



DICK'S LOCAL STRATEGY

SERVING | BENEFITING | EMPOWERING

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OPENING STORY

DICK'S HISTORY – The American Dream

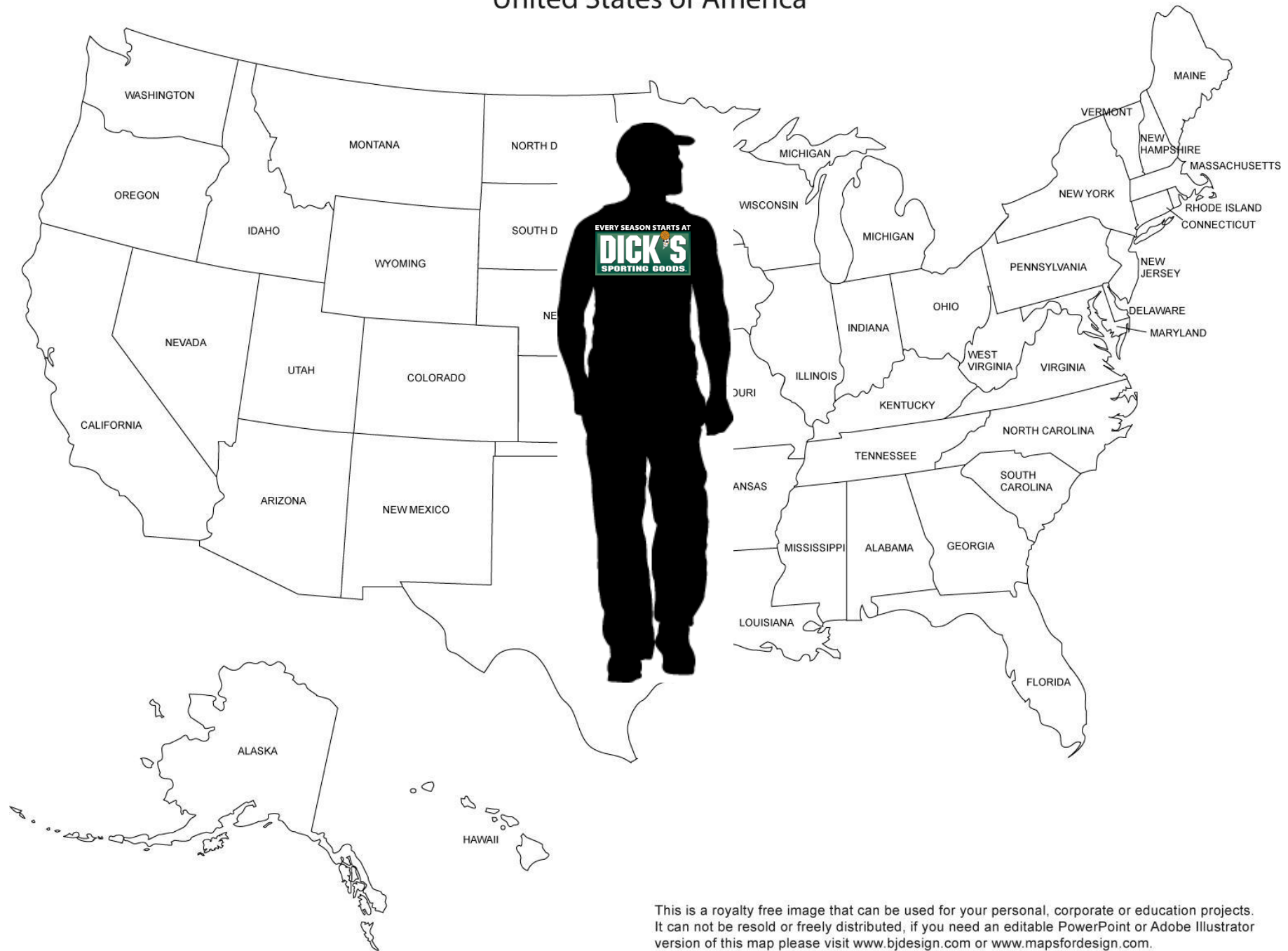
DICK'S Sporting Goods was founded in 1948 when an 18 year-old Dick Stack was working at an Army surplus store in Binghamton, New York. An avid fisherman, Dick was approached by the store owner to come up with a list of products needed to get into the fishing tackle business. After Dick presented his suggestions, the owner told him he was a dumb kid and had no idea what he was doing. Dick was upset and promptly quit.



