



S. S. KRESGE COMPANY  
OWNER'S MANUAL No. 01



"5c - \$1.00" S. S. KRESGE CO. "5c - \$1.00"



Kmart  
Owner's manual

Once upon a time there was man named Sebastian Spering Kresge who had a great idea. Open a store that sells everything for a nickel or a dime.

It was an idea so big that it continued on for more than 100 years and now has 1,500 brick and mortar stores and one gigantic one in cyberspace.

By 1912, he was up to \$10 million. Even





during the depression he did well because he offered families products at prices they could afford.

In 1937, S. S. Kresge opened a store in the country's first suburban shopping cen-





ter. Country Club Plaza in Kansas City, Missouri. Boy, that was smart.

And then another bright idea in a long series of bright ideas. Kresge launched the first newspaper campaign to build business. Followed by radio and TV.

In 1962, Kmart was introduced to the tune of \$483 million in revenue. 4 years later, it was 753 stores and over a billion.

Unfortunately, it was also the first big, big guy to go bankrupt. They struggled with

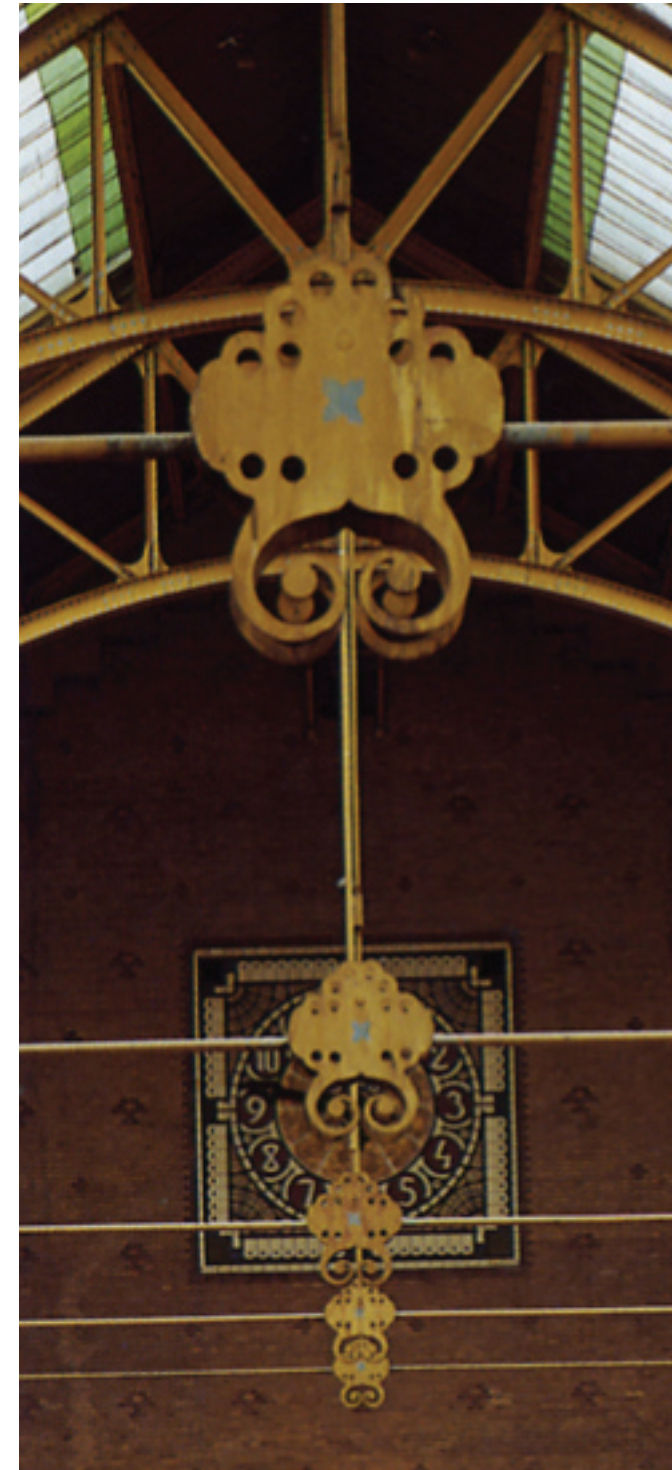
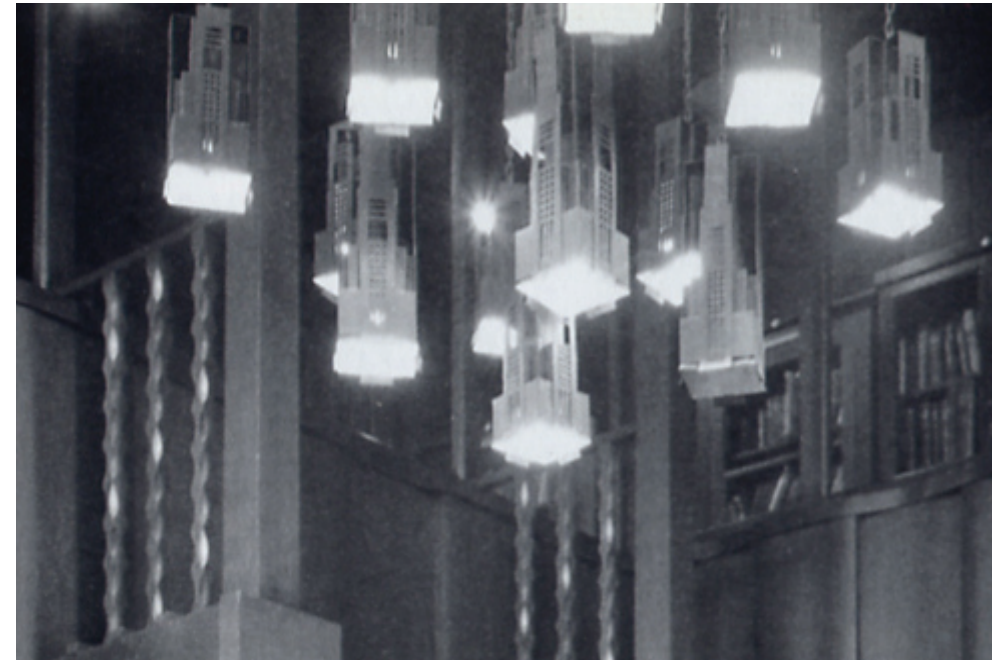
a bunch of mediocre strategic changes for years.

