

## Savings by Department Retailer

With Sales Tax  
  Without Sales Tax  
  With Velocity  
  Without Velocity

Department Name                      Competitor Name                      Savings

**Automotive**

ACE HARDWARE	50.28%
ADVANCE AUTO	39.69%
AUTO ZONE	38.59%
FRED MEYER	38.59%
HARBOR FREIGHT	57.54%
KMART	27.91%
NAPA	48.76%
Orchard Supply	43.61%
O'REILLY AUTO PARTS	31.15%
SEARS	34.73%
TARGET	42.95%
WALMART	20.19%

**Bookmark**

BARNES AND NOBLE	7.48%
FRED MEYER	-20.04%
TARGET	4.13%
WALMART	4.92%

**Boys 4-20 Branded**

BELK	43.60%
BONTON	44.09%
DILLARDS	41.81%
JCPENNEY	39.45%
KMART	21.13%
KOHL'S	44.29%
MACYS	44.20%
SEARS	33.16%
TARGET	24.89%
WALMART	12.06%

**Candy - Everyday**

7-ELEVEN	34.36%
ALBERTSONS	36.25%
BARNES AND NOBLE	27.23%

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Department Name	Competitor Name	Savings
	BOTTOM DOLLAR	13.10%
	BUCKY'S	23.17%
	CASEYS	13.07%
	CVS	33.34%
	DILLARDS	40.69%
	EXXON	41.44%
	FARM FRESH	30.25%
	FIESTA MART	9.13%
	FILLUPS	50.13%
	FOOD LION	27.36%
	FOODLAND	53.61%
	FRY'S GROCERY	28.67%
	GIANT	31.52%
	GODIVA	30.29%
	HEB	1.79%
	HVVEE	23.07%
	KANGAROO	44.29%
	KROGER	33.44%
	LONGS	37.62%
	MACYS	30.18%
	ON THE RUN	39.51%
	PUBLIX	22.89%
	RANDALLS	20.04%
	REGENCY GIFT & GOURMET	22.94%
	RITE AID	24.79%
	SAFEWAY	41.73%
	SUPER SAVER	4.55%
	VON MOUR	28.00%
	VONS	39.48%
	WALGREENS	31.91%
	WEGMANS	9.13%
	WINN DIXIE	39.51%

## **Computer Software**

	BEST BUY	34.67%
	FRY'S ELECTRONICS	11.16%
	OFFICE DEPOT	39.70%

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Department Name	Competitor Name	Savings
	OFFICE MAX	29.15%
	STAPLES	28.94%
	TARGET	36.31%
	WALMART	32.61%

## ***Floor Care***

FRED MEYER	53.37%
KMART	39.16%
KOHL'S	47.54%
SEARS	51.76%
WALMART	53.80%

## ***Food and Shoe Care***

ACADEMY	-1.26%
BELK	16.67%
CHAMPS SPORTS	16.14%
DICKS SPORTING GOODS	16.11%
DSW	15.00%
FAMOUS FOOTWEAR	14.99%
FINISH LINE	14.99%
FOOT ACTION	11.98%
FOOT LOCKER	15.84%
FRED MEYER	15.17%
HIBBETT	19.59%
JCPENNEY	27.50%
KOHL'S	38.43%
LADY FOOT LOCKER	10.11%
MACYS	21.05%
NORDSTROM	19.96%
SEARS	24.27%
SPORTS AUTHORITY	16.60%
SPORTS CHALET	15.48%

## ***Fragrances***

BELK	22.85%
DILLARDS	24.18%
JCPENNEY	23.02%

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# Savings by Department Retailer

With Sales Tax     Without Sales Tax     With Velocity     Without Velocity

Department Name	Competitor Name	Savings
	KMART	-4.62%
	KOHL'S	22.84%
	LORD AND TAYLOR	25.99%
	MACYS	24.50%
	NORDSTROM	23.27%
	SEARS	15.74%
	SEPHORA	15.00%
	ULTRA BEAUTY SUPPLY	20.00%

