



LAYLA CLINE

Home Goods Critique

Because everything starts at home



THE START

HomeGoods is a home and furniture discount store owned by the TJMaxx Corporation; the store opened in 1992.



ACCORDING TO HOME DIGEST

Zayre Corporation tasked Bernard Cammarata with creating a new off-price chain that specialized in home decor and clothing, which would appeal to shoppers who loved the quality decor and fashion items at more affordable prices (Ridgway, M)."



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THE IDEA

HomeGoods was to create a store that still had the quality of expensive home stores like Furniture Barn but had more reasonable prices for a less wealthy demographic.

INTRODUCTION AND HISTORY



Target Market

DEMOGRAPHIC WOMEN

27-50 YEARS OLD

Just started or have families

WORKING MIDDLE OR UPPER
MIDDLE CLASS

Looking to style their homes affordably.



Merchandise Assortment

DIFFERENT CATEGORIES

HomeGoods assortment includes seasonal items, furniture, lighting, rugs, decor, pillows, beds, bath, kitchen, dining, kids, pets, and gifts.

SUBCATEGORIES

For example, within the rugs category, there are room subcategories like bedroom, bathroom, kitchen, kids, living room, and outdoor. Also, within the rugs category, there is a type of subcategory like area, ancient, runners, and doormats.

PRICE RANGE

HomeGoods discounts all of their prices from the original retailer's price point, allowing their customers to get discounted.



Customer Service

If there is an issue within the store, it is the job of the sales associate to take care of it; it can range from customer complaints to helping customers find items. Also, there is an online platform where customers can receive service by using the company's phone number or customer service email address.

Sales Associates



**The weakness of
the company is
there is no
warranties on their
merchandise.**

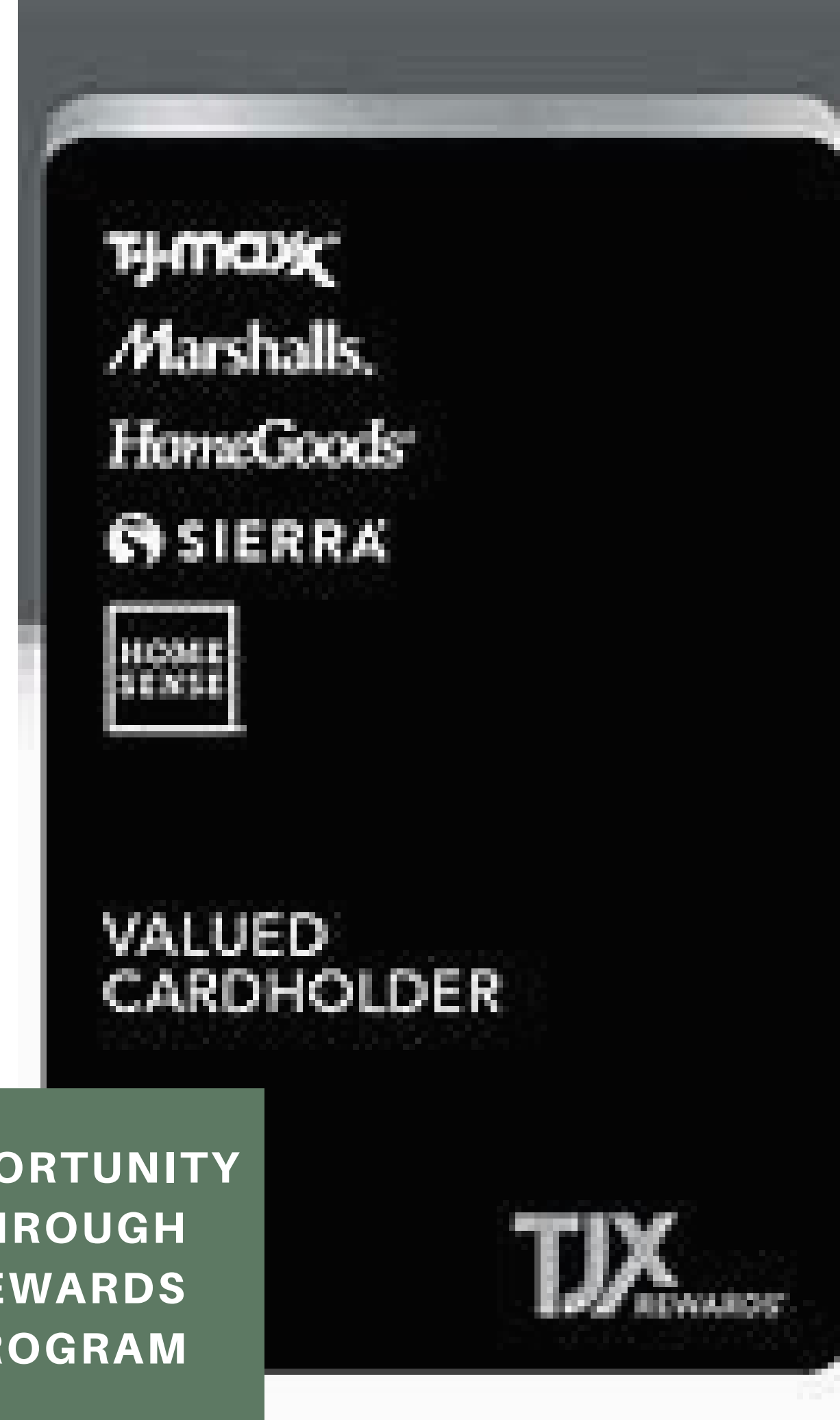
Return Policy and Warranties

According to the return policy section of the HomeGoods website states, " you may return merchandise purchased in-store to any open HomeGoods store within thirty days of purchase (Easy Returns)."

Payment

- WITHIN IN-STORE PURCHASES, HOMEGOODS TAKES DEBIT CARDS, CREDIT CARDS, CASH, AND GIFT CARDS TO PAY FOR MERCHANDISE.
- BY OPENING A CREDIT CARD WITH THE STORE, YOU CAN RECEIVE AN INSTANT 10% OFF COUPON ON THE CURRENT PURCHASE AND 5% BACK ON REWARDS WHEN SHOPPING AT A TJX STORE.

OPPORTUNITY
THROUGH
REWARDS
PROGRAM



Competitive Advantage

HomeGoods's most significant competitive advantage over its competitors is its low designer prices, weekly shipments of new inventory, extensive network, substantial brand equity, and strong history (Team MBAS).

- Designer houseware at a fraction of the cost
- Sell old or overstock inventory from suppliers have a larger assortment
- Extensive network of companies they purchase inventory from
- Over 400 stores



**What makes
HomeGoods
stand apart?**

Reflection

- Better inventory compared to competitors
- Better prices
- Have both an online and brick-and-mortar presence



When shopping at HomeGoods, I would not change anything because they organize the store by category, making it easier to find products, but since they have a lot of inventory, the store can seem cluttered.

HOMEGOODS ALLOWS EVERYONE
TO HAVE THE HOME OF THEIR
DREAMS

HOMEGOODS HAS A SIGNIFICANT
BRICK-AND-MORTAR PRESENCE AND
IS THE TOP LEADER IN ITS
DISCOUNTED HOME DECOR AND
FURNITURE CATEGORY. THE BRAND
HAS CREATED A SUBSTANTIAL
PRESENCE THROUGH ITS HISTORY,
MARKETING, PRICING, AND
NETWORKING, SO CONSUMERS ARE
OBLIGATED TO RETURN TO THE
STORE.

Conclusion

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