

Retail Definitions

Home Stringers - string customers with no retail facility.

Specialty Stores: Players Choice, Biscayne Tennis, and Pedigree Ski Shop examples of specialty stores that focus on selling a particular brand, or a particular type of item or a store that sells only one kind of merchandise. They are freestanding stores which carry equipment relating to 4 or fewer sports.

Pro Shops: MidTown Tennis Club, Tenafly Racquet Club, and Westwood Country Club are shops that are usually attached to a sports facility where tennis equipment is sold by a professional. They sell equipment relating to 4 or fewer sports.

Independent Sporting Goods Stores: Paragon Athletic, Omega Sports, Todd & Moore Sporting Goods are individual stores or a small chain store. They are individually owned and operated retail shops. They are stores which carry equipment for a wide range of sports, but are not major sporting goods chains (the distinction is primarily based on revenue).

Mail Order/Internet Holabird, Racquet Depot, Tennis Warehouse, The Racquet Doctor, Midwest Sports, are e-commerce stores that does most of their business by mail order or internet, even though they may have a retail location).

Major Sporting Goods Chains - Gart's /TSA, Dick's/Galyans, Academy, Champs, Big 5, Modell's, Hibbett's, MC Sports, Dunham's, and Sports Chalet, are a large number of stores offering similar merchandise and operating under the same central management.

Athletic Footwear Chains - Foot Locker, Athlete's Foot, Finish Line, are a large number of stores offering footwear products and operating under the same central management.

Department Stores - Sear's, Penney's, Kohl's, Macy's, Nordstrom's, are large retail stores for the sale of many kinds of goods arranged in departments.

Mass Merchants/Discount Stores – Wal-Mart, K-Mart, Target, Famous Footwear, Shoe Show, DSW, Shoe Carnival, Payless are large retail stores for the sale of many kinds of goods sold at discount.

Warehouse Clubs - . Sam's, Costco, BJ's are Low-price retail outlets selling annual memberships to consumers and businesses. These stores usually sell a wide variety of merchandise and products at bulk rate prices.

Hardware Stores specializes in selling household products but carries outdoor sporting goods.

Military PX A service mark used for a store on a military base that sells goods to military personnel and their families or to authorized civilians.

Schools\Teams Institutions that sell goods through bookstores, clubhouses, and concessions.

Distributors are a wholesaler; an individual, corporation, or partnership buying goods in bulk quantities from a manufacturer at a price close to the cost of manufacturing them and reselling them at a higher price to other dealers, or to various retailers, but not directly to the general public.