## ***Games and Puzzles***

BABIES R US	20.17%
BARNES AND NOBLE	0.00%
CVS	27.66%
FRED MEYER	11.01%
KMART	33.86%
KOHL'S	50.11%
KROGER	18.45%
SEARS	22.74%
TARGET	13.01%
TOYS R US	20.76%
WALGREENS	57.80%
WALMART	5.73%

## ***Girls NIT Branded***

BELK	45.16%
BONTON	45.59%
DILLARDS	43.97%
FRED MEYER	33.36%
JCPENNEY	44.12%
KMART	21.46%
KOHL'S	44.80%
MACYS	44.38%
SEARS	40.45%
Sheplers	25.21%
TARGET	31.12%
WALMART	17.40%

# Savings by Department Retailer

With Sales Tax  
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  Without Velocity

Department Name                      Competitor Name                      Savings

## ***Greeting Cards***

Advent Card Stores	15.08%
AMYS HALLMARK	15.08%
CVS	15.08%
FIESTA MART	15.08%
HALLMARK	15.08%
KMART	17.47%
RITE AID	15.08%
TARGET	13.82%
WALGREENS	14.92%
WALMART	14.93%

## ***Handbags/Hosiery***

COACH	21.09%
MACYS	21.72%
NORDSTROM	20.13%

## ***Hardware***

ACE HARDWARE	20.08%
FRED MEYER	20.08%
HOME DEPOT	53.52%
KMART	42.65%
LOWES	29.61%
TARGET	17.72%

## ***Household***

ABC FOOD	48.00%
ALBERTSONS	33.40%
BASHAS	62.93%
BOTTOM DOLLAR	6.67%
CVS	33.49%
DOLLAR GENERAL	7.50%
DON QUIJOTE	32.66%
FARM FRESH	24.73%
FIESTA MART	32.66%
FOOD LION	17.46%

## Savings by Department Retailer

With Sales Tax   
 Without Sales Tax   
 With Velocity   
 Without Velocity

Department Name	Competitor Name	Savings
	FOODLAND	46.02%
	FRY'S GROCERY	32.53%
	GIANT	27.67%
	HARRIS TEETER	20.07%
	HEB	4.30%
	HYVEE	22.63%
	KMART	22.44%
	KROGER	31.79%
	LONGS	36.05%
	PUBLIX	19.59%
	RALPHS	30.73%
	RANDALLS	42.46%
	RITE AID	36.10%
	SAFEWAY	29.49%
	SHOPKO	30.99%
	SHOPPERS	20.05%
	STATER BROS	40.30%
	SUPER SAVER	39.43%
	TARGET	21.05%
	TIMES	33.22%
	VONS	25.71%
	WALGREENS	31.20%
	WALMART	10.92%
	WAWA	33.56%
	WEGMANS	11.22%
	WINN DIXIE	46.99%

***Intimate Apparel***

	BEALLS	19.79%
	BELK	24.15%
	FRED MEYER	14.44%
	JCPENNEY	24.15%
	KOHL'S	25.78%
	LORD AND TAYLOR	19.79%
	MACYS	23.30%
	SEARS	27.14%
	YONKERS	24.15%

# 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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## Juvenile Furniture

SEARS	6.67%
TARGET	4.11%

## Ladies Accessories

ACADEMY	6.62%
ADIDAS	42.86%
BELK	39.02%
BIG 5	19.97%
BONTON	26.09%
CHAMPS SPORTS	20.98%
DICKS SPORTING GOODS	23.61%
DILLARDS	15.67%
FINISH LINE	19.97%
FOOT LOCKER	24.01%
FRED MEYER	44.96%
HIBBETT	24.01%
JCPENNEY	40.29%
KOHL'S	32.58%
LADY FOOT LOCKER	19.97%
MACYS	28.29%
MODELL'S SPORTING GOODS	12.52%
PEEBLES	36.96%
SCHELLS SPORTS STORE	20.00%
SEARS	27.81%
SPORTS AUTHORITY	22.84%
YONKERS	22.73%