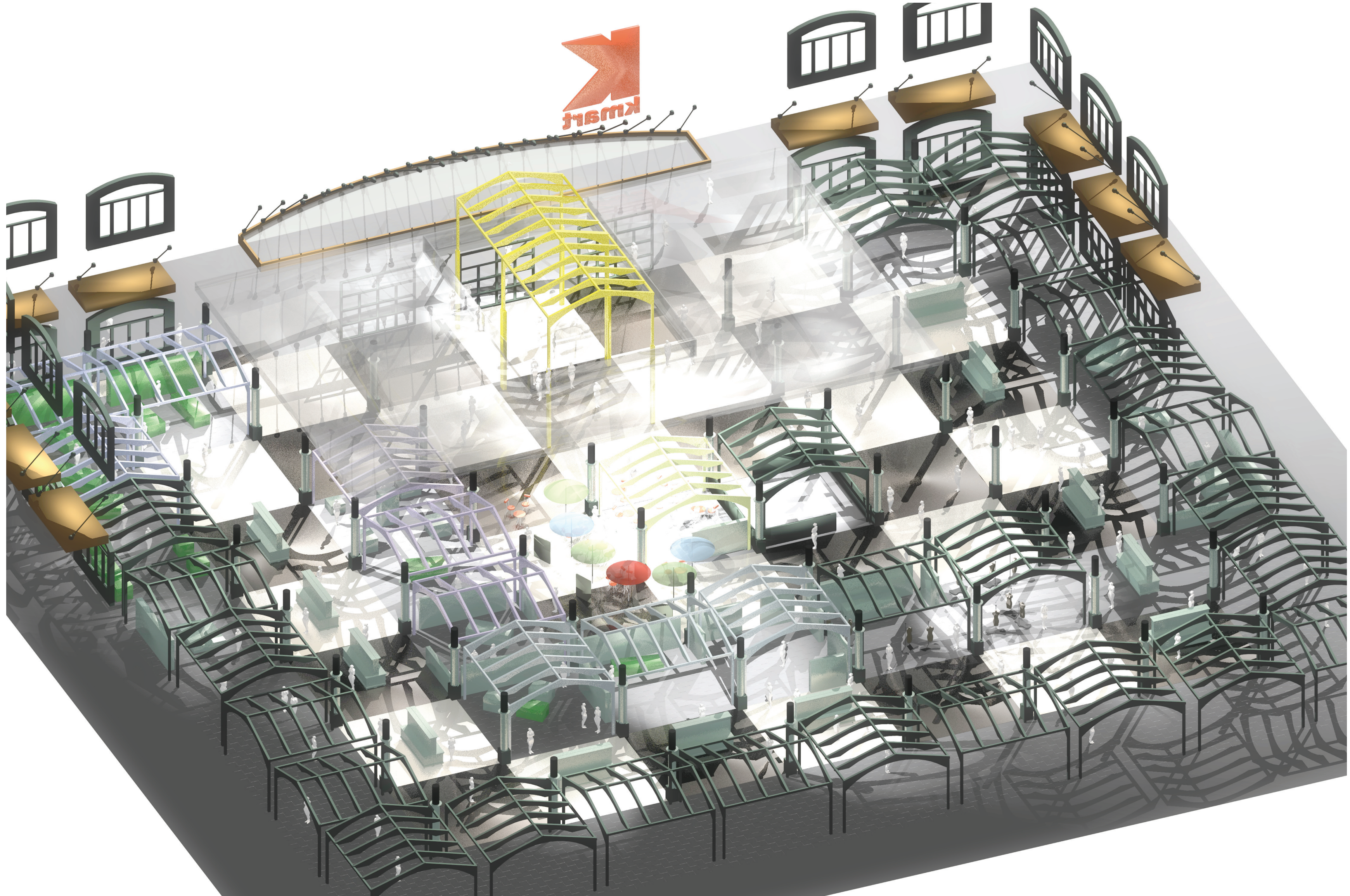
And then along came Eddie.

