

Summary



In the age of advancing technology, the sales and marketing of products and goods has touched new horizon. The e-commerce has increasingly becoming the most popular mode of buying goods. The popular online stores have been coming up with innovative means of selling their goods. Sears has been pioneer in the eclectic mail order concept. Initially, the merger of two online stores; Sears and K-Mart, witnessed discouraging sales performance. The main reason for the declining sales was contributed to the tough market conditions and highly competitive business environment which relied heavily into technology and ecommerce. But the company's strength lies in its belief that the virtual market has limitless scope and needs to be exploited in innovative ways, using latest technology that is popular amongst the masses. Thus, the company has been increasing its merchandise through acquisitions and partnerships while looking at more creative ways to sell goods.

Today, iPhone has become the main platform of ecommerce activities for Sears and its group. The company has introduced unique market strategy of providing the iPhone users to look for the goods which they can buy and collect it from a nearby located driveway store. The customer can even send the photo of the goods that he/she wants to buy and the company traces the product and makes it available to the customers. Use of technology has significantly improved its market position and sales performance in the recent times. The company has also forged alliances with other companies and sells their goods at good commission. The innovative strategy has paid off with 22% and 42% growth in the visitors of Sears and K-Mart in 2009! Indeed, the company has successfully exploited technology to gain

competitive edge.

(285)