason for that is that these retailers receive multiple shipments throughout the week, and they regularly mark items down. Macy's annual revenue for 2022 was \$25.292B, a 39.76% increase from 2021. This year Black Friday Sales seem to help us increase traffic, sales, and revenue. Macy's luxury goods sales have held up as affluent shoppers returning to social events after the pandemic splurge on more expensive handbags, perfumes, clothing, and gifts as the holiday season approaches. Macy's warned of more holiday promotions and reversed its earlier position that Christmas shopping would begin early, claiming that customers were holding out in the hope of receiving discounts. For example, on 34th street, the window of cute displays is now open for people to see and is often crowded for photos. Everyone will shop by to do the same, and while they are doing that. People often will say "might as well go in to see what they have since they are already there."



# Key Competitors



# NORDSTROM

Macy's biggest competitors, just to name a few, are Nordstrom, Walmart, and Amazon. Nordstrom is a high-end retail sales department store which Macy's falls below; however, Macy's has more reasonable prices. In addition to this, when comparing Macy's and Nordstrom, Macy's offers a much bigger variety of products and services, including an Apple store, tech department, and more food options, making it a one-stop-shop for their customers. Though Nordstrom feels more upscale with their quality, service, and goods - those limited goods don't compete with how much goods and brands Macy's carries. Having high-quality goods is important for consumers, but convenience is more important - which is something that Macy's does well in.



What Nordstrom doesn't do well in, both Walmart and Macy's are able to achieve, which is why they are competitors. Both Walmart and Macy's offer numerous products at affordable price points. From home goods, to skincare, clothing, etc. both of these departments are one-stop-shops for easy shopping. However, Walmart outbeats Macy's due to more international awareness, same-day delivery, and more advanced innovations. This key competitor should be highly focused on by Macy's and reflect Walmart's strategy to beat them in the future.

# Key Competitors



Another key competitor is Amazon. With the ability to easily order stuff online, and on any device, it makes ordering on Amazon easier. Macy's currently holds the most brick-and-mortar stores than other retailers. This however won't last, as we've seen through the pandemic with store closures, as well as the growing advances of technology. Thus, Macy's started focusing on going digital, trying to bridge the gap to digital consumers. Macy's, the largest retail brand of Macy's, Inc. is powered by one of the nation's largest e-commerce platforms and a nationwide network of stores. While these other competitors such as Amazon and Nordstrom hold more weight in comparison to one another, customers who are looking for reasonable prices, a distinctive variety of products, and an easy shopping experience, Macy's is the department store that can satisfy the needs of any shopper.









# Recommendation



## **Recommendation**

A recommendation for Macy's is to work on the expansion of going out of the United States for their company. Having Macy's out of the United States could gain exposure and more sales. Macy's is too dependent on the United States Market which could lead to inflation, poverty, and unemployment. Although, there is no such thing as perfect Macy's can strive to continue their failed projects. We can make it better than the original plan of what they're attempting or doing. Back to the first two points, many people across the world were excited that Macy's is opening out of the United States. However, Macy's ended up not doing that, people lost their trust and faith in the company. As a business and company, keeping words and promises are very crucial and important for customers. They want to know that Macy's is reliable.




As the holidays are starting, Macy's is the perfect go-to place to get your shopping done at one spot without needing to stop at other stores. One important service Macy's has that is barely known is the "Fun ways to shop" section. This section includes customers having access to a free personal stylist and the option to shop through livestreams if they can not come to the store in person. There was only one online promotional activity that mentioned this service so Macys should advertise this service more often. Macy's future strategy should be to transform into a modern omnichannel retailer, showroom, and experience centre that maximises customer convenience. We recommend that Macy's should continue to do more experience outside of the company because people loved the thanksgiving parade due to the participant's feedback and customers. We want Macy's to continue having events for entertainment but recommend that all events should be livestreamed or televised like the flower show and windows. The only two events that are broadcasted is the fireworks and the thanksgiving parade, this will give customers the opportunity to be there "virtually" even if these specific events are not in their specific town.






# Conclusion

In conclusion, Macy's is a high-end department chain in the United States that wants its customers to be more than satisfied with everything they need help with questions about a transaction to purchase an item. Our company is competitive as we know that Nordstrom is a well-known luxury chain department. Knowing what Macy's is about when selling many goods from apparel and accessories to home furniture. We are confident standing being the best in giving deals and providing our customers help. Every day, we continue to work on strategies to progress in our company and keep our loyalty program for star rewards or credit cards. We believe Macy's will grow every year and focus on the needs and desires of our consumers.





The purpose of this project was to see the strategies of Macy's and other competitors of how each company finds its own niche in getting customers and sales. As a group together, we gather data and based it on personal experiences. We were all able to collaborate with communication and creativity.



Macy's has the potential of getting more sales as the marketing strategy has recently been updated. Macy's now has their own clothing line and this is how it can make more profit. Establishing a reputable storefront, and expanding the business by business infrastructure, internal systems, and product development leads to funding requirements.

Based on our research, we can argue that Macy's will increase after 2022 because we took the initial step. The more invested we are the better because that will be rewarded by the company. Because it's a fashion industry, we are highly driven by price, quality, and trends. Trendy clothes are always sold faster than our basics because everyone is inspired by social media where the timing is now not later. What is trendy now may not be trendy next year or the following. However, fashion does always somehow repeat itself. We want our consumers to be genuinely happy with our service and apparel. Macy's should be able to achieve operational success for many years to come.



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