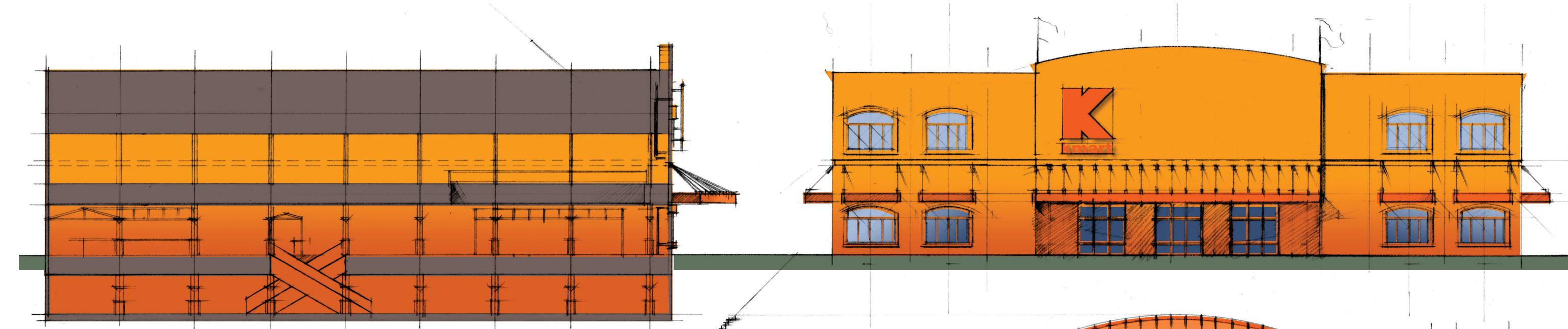
So what's he gonna do?

A suggestion

There's a whole new world of retail. Shopping has become experiential, a chance for adventure, a Disneyland tour of anything and everything.