## Laudry Care

AMYS HALLMARK	15.52%
BED BATH AND BEYOND	23.01%
FRED MEYER	50.01%
HALLMARK	14.75%
JCPENNEY	50.01%
KOHL'S	14.43%
LINENS N THINGS	28.62%

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# Savings by Department Retailer

With Sales Tax    Without Sales Tax    With Velocity    Without Velocity

Department Name	Competitor Name	Savings
	MACYS	51.46%
	SEARS	36.71%
	TARGET	41.87%
	YANKEE CANDLE	14.80%

## ***Luggage***

JCPENNEY	59.42%
SEARS	58.07%
TARGET	22.64%

## ***Mens Basic Furnishings***

ACADEMY	19.96%
BASS PRO SHOP	11.77%
BEALLS	20.93%
BELK	35.00%
BONTON	25.00%
BURLINGTON	24.44%
CHAMPS SPORTS	19.77%
DICKS SPORTING GOODS	19.90%
DILLARDS	27.62%
FINISH LINE	27.27%
FOOT ACTION	19.96%
FOOT LOCKER	20.51%
FOSSIL	25.00%
FRED MEYER	19.64%
HIBBETT	16.64%
JCPENNEY	36.47%
KMART	-0.04%
KOHL'S	32.60%
LORD AND TAYLOR	39.18%
MACYS	34.55%
NIKE STORE	20.00%
NORDSTROM	28.22%
SHELLS SPORTS STORE	19.96%
SEARS	30.86%
SPORTS AUTHORITY	19.69%
SPORTS CHALET	19.98%



# 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
	WALMART	-11.07%
	YONKERS	34.39%

## ***Paper-Plastic Goods***

	BED BATH AND BEYOND	15.11%
	DILLARDS	12.00%
	FRED MEYER	43.89%
	HEB	21.08%
	JCPENNEY	45.01%
	KMART	37.89%
	KOHL'S	42.55%
	LINENS N THINGS	35.50%
	MACYS	37.09%
	RANDALLS	36.03%
	SEARS	38.66%
	TARGET	30.99%
	WALMART	20.89%
	WEGMANS	28.71%

## ***Pet Food***

	HEB	1.80%
	PET SUPERMARKET	23.22%
	PETCO	35.25%
	PETSMART	21.51%
	PRINCETON SPORTS	38.59%
	RANDALLS	15.04%
	TARGET	0.00%
	WALMART	-12.47%

## ***Photo***

	KMART	-39.20%
	OFFICE DEPOT	6.50%
	SEARS	-51.20%
	TARGET	10.16%
	WALGREENS	-21.80%
	WALMART	-32.11%

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# Savings by Department Retailer

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Department Name                      Competitor Name                      Savings

## ***Prestige Cosmetics***

ALBERTSONS	27.91%
BAG-N-SAVE	20.12%
BAKERS	2.92%
BARTELL DRUG	30.62%
BELK	16.84%
CVS	26.96%
DILLARDS	14.90%
FARM FRESH	20.03%
FRED MEYER	23.94%
FRY'S GROCERY	4.25%
GIANT	22.81%
HARRIS TEETER	13.23%
HEB	6.09%
JCPENNEY	16.07%
KELLYS SUPERVALU	32.54%
KMART	26.32%
KOHL'S	20.00%
KROGER	22.03%
LONGS	23.85%
LORD AND TAYLOR	17.42%
MACYS	16.53%
NORDSTROM	16.36%
PUBLIX	10.20%
RALPHS	33.20%
RANDALLS	9.40%
RITE AID	7.70%
SAFEWAY	25.41%
SEARS	15.15%
SEPHORA	15.00%
SHOPPERS	11.85%
TARGET	9.22%
ULTA 3	15.00%
VONS	30.98%
WALGREENS	26.81%
WALMART	5.24%

