

# Savings by Department Retailer

With Sales Tax   
 Without Sales Tax   
 With Velocity   
 Without Velocity

Department Name                      Competitor Name                      Savings

## **Automotive**

ACE HARDWARE	42.27%
ADVANCE AUTO	26.06%
AUTO ZONE	27.88%
Bucky's	55.37%
Carquest	46.54%
CHECKER	37.51%
FRED MEYER	46.89%
HEB	13.85%
HOME DEPOT	51.73%
KMART	24.70%
KWIK SHOP	32.72%
LONGS	52.79%
LOWES	21.60%
O'Reilly Auto Parts	27.09%
PEP BOYS	30.99%
PUBLIX	33.58%
SCHUCKS	40.34%
SEARS	30.68%
SPEEDEE MART	44.68%
TARGET	21.07%
WALGREENS	45.32%
WAL-MART	13.94%

## **Books**

BARNES AND NOBLE	14.18%
BORDERS	25.06%
NO FRILLS	15.64%
TARGET	11.87%
WAL-MART	13.47%

## **Boys**

BELKS	43.75%
DICKS SPORTING GOODS	29.96%
DILLARDS	30.00%
FINISH LINE	30.00%

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# Savings by Department Retailer

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Department Name	Competitor Name	Savings
	JCPENNEY	38.19%
	KMART	16.93%
	KOHL'S	37.17%
	MACYS	30.82%
	SEARS	38.59%
	SPORTS AUTHORITY	30.00%
	TARGET	23.42%
	TOYS R US	10.02%
	WAL-MART	19.82%
	YONKERS	30.00%

## **Cameras**

BEST BUY	2.05%
CIRCUIT CITY	7.61%
FRED MEYER	0.43%
KMART	8.73%
LONGS	20.00%
OFFICE MAX	13.29%
SEARS	10.81%
WAL-MART	0.37%

## **Computers & Peripherals**

BEST BUY	28.50%
CIRCUIT CITY	24.76%
Nebraska Furniture Mart	21.88%
OFFICE DEPOT	16.64%
OFFICE MAX	16.67%
STAPLES	21.01%

## **Cosmetics**

BELKS	21.16%
CVS	23.38%
DILLARDS	20.53%
KMART	18.45%
KOHL'S	19.77%
LONGS	23.21%
LORD AND TAYLOR	19.12%

# Savings by Department Retailer

<input type="checkbox"/> With Sales Tax	<input checked="" type="checkbox"/> Without Sales Tax	<input type="checkbox"/> With Velocity	<input checked="" type="checkbox"/> Without Velocity
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Department Name	Competitor Name	Savings
	MACYS	20.00%
	NORDSTROM	20.88%
	RITE AID	22.10%
	SEARS	20.00%
	SEPHORA	18.13%
	Super Fresh	24.99%
	TARGET	7.53%
	WALGREENS	24.88%
	WAL-MART	8.12%
	YONKERS	17.26%

## ***Electronics***

	BEST BUY	12.80%
	CIRCUIT CITY	12.44%
	Nebraska Furniture Mart	23.15%
	RADIO SHACK	2.50%
	SEARS	18.13%
	STAPLES	2.50%
	TARGET	20.40%
	WAL-MART	3.04%

## ***Fashion Jewelry***

	DILLARDS	20.00%
	JCPENNEY	22.22%
	MACYS	22.22%
	YONKERS	20.00%

## ***Furniture - Juvenile***

	BABIES R US	20.05%
	BABY DEPOT	47.34%
	BURLINGTON	22.15%
	KMART	19.30%
	KOHL'S	21.35%
	SEARS	11.36%
	TARGET	16.43%
	TOYS R US	26.70%
	WAL-MART	16.27%

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Department Name                      Competitor Name                      Savings

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## ***Giftware***

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BED BATH AND BEYOND	17.62%
DILLARDS	22.13%
MACYS	22.01%
NIEMAN MARCUS	22.85%
TARGET	20.00%
YONKERS	19.40%

## ***Girls***

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BEALLS	29.66%
FRED MEYER	17.02%
JCPENNEY	42.51%
KMART	3.36%
KOHL'S	34.38%
MACYS	33.50%
MERVYNS	33.22%
SEARS	27.34%
TARGET	0.88%
TOYS R US	19.84%
WAL-MART	5.09%
YONKERS	26.59%

