

SPECIALTY STORES

Specialty stores today face very different growth challenges and opportunities than they did as early as only five to seven years ago. Today these foodie boutiques are working harder than ever to maintain their “local” market positioning even if they are a multiple

store group or chain. They must remain true to their local profile, niche products, and unique tastes, to maintain a competitive difference from what new retail supermarkets engage in the ever growing Retail FoodService channel are touting as local, niche and unique.

Specialty store executives, general managers and merchandisers are all rewriting the new rules of marketing communications and merchandising, to insure what they see as unique, niche, and local, and these qualifiers are in more focus than ever before. The specialty stores, otherwise known as foodie boutiques, will continue to sell to the specialty consumer and provide those products and services customized to a “smaller mass” while the bigger stores will cater to the smaller niche inside the larger mass. There is a huge difference in the marketing strategy.

The ever evolving Retail FoodService channel left no segment untouched by its growth into virtually every market segment in both retail and foodservice. Specialty stores were no exception. A market segment named as such because the segment category distinction as to who they identified with was ambiguous, the specialty store catered to the “local neighborhood” foodies as they are so “lovingly” identified as. These “foodie boutiques” as they have been branded as a segment, cater to what is new, what is different, and what is local. The specialty store most traditional competitive points of relevance can almost always be associated with; local, new non-traditional, and superb service.



They survive on specialty products, special service, and special consumers throughout the “specialty store.” However, today the specialty store segment has severe competition from the high end, ever growing, and ever evolving Retail Supermarkets.

New means of advertising, new product packaging, new products, and more internet driven sales, revolving around holiday, special occasions and event driven impact.

Synergy’s “one to one to the masses” strategy focuses on those communications opportunities specifically customized to the specialty store, the foodie boutique.