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<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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	WINN DIXIE	20.03%
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## **School/Office Supplies**

CVS	54.51%
FRED MEYER	22.48%
FRY'S GROCERY	23.95%
KMART	44.37%
OFFICE DEPOT	47.50%
OFFICE MAX	53.49%
RITE AID	43.38%
STAPLES	48.17%
TARGET	46.77%
WALGREENS	48.19%
WALMART	24.27%

## **Skin Care**

7-ELEVEN	43.41%
ABC FOOD	46.27%
ALBERTSONS	38.65%
BAKERS	53.29%
BARTELL DRUG	37.80%
BASHAS	35.18%
BOTTOM DOLLAR	15.36%
CIRCLE K	34.48%
CVS	35.31%
FAMILY DOLLAR	21.24%
FARM FRESH	28.54%
FIESTA MART	24.31%
FOOD LION	28.42%
FOOD PANTRY	61.87%
FOODLAND	45.74%
FRED MEYER	20.41%
FRY'S GROCERY	23.12%
GIANT	24.22%
GNC	57.70%
HARRIS TEETER	29.08%
HEB	2.38%

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Department Name	Competitor Name	Savings
	HYVEE	26.43%
	JEWEL	27.14%
	KMART	30.37%
	KROGER	21.72%
	LONGS	34.44%
	PUBLIX	16.55%
	QFC	33.02%
	RALPHS	44.51%
	RANDALLS	21.67%
	RITE AID	39.18%
	SAFEWAY	35.83%
	SHOPPERS	12.20%
	SUPER SAVER	27.77%
	TARGET	14.02%
	TIMES	34.93%
	VALERO	53.61%
	WALGREENS	31.54%
	WALMART	7.50%
	WAWA	-23.17%
	WINN DIXIE	25.80%

## ***Small Appliances***

	BED BATH AND BEYOND	37.55%
	FRED MEYER	37.55%
	KOHL'S	61.59%
	RANDALLS	33.38%
	VACUUM CLEANER CENTER	36.76%
	WALMART	15.14%

## ***Sunglasses***

	DILLARDS	41.25%
	LENS CRAFTERS	23.39%
	MACYS	37.49%
	NORDSTROM	28.80%
	SEARS	21.93%
	SUNGLASS HUT	27.01%

## Savings by Department Retailer

With Sales Tax   
 Without Sales Tax   
 With Velocity   
 Without Velocity

Department Name                      Competitor Name                      Savings

**Team Sports**

ACE HARDWARE	33.44%
BIG 5	12.25%
DICKS SPORTING GOODS	21.34%
HIBBETT	12.50%
KMART	35.06%
SEARS	28.79%
SPORTS AUTHORITY	21.59%
SPORTS CHALET	12.50%
TARGET	7.90%
TOYS R US	16.51%
WALMART	19.56%

**Traffic Appliances**

ACE HARDWARE	37.52%
BED BATH AND BEYOND	40.01%
BEST BUY	21.97%
FRED MEYER	-9.76%
HOME DEPOT	0.00%
KITCHEN COLLECTION	20.48%
KMART	21.30%
KOHL'S	42.58%
Le Gourmet Chef	21.67%
MACYS	45.01%
SEARS	22.66%
TARGET	-14.33%
WALMART	4.88%
YONKERS	41.26%

**TV Video**

BEST BUY	18.27%
BOSE STORE	10.32%
FRED MEYER	14.35%
FRY'S ELECTRONICS	21.67%
HH Gregg	30.25%
TARGET	18.75%

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Department Name	Competitor Name	Savings
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## **Watches**

BED BATH AND BEYOND	20.00%
BELK	20.00%
JCPENNEY	22.78%
KOHL'S	23.84%
MACYS	23.30%
SEARS	24.29%

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**Total Savings: 25.04%**