

+++ Arnotts +++ Breuninger +++ El Corte Inglés +++ House of Fraser +++ Jelmoli ++
+ Karstadt +++ Kaufhof +++ Liberty London +++ Manor +++ Selfridges +++ Arnotts +

Study Profile
eShop-Analysis
Department Stores 2015

analysed by:
research tools, Esslingen am Neckar

February 2015

Information on study

Key facts (selection)

- Product range of ten analyzed department stores varies considerably from a little more than 7.800 products up to 95.000 articles.
- The analyzed eShops are consistent in their main product groups such as clothing, home/ living, sports etc. All shops focus on different product groups.
- Price ranking shows some major differences concerning price strategies. Some vendors serve customers with a huge scope in price, other companies focus on the luxury segment.
- Shipping costs are similar in all ten online stores. Eight of ten eShops offer discounts. Highest average discount goes up to more than 50 percent.
- Contact options leave room for improvement. One shop offers a twenty-four-seven service hotline. Further improvement potential is given with call-back options or live-chats.
- Service quality of the selected companies differs considerably and is the cause for specific brand positioning.

Information on study

You want to know

- in which way your eShop is able to support customer's orientation on the website?
- how product offer in your shop is structured compared to competitors?
- what product groups are missing in your eShop?
- the positioning of your eShop in terms of pricing?
- what product groups in your shop offer price advantages for consumers?
- what service quality online shops offer?
- how strengths and weaknesses of your eShop affect your overall performance?

Research Design:

This study is based on data collected by research tools on the department stores' online shops: **Arnotts, Breuninger, El Corte Iglés, House of Fraser, Jelmoli, Karstadt, Kaufhof, Liberty London, Manor and Selfridges.**

The eShops were analysed and evaluated in terms of orientation, range of products, conditions and service. A SWOT analysis and a ranking complete the study. A statistical correspondence analysis illustrates visually the positioning of the online shops.

The study consisting of 139 pages can be ordered for 2.400 EUR plus VAT and will be provided on CD (document as PDF and PowerPoint) or alternatively per email (PDF file only).

Content

➤ Management Summary	4
➤ Research Design	11
➤ Orientation	13
▪ USP	16
▪ Product Groups	18
▪ Number of Product Groups	21
▪ Menu Items	23
▪ Navigation – Features	32
▪ Navigation – Search Function	33
▪ Shop Design	39
▪ Seals of Quality	43
▪ Key Differentiators	44
➤ Products	45
▪ Product Range	47
▪ Standard Product Groups	49
▪ Main Product Groups	52
▪ Additional Offers	62
▪ Key Differentiators	63



Content

➤ Conditions	64
▪ Price Range Standard Assortment	67
▪ Price Comparison Standard Assortment	78
▪ Average Discount	89
▪ Mailing Expenses	90
▪ Incentives	94
▪ Key Differentiators	96
➤ Service	97
▪ Consulting	101
▪ Customer Service - Features	102
▪ Contact Options	104
▪ Payment Options	105
▪ Delivery Service	107
▪ Key Differentiators	109
➤ Strengths and Weaknesses	110
➤ Ranking	117
➤ eShop-Similarity	131
➤ Contact	139



Study extracts (1)

Orientation

Navigation – Search Function

Navigation – Search Function for (4) Department Stores

eShop	Number listed articles
Arnotts	X4
Breuninger	X0
El Corte Inglés	X0
House of Fraser	X58
Jelmoli	X0
Karstadt	X83
Kaufhof	X24
Liberty London	X5
Manor	X24
Selfridges	X85

Products

Additional Offers

Additional Offers

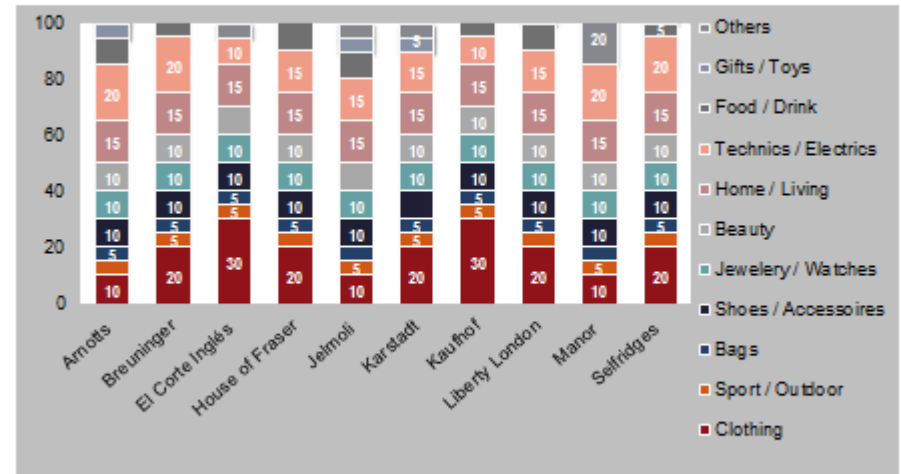
eShop	Themed shops
Arnotts	x
Breuninger	-
El Corte Inglés	x
House of Fraser	-
Jelmoli	x
Karstadt	-
Kaufhof	x
Liberty London	-
Manor	x
Selfridges	-

Which product groups show improvement potential?

Products

Standard Product Groups

Distribution of Articles on Standard Product Groups (in %)



How does your search function perform in comparison?

