**Title: Retail Depth and Breadth**

**PO:** Classify retail establishments by depth and breadth according to Chapter 2, Merchandise Buying and Management, 2d edition.

<table>
<thead>
<tr>
<th>Content</th>
<th>Activities/Tips</th>
</tr>
</thead>
</table>
| **Intro:**  
State the PO.  
Check their understanding  
Explain why it is important to learn.  
Check for prior knowledge. | Show PPT Slide 1, Objective  
Ask if anyone can tell me what the terms “Depth” and “Breadth” mean in retail merchandising? |

<table>
<thead>
<tr>
<th>Body/Content</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Definitions:</strong></td>
<td></td>
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</tbody>
</table>
| **Breadth** – the number of unique items in a selection of merchandise.  
**Wide or Broad** – many different items of merchandise to select from  
**Narrow** – limited selection of different types of items of merchandise | Show PPT slide 2 – Definitions:  
**Explain**  
- the differences between Breadth and Depth.  
- how department stores have breadths that are wide and depths that are shallow.  
- how specialty stores have breadths that are narrow but depths that are extensive. |
| **Depth** – The assortment within a selection  
**Deep** – Extensive assortment of a selection  
**Shallow** – Limited assortment of an item | **Activity** -  
Organize students into small groups and pass out the activity, Depth and Breadth.  
**Check for understanding.**  
Go over the answers and then draw the conclusion that large department stores tend to have wide or broad selections of different types of merchandise within their categories and small specialty stores tend to have narrow selections of merchandise, but a deep assortment within their specialty category.  
Ask the following questions:  
- If a store carries only men’s ties, would it have a narrow or wide breadth of merchandise?  
- A department store is known for it’s breadth or its depth of merchandise? |
### Summary:
Review the main points, answer any questions, go over areas students had problems with.

### Evaluation:
- Have students classify stores by depth and breadth on the attached quiz.

### Conclusion:
- **Review or recapitulate.** Briefly go over the main items of your topic. (Use P Pt. 2) Stress important or key points.
- **Link** to subsequent sessions.
- **Clarify.** Allow time for questions to clear up any misunderstandings or problems.
- **Finish.** Leave your learners in no doubt that you are done. Ask the question, "Before I finish, do you have any final questions?"

### References:
Retail Depth and Breadth

Objective

- Classify retail establishments by depth and breadth according to Chapter 2, Merchandise Buying and Management, 2d edition.

Definitions

- **Breadth** – the number of unique items in a selection of merchandise.
  - Wide or Broad – many different
  - Narrow – limited

- **Depth** – The assortment within a selection
  - Deep – Extensive assortment

- **Shallow** – Limited assortment
Activity -- Depth and Breadth

Think about the merchandise selection available in Nordstrom. List all the categories of merchandise you remember Nordstrom carries:

a. 

b. 

c. 

d. 

e. 

f. 

g. 

h. 

i. 

j. 

k. 

l. 

Think about the merchandise selection available in Chico’s. List all the categories of merchandise you remember Chico’s carries:

a. 

b. 

c. 

d. 

e. 

f. 

g. 

h. 

i. 

j. 

k. 

l. 

Which of the two stores uses a wide breadth and shallow merchandising strategy?

_________________

Which of the two stores uses a narrow breadth and deep merchandising strategy?

_________________
Classify each of these stores by retailing format.

<table>
<thead>
<tr>
<th>Retailer</th>
<th>Type of Breadth</th>
<th>Type of Depth</th>
<th>Large or Small Store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sears</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Footlocker</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Dillards</td>
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<td></td>
<td></td>
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<tr>
<td>Aeropostale</td>
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<td></td>
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<tr>
<td>Bath &amp; Body Works</td>
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<tr>
<td>JC Penny</td>
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<td>Gap</td>
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<tr>
<td>Target</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Eddie Bauer</td>
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</tbody>
</table>

Would you say a large store has a wider breadth or narrow breadth?

Would you say a small specialty store has a narrow or broad depth?

Would you say a “big-box” store is likely to have a wide breadth or a narrow one?

Would you say a small specialty store like *Harry and David* is likely to have a deep assortment or a shallow one?
Quiz -- Depth and Breadth

Put a check in front of the stores that use a **Wide and Shallow** merchandising strategy:

___ Sears
___ Wal-Mart
___ Sharper Image
___ Ann Taylor

Put a check in front of the stores that use a **Narrow and Deep** merchandising strategy:

___ Dillards
___ K-Mart
___ J Crew
___ Rockport