He went to his grandmother's house where he spent a lot of time as a kid and told her what had happened. Dick's grandmother asked how much it would cost to build the store himself. Dick said it would cost \$300. His grandmother then went to the cookie jar where she kept her life savings and gave him \$300 and told him "do it yourself." Dick used that money and his relentless work-ethic to open a bait-and-tackle shop in Binghamton.



United States of America



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By 1958, he expanded his product line to include much of what you'll find at DICK'S Sporting Goods today.

Ed Stack, Dick's son, is the current CEO and Chairman of DICK'S Sporting Goods. He and his siblings bought the store from their father and are responsible for taking two stores and growing the chain to over 500 stores.

EVERY SEASON STARTS AT



PREDISPOSTIONS

- All things being equal – people prefer to shop locally.

This was informed by Google, Bing and Yahoo – The largest data collection and search companies give preference to local; not because they are trying to steer the market but because they are trying to replicate the offline experience of the users preferences.

PREDISPOSTIONS

- Dick's Sports can go well beyond the online experience.

Dick's is positioned to capitalize on the customers natural inclinations and take advantage of their position in the marketplace.

Human interaction and conversations can't be duplicated by machine intelligence for specific situations.

PREDISPOSTIONS

- Dick's already has the pieces place to provide a far superior experience.

Even though they are in place - if nobody knows about it – it might as well not exist.

Dick's has a lot of value propositions and has processes in place that customers don't think about it or know about.

RESEARCH & INSIGHTS

Site visit Dick's Sports Bloomington, IN

- There is not only a disconnect between the products available and offered online, but this disconnect is known and accepted by employees as commonplace.
- Local focused merchandise is not online including Local School / Team and University Apparel per the employee.
- Dick's already offers a service that if you can't find online they will ship it to your house directly for free.

RESEARCH & INSIGHTS

TheClymb.com

- It is the fastest growing e-tailer in the outdoor equipment space. They know their products and give candid advice from an “expert” point of view.
- They have raving fans that do their sales work for them.

RESEARCH & INSIGHTS

Dick's Sports Site

- It is about the equipment and not about the experience, the strengths that Dick's has.
- The site is customer focused but it is not customer centric. The consequence of that positioning is that Dick's has opted to play on the Visitor's (e-tailers) field and in a game that benefits the online e-tailers, rather than evaluating, accentuating and exploiting their advantages.

STRATEGIC CONCEPT

Phase 1 - Work on the Store Experience First

- People expect that pricing information should be correct and they know what they are paying.
- People are often not sure what they need as the primary item and other items.
- Signage and sales person guidance at each door that allows people to order what they couldn't find and have it shipped to their house.

STRATEGIC CONCEPT

Phase 2 - Make the Experience Customer Centric (Local Site Implementation)

- Use the inventory systems in place at each local store to populate the Dick's sites so that when user's search they are provided with the local store site as the default and then the national inventory as the backup.
- This allows us to really get local - pictures of faces people recognize, local team apparel, community involvement and local sports events.
- This also gives the opportunity to iterate on the local feel of each store based upon in the wild research.

STRATEGIC CONCEPT

Phase 3 - Playing Our Game on Our Field (Focus on the Relationships)

- This is the National rollout of the campaign. As opposed to the current - Sport focused campaign. it's the experience not the equipment. It's the value not the price.
- The new campaign focuses on the value of the experience, value of shopping local and the massive amount of benefits that come with working with your long term community member, friend and expert.

DICK'S EXPERTS

We understand the dynamic
Look Great & Protect Better

“This is safer for your son.”



DICK'S EMPLOYEES

We are your neighbors, friends and volunteers



DICK'S & COMMUNITY

We have never forgotten the opportunity given,
It's in our DNA to give others opportunities.



WEBSITE MOCKUP

ONLINE SHOPPING EXPERIENCE

Please refer to [mockups.pdf](#) to see it.

THANK YOU

ANY QUESTIONS?

ATTRIBUTES

- US Map - http://www.freeusandworldmaps.com/images/USPrintable/USA_NamesPrint.jpg
- Dick's Logo - <http://www.ifasoccer.org/Portals/4196/images/Photos/DicksSportingGoodsLogo.jpg>
- <http://dsgcommunity.sponsorport.com/Home.aspx>
- <http://dsgsports.sponsorport.com/>
- http://www.dickssportinggoods.com/shop/index.jsp?categoryId=20809676&ab=Misc_CommunityProgram_LN_Charitable

APPENDIX

SITE VISIT



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