## ***Greeting Cards***

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BAKERS	20.32%
BOOKS A MILLION	20.32%
CARLTON CARD SHOP	20.32%
CVS	20.32%
HALLMARK	20.33%
HEB	20.60%
KMART	20.33%
RITE AID	20.34%
SAFEWAY	20.32%
TARGET	20.31%
WALGREENS	20.30%
WAL-MART	18.66%

# Savings by Department Retailer

With Sales Tax   
 Without Sales Tax   
 With Velocity   
 Without Velocity

Department Name                      Competitor Name                      Savings

## ***Handbags/Hosiery***

COACH	20.13%
DILLARDS	18.10%
DOONEY & BOURKE	20.00%
FOLEYS	20.07%
GOTTSCHALKS	20.00%
HEB	80.96%
JCPENNEY	33.33%
KMART	29.29%
KOHL'S	50.50%
LORD AND TAYLOR	20.09%
MACYS	20.13%
NORDSTROM	20.14%
SEARS	42.97%
SHOE CARNIVAL	25.93%
TARGET	29.18%
WAL-MART	40.43%

## ***Hardware***

ACE HARDWARE	45.28%
CIRCUIT CITY	12.01%
HOME DEPOT	8.63%
HOME HARDWARE CENTER	26.04%
KMART	20.30%
LOWES	14.56%
SEARS	17.53%
TARGET	5.35%
WALGREENS	32.01%
WAL-MART	6.87%

## ***Health & Beauty***

7-ELEVEN	47.28%
ABC FOOD	49.17%
ALBERTSONS	30.56%
BAG N SAVE	18.11%
BAKERS	18.45%

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# Savings by Department Retailer

With Sales Tax     Without Sales Tax     With Velocity     Without Velocity

Department Name	Competitor Name	Savings
	BARTELL DRUG	28.08%
	CVS	24.79%
	FARM FRESH	21.90%
	FOOD LION	19.63%
	FOOD PANTRY	55.41%
	FRED MEYER	13.60%
	FRYS	23.12%
	GIANT	14.95%
	GNC	39.65%
	HARRIS TEETER	14.25%
	HEB	3.59%
	HYVEE	19.76%
	KMART	18.57%
	KROGER	15.68%
	LONGS	34.81%
	NO FRILLS	24.28%
	PUBLIX	16.36%
	QFC	35.34%
	RALPHS	32.59%
	RITE AID	27.27%
	SAFEWAY	32.79%
	STATER BROS	23.92%
	SUPER FOODS	21.02%
	Super Fresh	31.28%
	Super Supplement	45.01%
	TARGET	2.18%
	TIMES	39.80%
	VITAMIN PLUS	45.01%
	VITAMIN SHOPPE	45.01%
	VITAMIN WORLD	45.01%
	WALGREENS	23.37%
	WAL-MART	3.44%
	WINN DIXIE	19.54%

## ***Household***

	7-ELEVEN	33.53%
	ABC FOOD	49.09%

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With Sales Tax     Without Sales Tax     With Velocity     Without Velocity

Department Name	Competitor Name	Savings
	ACE HARDWARE	30.26%
	ALBERTSONS	43.36%
	AVANZA	-1.27%
	BAG N SAVE	34.30%
	BAKERS	20.95%
	BARTELL DRUG	4.66%
	CHEVRON	24.37%
	CVS	25.45%
	DOLLAR GENERAL	21.33%
	EXXON	25.75%
	FARM FRESH	26.07%
	FLYING J	36.38%
	Food City	5.46%
	FOOD LION	14.57%
	FOOD PANTRY	53.21%
	FRED MEYER	32.18%
	FRYS	29.32%
	GIANT	4.56%
	HEB	2.75%
	HYVEE	13.54%
	KMART	21.61%
	KROGER	28.07%
	KWIK SHOP	24.67%
	LONGS	35.95%
	NO FRILLS	21.54%
	ON THE RUN	25.75%
	PUBLIX	13.52%
	RALPHS	34.86%
	RITE AID	26.16%
	SAFEWAY	40.17%
	SPEEDEE MART	40.07%
	STATER BROS	27.75%
	Super Fresh	28.98%
	TARGET	9.53%
	TIMES	52.38%
	WALGREENS	31.97%
	WAL-MART	8.51%

