**Magical department store VS Macy's**

First of all, let us comment on the domestic magic department store. The magic department store is a young girl after 90s for doing business. The company is located in the country's first focus on 95 after the adolescent personalized business platform, according to interest tags and recommended algorithm for young users to provide high-quality high-bound goods. Option 95 after the favorite snacks, jewelry, school bag stationery, quadratic element around and other goods.

At first glance,The positioning of this business is still very new and avant-garde, but also a lot of room for development. Therefore, the first round of financing to get 15 million yuan of financial support, but its failure is also starting from the 15 million funds.

The reasons for the failure are the following:

First, blind expansion, development too fast, eager to win. The company did not take long to expand, and then began to cut staff, leading to the company's development path repeatedly twists and turns.

Second, the early stages of development, the company on the introduction of high-end talent, blind use of high-end talent experience, away from the company's actual situation.

Third, the company began to do not good at the business. In the absence of experience when involved in the supply chain, the company introduced a large number of suppliers. Originally, the company's basic core business is not on track, but also the introduction of other business, the company system becomes chaotic.

Fourth, the business model is not outstanding. Its essence is Taobao on behalf of the purchase, the magic department store will Taobao platform above the new, hot goods copied to their own platform products, no core competitiveness, lack of new ideas. Personal feeling, by virtue of the fourth point, even if the electricity business enterprises can survive short-term, long down, if not change the concept and the core business is also difficult to sustain.

However, Macy's is very successful. Macy's was originally a traditional retail business. It saw the timing of the arrival of the Internet, decided to shrink the physical store, focus on network sales, have to say that Macy's is very foresight.

Its success has the following:

First, actively expand e-commerce network services

Data show that since 2009, Macy's department store sales grew year by year, from about $ 146 million in 2009 to about $ 400 million in 2016. Thursday Macy's announced the closure of about 100 stores, focusing on online sales, the program includes the introduction of more brands, providing online search services, network ordering services.

Second, to improve revenue and reduce costs, to provide innovative and unique products, wear products, clothing accessories, technology innovation products, and strive to improve the style of excellence, enhance product quality and improve value.

Macy's from the fall of 2015 to actively introduce experience and product activities, in many physical stores to carry out experience activities. To provide innovative and unique products, wearable products, clothing accessories, technology innovation products, increased cost reduction efforts in the online store and digital mobile shopping actively invest.

Third, optimistic about the Chinese market, Macy's department store retail stores actively explore the transformation, reduce the local physical stores, and actively explore online sales, and through cross-border electricity business to enter our Chinese market, Messi Department Store optimistic about the huge market potential of the Chinese market.

In summary, personally think that the magic of the department store business philosophy is worthy of recognition, in line with the trend of the times and young people, but its mode of operation is very criticized. At this point, Macy's innovative product management approach is worthy of recognition.