Please note: Extracts show fictional data

Study extracts (2)

Conditions

Price Ranges Standard Assortment

Price Ranges – 7. Home / Living (fictitious)

eShop	Wine glass
Arnotts	7 - XX5
Breuninger	-
El Corte Inglés	4 - X4
House of Fraser	7 - X50
Jelmoli	-
Karstadt	2 - X80
Kaufhof	5 - X3
Liberty London	16 - X8
Manor	-
Selfridges	8 - XX9

Conditions

Mailing Expenses

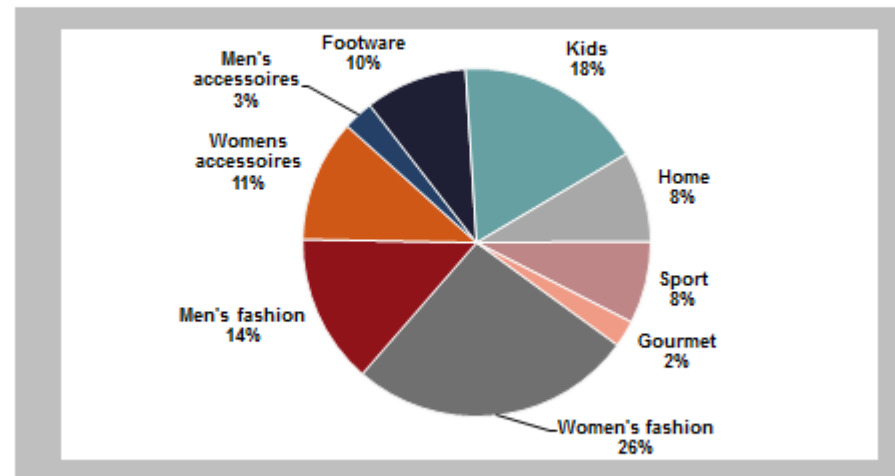
Mailing Expenses (1)

eShop	Minimum order value
Arnotts	0,00 €
Breuninger	0,00 €
El Corte Inglés	0,00 €
House of Fraser	0,00 €
Jelmoli	0,00 €
Karstadt	0,00 €
Kaufhof	0,00 €
Liberty London	0,00 €
Manor	0,00 €
Selfridges	0,00 €

Products

Main Product Groups of Providers

Main Product Groups Department Stores* – Department Store XY



* original names of categories as used by vendor

E-Shop-Analysis Department Stores 2015



How do competitors define and structure their product range?

Which company performs best in certain product groups?

Please note: Extracts show fictional data

Study extracts (3)

Strengths and Weaknesses

Strengths and weaknesses of each shop

eShop	Strengths
XX	<ul style="list-style-type: none"> + Offers entertainment + Two seals of quality + High number of list + Offers product com customer evaluation
YY	<ul style="list-style-type: none"> + Good in price ranki + High number of pro + Service hotline Mo even on public holi + Two seals of quality + Gives loyalty offers + Lots of payment op

Service

Key Differentiators

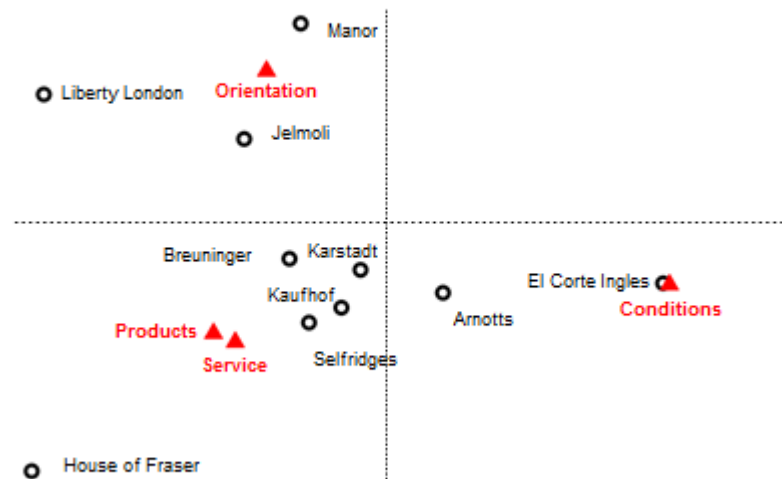
Key Differentiators

eShop	Key diff
Arnotts	limited p
Breuninger	long time
El Corte Inglés	shortest
House of Fraser	long right
Jelmoli	offers cu
Karstadt	most bus
Kaufhof	offers cu
Liberty London	bright of
Manor	longest r
Selfridges	lowest nu

What is your overall performance compared to your competitors?

eShop-Similarity

Positioning/Similarity of the e Shops



What strengths and weaknesses influence your overall performance?

Please note: Extracts show fictional data

Order form

FAX: +49 711 - 55090384

Contractor:

research tools

Dipl.-Kfm. Uwe Matzner, Marktforscher BVM

Kesselwasen 10

73728 Esslingen am Neckar, Germany

We hereby order the study **eShop-Analysis Department Stores 2015**
at the price of 2.400 EUR plus VAT.

Buyer:

Company:

Contact person:

E-Mail:

Position:

Signature:

Date/ Place:

Contact

Contact person:

Uwe Matzner



Geschäftsführer, Diplom-Kaufmann,
Marktforscher BVM
Tel. +49 711 55090381, Fax +49 711 55090384,
E-Mail: uwe.matzner@research-tools.net

research tools

Kesselwasen 10
73728 Esslingen am Neckar, Germany
www.research-tools.net

research tools: Marketingmaßnahmen erfassen – verstehen – bewerten

Latest studies:

- Study Unternehmensprofile Sport- und Outdoorbekleidung 2014 (August 2014) in german language
- Study Schuhmarkt-Zielgruppe Jugendliche 2014 (July 2014) in german language
- Study Möbelmarkt-Zielgruppe Männliche Singles 2014 (May 2014) in german language
- Study Kosmetik-Zielgruppe Junge Männer 2014 (April 2014) in german language
- eShop-Analysis Clothing 2014 (January 2014) in english language