# Savings by Department Retailer

With Sales Tax   
 Without Sales Tax   
 With Velocity   
 Without Velocity

Department Name	Competitor Name	Savings
	WAWA	17.49%
	WINN DIXIE	22.32%

## ***Housewares***

FRED MEYER	8.59%
KMART	30.20%
LINENS N THINGS	12.42%
WALGREENS	16.69%
WAL-MART	12.91%

## ***Infants***

BABIES R US	6.76%
BELKS	38.62%
BURLINGTON	1.91%
JCPENNEY	38.65%
KMART	4.84%
KOHL'S	38.87%
LONGS	22.86%
MACYS	38.47%
MERVYNS	39.27%
SEARS	8.66%
TARGET	10.58%
TOYS R US	13.99%
WAL-MART	3.83%

## ***Intimate Apparel***

FOLEYS	22.78%
JCPENNEY	23.02%
KMART	16.69%
KOHL'S	22.70%
LONGS	43.23%
LORD AND TAYLOR	19.35%
MACYS	23.27%
MERVYNS	23.36%
SEARS	37.52%
SPORTS AUTHORITY	16.64%
SPORTS CHALET	16.64%



# Savings by Department Retailer

With Sales Tax   
 Without Sales Tax   
 With Velocity   
 Without Velocity

Department Name	Competitor Name	Savings
	WAL-MART	9.05%
	YONKERS	20.83%

## ***Ladies***

BEALLS	20.83%
BELKS	39.39%
JCPENNEY	16.56%
KOHL'S	19.91%
MACYS	32.92%
SPORTS AUTHORITY	22.97%
SPORTS CHALET	20.83%
YONKERS	31.03%

## ***Luggage***

BELKS	55.96%
DILLARDS	55.96%
DUNLAPS	55.96%
MACYS	57.07%
SEARS	55.98%
YONKERS	57.44%

## ***Magazines***

7-ELEVEN	10.02%
ABC FOOD	10.03%
AVANZA	10.02%
BARNES AND NOBLE	7.83%
BEST BUY	10.03%
BORDERS	10.02%
CVS	10.02%
KMART	10.02%
LONGS	10.02%
NO FRILLS	10.02%
PUBLIX	10.03%
TARGET	8.35%
WAL-MART	5.84%

## ***Major Appliances***

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# Savings by Department Retailer

With Sales Tax     Without Sales Tax     With Velocity     Without Velocity

Department Name	Competitor Name	Savings
	BEST BUY	15.76%
	CONN'S	29.00%
	HOME DEPOT	10.03%
	LOWES	23.88%
	Nebraska Furniture Mart	46.79%
	SEARS	28.49%

## **Mens**

ACADEMY	26.32%
BELKS	34.84%
BIG 5	19.98%
CABELLA'S	19.91%
DICKS SPORTING GOODS	25.38%
DILLARDS	35.19%
FOLEYS	26.72%
FOOT ACTION	20.44%
HEBBITS SPORTS	19.98%
JCPENNEY	27.67%
KMART	8.61%
KOHL'S	32.42%
LONGS	46.96%
MACYS	27.06%
MERVYNS	47.06%
NORDSTROM	13.75%
SEARS	38.25%
SPORTS AUTHORITY	23.23%
SPORTS CHALET	20.30%
TARGET	5.93%
WAL-MART	-8.70%

## **Retail Food**

7-ELEVEN	13.09%
ABC FOOD	41.10%
AM/PM	26.85%
BAKERS	-2.73%
Bucky's	24.53%
CHEVRON	20.44%

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# Savings by Department Retailer

With Sales Tax     Without Sales Tax     With Velocity     Without Velocity

Department Name	Competitor Name	Savings
	CIRCLE K	20.04%
	CITGO	30.49%
	EXXON	19.94%
	FARM FRESH	25.06%
	FILLUPS	8.03%
	FLYING J	25.80%
	FOOD LION	3.71%
	FOOD PANTRY	38.36%
	FRED MEYER	3.70%
	HEB	-2.62%
	HYVEE	9.29%
	KMART	9.16%
	KWIK SHOP	16.45%
	LONGS	32.10%
	MILLER MART	26.85%
	ON THE RUN	10.51%
	QUICK TRIP	2.51%
	RACEWAY	12.53%
	RALPHS	9.27%
	ROYAL FARMS	33.47%
	Shell	16.61%
	SPEEDEE MART	9.32%
	TARGET	-5.17%
	TEXACO	29.88%
	TIMES	34.83%
	TOM THUMB	27.47%
	VALERO	7.21%
	WALGREENS	22.84%
	WAL-MART	-14.14%
	WAWA	16.98%
	WINN DIXIE	5.92%

