

A Study on M/D Composition of HyunDai Department Stores

- comparison of Apgujung branch and Shinchon branch -

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The purpose of this study was to compare the marketing strategies between Apgujung branch and Shinchon branch of Hyundai department, which have different target costumes in different place.

A describing research method was used with 1) collecting information, 2) interviewing with the workers by visiting there several times with pre-educated assistants for a month (from April 6 to May 6), and 3) searching each department store homepage and other references.

The research processes contained several comparison. First, hardware elements like trade area, a scale, and an utility system were compared in two department stores. Second, Software elements like store directions, marketing strategies, target customers, sales amount volume, and events were compared. The third, the layouts of each floor and women's fashion brands, which were constitution elements of merchandising, were compared.

M/D is an abbreviated word 'mechandising'. It is interpreted as several meanings and also used diversely in practice. In this study, 'M/D composition' is stipulated that lay-out and brand's composition of each floor. Those are helpful elements to provide special products and services to customer to accomplish target of marketing.

The results were as follows;

	Apgujung branch	Shinchon branch
Trade Area	Narrow area	Wide area
Scale	7,545 pyung (24,942㎡)	8,532 pyung (28,205㎡)
Sales Amount Volume	531 billion won	464.4 billion won
Special Strategy	High quality strategy CS up grade strategy Win-win strategy Strengthening of man power	High price branding strategy Music service CRM marketing strategy
Target customers	Gangnam women residence over 40 year-old Professional entertainer	Workers, students, and teenagers in Shinchon area Gangbuk women residence
Fashion zone in each floor	Royal boutique(B2F) Women's clothing(2F) Casual wear(3F)	Young plaza(B2F) Young character(2F) Women's casual wear(3F) Women's formal wear(4F)
Kinds of brands(B ₂ F)	1B : NB = 24 : 9	NB : LB : IB = 61 : 26 : 10
Solitary brand	Number of brand	57 of 114 (50%)
	Concept	Classic Elegance
	Target age	Late 20's - 50 - 60's
	Price range	Sub : 50,000 - 1,300,000 won Main : 200,000 - 300,000 won
		89 of 142 (62%) Modern, Elegance, Simple, Sportic, Sophisticated Early 20's - 30's Sub : 120,000 - 160,000 won Main : 140,000 - 150,000 won