

Determining the Market Share of Top Toy Retailers

SUMMARY:

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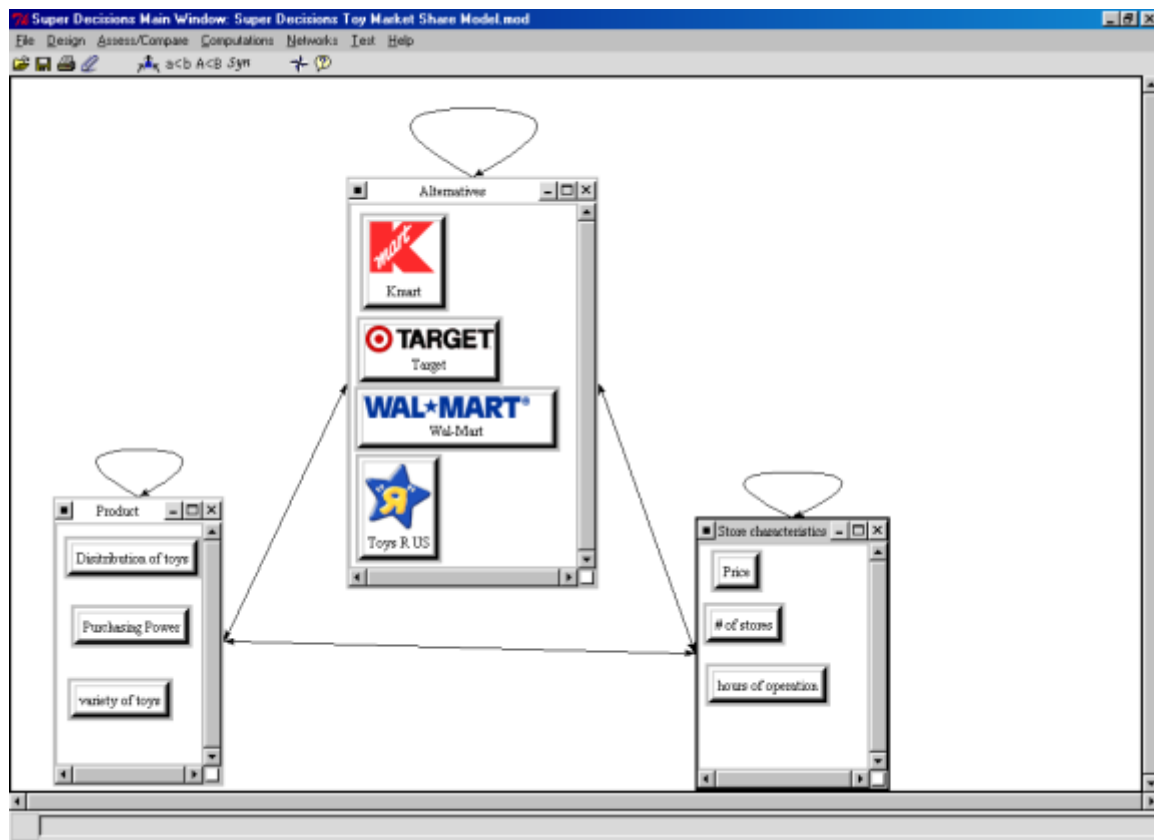
Synthesis Formula: No formula necessary for simple network

Super Decisions File Name: Super Decisions Toy Market Share Model.mod

Type of Structure: Simple Network

I. The ANP Main Network

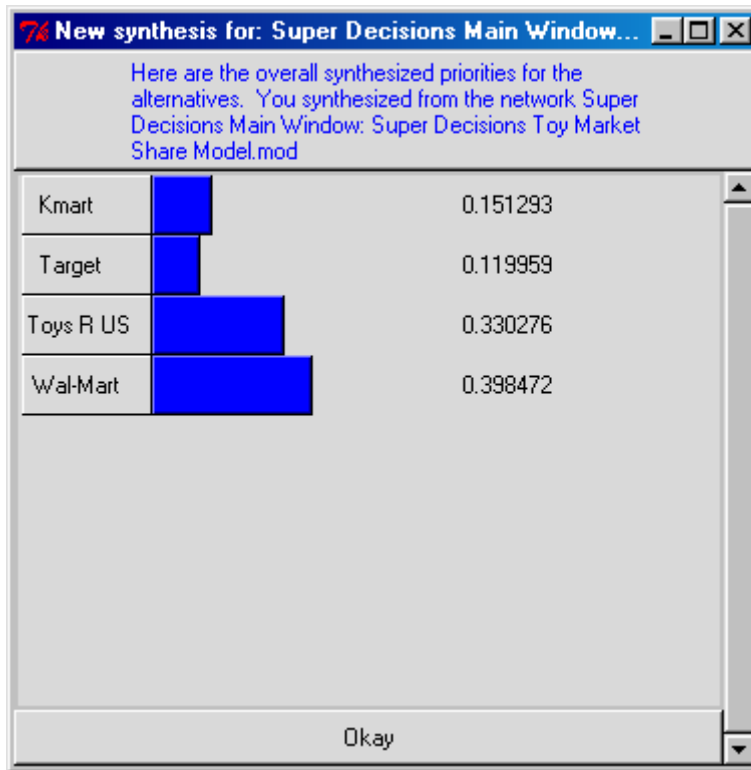
Two clusters have been included to find out the market share of the top toy retailers. These are *product* and *store characteristics*. These clusters have different characteristics or nodes. In the product cluster, we have three elements: distribution of toys, purchasing power and variety of toys. In the store characteristics cluster, we also have three elements: price, number of stores and hours of operation. The simple network is shown in the screen shot below.



II. Overall Outcome

Pair-wise comparisons were done between all of the clusters and all of the nodes in order to calculate market share. According to the results, Wal-Mart has the largest market share among the alternatives with 39.8%, Toys R US has the

second largest market share with 33% followed by K-Mart with 15.1% and Target with 12%.



Real world results were obtained from the following link:

www.toy-tia.org/industry/statistics/topretailers.html

And show:

Rank	Store name	Percent	Super Decisions Rank
1	Wal-Mart	19%	1
2	Toys R US	16.5%	2
3	K-Mart	7.4%	3
4	Target	7.2%	4
	Other	5.9	Not included