

# Macy's inc essay



**ASSIGN  
BUSTER**

Macy's corporate vision is a premier national omnichannel retailer with iconic brands that each operate outstanding stores and dynamic online sites.

Macy's is known worldwide and has its own unique identity and customer focus. Macy's Inc. clearly recognizes that the customer is paramount and that all action and strategies must be directed toward providing a localized merchandise offering and shopping experience to targeted customers through dynamic department stores and online sites. Aggressive implementation of the company's customer-centric strategies by a talented, experienced organization will provide Macy's Inc. department stores with an important competitive edge.

Macy's Inc. is committed to open and honest communications with employees, shareholders, vendors, customers, financial analysts and the news media. The company seeks to be proactive in sharing information and in keeping these key stakeholder groups up-to-date on important and material developments. At Macy's Inc. our greatest strength lies in the skill, judgment and talent of our people. Every day a production of enormous magnitude takes place on our selling floors and behind the scenes, where our people bring the company's strategic goals to life.

Our priority of attracting, retaining and growing the most talented people in the retail industry has been and will continue to be our greatest advantage.

Diversity is at the core of Macy's Inc.'s approach to doing business. It touches all areas of their company. They expect their associates, their advertising and in-store presentations, and the companies with which they do business to mirror the diverse multicultural marketplace they serve. Their Associates- they believe that different perspectives are important to their

company, and they benefit greatly from the individual strengths of each associate.

To serve their diverse customers, they have to be a diverse company.

Women represent more than 78 percent of the workforce across Macy's Inc., and more than 69 percent of management level executives are women.

Racial minorities represent more than 51 percent of our associate team and represent more than 32 percent of our management team. A crucial part of their diversity strategy is their multicultural marketing. They use powerful and evocative images, symbols and words to communicate their brand messages, their special events and their merchandise selections to their diverse core customers.

They deliver those messages via targeted media channels to reach customers where and when they want to receive those messages. They also work with minority-owned and women-owned agencies to ensure their concept development and ad placements are in sync with the multicultural customer. Having a supplier base that reflects their diverse customer base gives them a tremendous competitive advantage, particularly because it enables them to source distinctive merchandise to present in their stores. Their Supplier Diversity Programs helps them to identify and support emerging minority-and women-owned businesses.

My sister works for Macy's in the corporate office in Cincinnati, she is a Supplier Diversity worker and has been with them for about 18 years. She told me that Macy's does in fact communicate through a intranet for intercompany and internet for external communications. They also use e-

mail for memos and occasionally they use phone calls. They have a big meeting twice a year which is telecast to all employees either in a theater or on their computers in their offices. This meeting is with the top executives and as I said is held twice a year.

According to her Macy's Inc., is an open and communicative company who values their associates and their ideas. They are known to implement suggestions from their associates when they would provide a valuable step up for the company. They are somewhat formal in their culture in that there are specific rules and regulations that need to be met to become a good Macy's associate. In conclusion Macy's Inc. , does enact the values that they espouse and do so throughout their entire organization. From the store level to the corporate level there is an attitude of vision and original thought and a culture that is organized and diversified.