

## 2.21: Introduction to Service and Merchandise Retailers

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### What you'll learn to do: Compare and contrast service and merchandise retailers

For many retailers, it is difficult to differentiate themselves because the items they carry are also available at their competition. Therefore retailers are left to compete in other ways, either through unique products or on exceptional customer service. Retailers who are unable to excel at those areas over their competition are left to compete on price alone. This is a dangerous game, given the small margins within food retailing.

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