

Introduction

Retail is the business of selling goods made by others to individual consumers. It is a huge industry dominated by Wal-Mart, which reaches every corner of the globe. Due to the decline in the global economy, the future of many retailers is uncertain as consumers begin to spend less.



Industry Leaders and Fragmentation

The amounts are given in Billions USD

| Company | Country | Sales | Profits | Market Value |
|--------------------|---------------|---------|----------|--------------|
| Advance Auto Parts | United States | \$5.41 | \$0.27 | \$3.87 |
| Aeon | Japan | \$53.45 | (\$2.03) | \$9.20 |
| Alnati | Netherlands | \$35.52 | \$1.90 | \$14.68 |
| Amazon.com | United States | \$48.01 | \$0.90 | \$65.38 |
| Ausubachem | United States | \$10.75 | \$0.20 | \$3.10 |

Industry Composition



Profitability and Demand Drivers

- Primary Demand Drivers**
- Personal income
 - Consumer confidence

- Profitability Drivers**
- Efficient supply chain management
 - Effective merchandising and marketing
 - Providing superior customer service
 - Selling unique merchandise
 - Achieving brand reputation
 - Offering a distinctive shopping experience
 - Serving a local market