## **Shoes**

	ACADEMY	16.77%
	APPLE STORE	18.31%
	BEALLS	42.00%
	BELKS	23.47%

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# Savings by Department Retailer

With Sales Tax     Without Sales Tax     With Velocity     Without Velocity

Department Name	Competitor Name	Savings
	CHILDRENS SHOE STORE	24.04%
	DICKS SPORTING GOODS	19.78%
	DILLARDS	26.11%
	Famous Footwear	14.99%
	FINISH LINE	9.14%
	FOLEYS	19.91%
	FOOT LOCKER	21.93%
	GI JOES	22.72%
	JCPENNEY	24.13%
	JOES	32.28%
	KOHL'S	31.44%
	MACYS	20.67%
	MERVYNS	47.27%
	NEW BALANCE	15.15%
	NORDSTROM	23.48%
	RADIO SHACK	18.31%
	SEARS	17.87%
	SHOE CARNIVAL	22.40%
	SHOE DEPARTMENT	27.46%
	SHOE STATION	22.49%
	SKECHERS	20.97%
	Sketcher Store	10.91%
	SPORTS AUTHORITY	18.81%
	SPORTS CHALET	21.11%
	YONKERS	23.06%

## ***Small Appliances***

	BED BATH AND BEYOND	6.68%
	BEST BUY	8.97%
	CIRCUIT CITY	24.00%
	DILLARDS	5.00%
	FOLEYS	13.11%
	FRED MEYER	33.34%
	JCPENNEY	3.64%
	KMART	19.38%
	KOHL'S	17.90%
	LINENS N THINGS	13.14%

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# Savings by Department Retailer

With Sales Tax     Without Sales Tax     With Velocity     Without Velocity

Department Name	Competitor Name	Savings
	LONGS	18.39%
	LOWES	6.35%
	MACYS	16.38%
	Nebraska Furniture Mart	11.67%
	SEARS	9.84%
	TARGET	6.08%
	WAL-MART	27.52%

## ***Sporting Goods***

ACADEMY	24.17%
BIG 5	25.23%
COMPASS ACCESS CO	42.08%
DICKS SPORTING GOODS	29.60%
HEBBITS SPORTS	31.05%
KMART	28.34%
LONGS	33.44%
SCHELLS SPORTS STORE	41.09%
SPORTS AUTHORITY	33.80%
SPORTS CHALET	31.07%
TARGET	20.49%
TOYS R US	24.17%
WAL-MART	4.69%

## ***Stationery***

CVS	45.44%
DOLLAR GENERAL	42.86%
HEB	20.63%
KMART	21.92%
LONGS	42.47%
OFFICE DEPOT	43.56%
RITE AID	56.07%
SHOPKO	16.44%
STAPLES	40.16%
STATER BROS	43.56%
Super Fresh	8.26%
TARGET	-2.55%
WALGREENS	35.16%

# Savings by Department Retailer

With Sales Tax   
 Without Sales Tax   
 With Velocity   
 Without Velocity

Department Name	Competitor Name	Savings
	WAL-MART	14.48%
<b>Sunglasses</b>		
	CABELLA'S	13.96%
	DILLARDS	27.76%
	MACYS	23.74%
	NORDSTROM	13.13%
	SPORTS CHALET	11.92%
	SUNGLASS HUT	23.44%
<b>Toys</b>		
	BABIES R US	37.77%
	FRED MEYER	19.78%
	KB TOYS	18.73%
	KMART	17.67%
	PAPER BEAR	23.40%
	ROSS	16.07%
	SEARS	0.40%
	TARGET	13.61%
	TOYS R US	21.21%
	WAL-MART	12.63%
<b>Watches</b>		
	BELKS	20.00%
	DILLARDS	20.00%
	GUESS	20.00%
	JCPENNEY	27.81%
	KMART	8.22%
	KOHL'S	26.29%
	LONGS	23.77%
	LORD AND TAYLOR	20.00%
	MACYS	20.00%
	SEARS	22.21%
	SPORTS AUTHORITY	30.49%
	TARGET	1.83%
	WAL-MART	3.55%
	YONKERS	20.00%

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# Savings by Department Retailer

<input type="checkbox"/> With Sales Tax	<input checked="" type="checkbox"/> Without Sales Tax	<input type="checkbox"/> With Velocity	<input checked="" type="checkbox"/> Without Velocity
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Department Name

Competitor Name

Savings

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Total Savings: **20.38%**