

Essay on how the company started and how it has changed

[Business](#), [Marketing](#)



Introduction

The retail organization considered in this case study is the American Eagle Outfitters. This organization is classified under the public specialty retail industry and was founded in 1977. American Eagle Outfitters has its headquarters in Pennsylvania United states with 929 locational stores, 148 aerial stores as well as 977 kids' stores. These stores are well spread in 26 countries cutting across the world. American Eagle Outfitters deals in clothing and accessories amongst many other brands targeting 14-25 years old men and women.

Elements in the American Eagle Outfitters retail mix include items displayed on the wooden shelving, clothes racks as well as tables. In high volume stores, clothes are hung on the wooden hangers while in the lower volume stores, black basic hangers are considered for display purposes. The main retail items dealt with in these retail shops comprise the fashions and latest clothing products. In addition to these, American Eagle Outfitters also deal in sofas at the back of the stores. Another item sold by the retail shops includes the flat screen television.

Based on the information retrieved from the census retail websites, the month that had the highest recorded sales was March 2012. The kinds of business that experience the highest fluctuations are the automobiles as well as other motor vehicle dealers. The main reasons behind the rapid fluctuations in the automobile sales are capitalized on the increasing developments in the levels of technology. As technology elevates, majority of advanced alternative products spring up in the market. This undertaking makes the automobile sales to depreciate at a grater magnitude.

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The best operational retail organization to join would be the Mercy careers after college. The main advantage of this organization is its ability to protect its employees during service. In addition, the retail business offers opportunity only to those who have cleared college education to take part in the management. In response to this, individuals would be intrinsically motivated to clear with their academic lifestyle before joining any retail management.

American Eagle Outfitters was founded back in 1977 by Silverman Mark and Jerry as a Retail subsidiary venture Inc. At the same instance, the company extended its coverage to the operations of Silverman's Boutique. The main item of operation dealt by Silverman Boutique was Menswear. In 1991, Silverman sold all their ownership sorts of interests. By March 2010, the American Eagle Outfitters extended to open the first of its stores in the Middle East in Dubai UAE. Soon after opening a store in the United Arab Emirates, American Eagle Outfitters opened a store in Africa at Heliopolis district Egypt. Currently, the company has extended to a point of operating 929 stores stocked with variety of fittings. Some of the most common brands found in these stores include polo shirts, graphic T-shirts, low rise jeans, swimwear, Henley shirts, briefs, boxers and outwears.

Example of a retailer that promotes corporate social responsibility is the Hooters restaurant. In the hooters restaurant, waiters are trained on how well to receive customers and serve them at their disposal. The waiters are strictly ladies whose dressing styles and uniforms serve to entice men to attend such restaurant for meals. Through such services, Hooters restaurant

has promoted corporate social responsibility. Many of the clients who visit these restaurants find it easy to exercise social networks.

Work cited

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