

Kohls industry analysis



Kohl's Department Stores As with many other department stores in the retail industry, they offer a wide range of inventory including apparel, shoes and accessories, small appliances, glassware, bedding and luggage. The retail industry can be affected by both economic and environmental factors.

Economic factors include unemployment and interest rates, and consumer confidence. Currently, more than a third of the top retail companies worldwide are based out of the United States. Retail is also the top industry in the United States, and quickly building worldwide operations.

Kohl's currently operates over 1, 000 stores across the country, employing about 30, 000 people. In addition, they have a complete online store. Since January 2009, KS shares have been fluctuating between \$40 and \$60 per share. Which was higher than the industry average for the majority of the four year period, sometimes by as much as 20%. Threats to this industry include competitors, buyers and suppliers. There is a possibility of new companies or existing rivals stepping up. The buyers can be influence by a variety of factors including current style and budget. The buyers also eave bargaining power, as do the sellers.

Buyers pose the biggest threat because it can be difficult to meet all of the increased expectations and instant gratification that they demand. The current economic conditions place individual consumers and companies, as well as banks in a difficult financial position. The retail industry can face direct competitors, who are selling the same products; indirect competitors, who offer close substitute products; even future competitors, who will have the next best thing. The top direct competitors include: Wall-Mart Stores Inc. Target Corp.. Sears Holdings Tj Macy's Inc. Kohl's J. C.