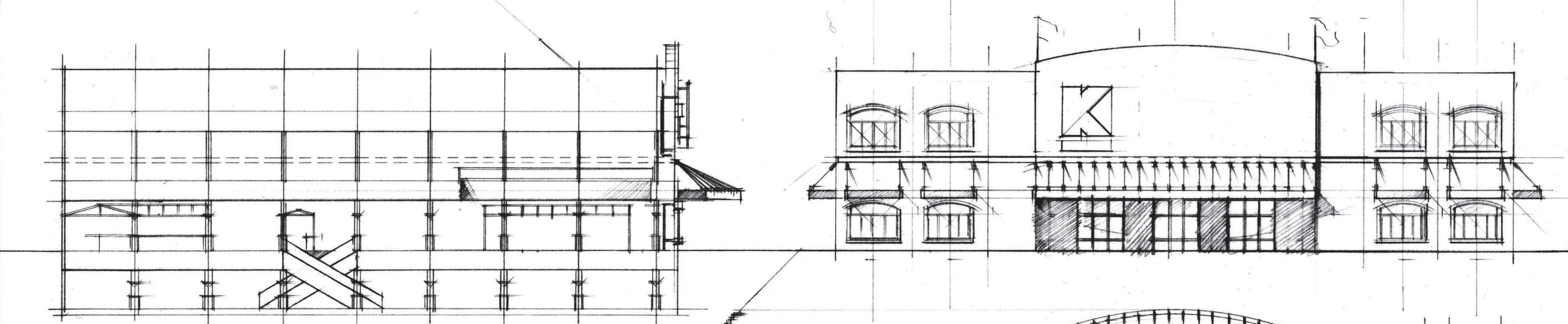
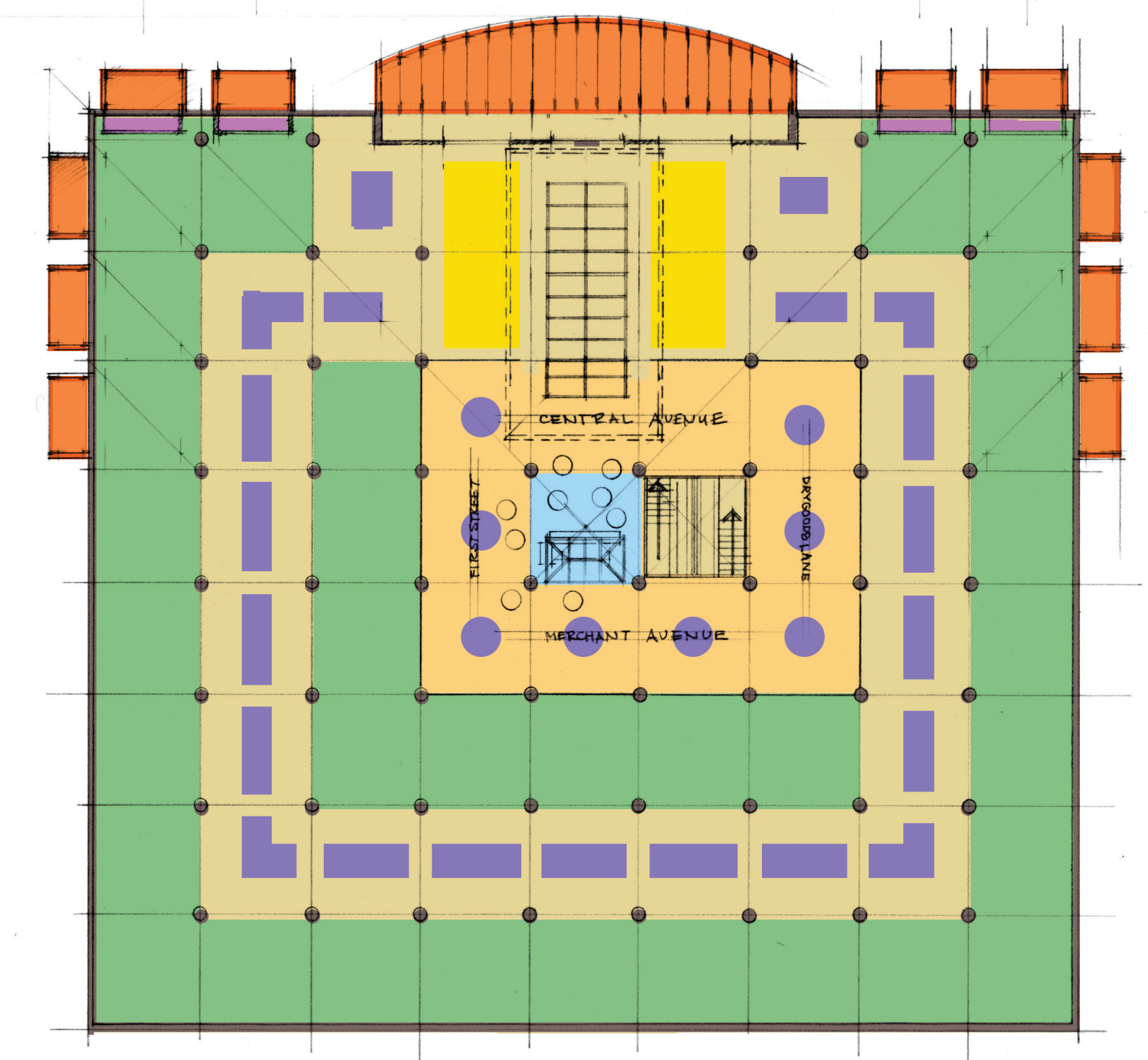




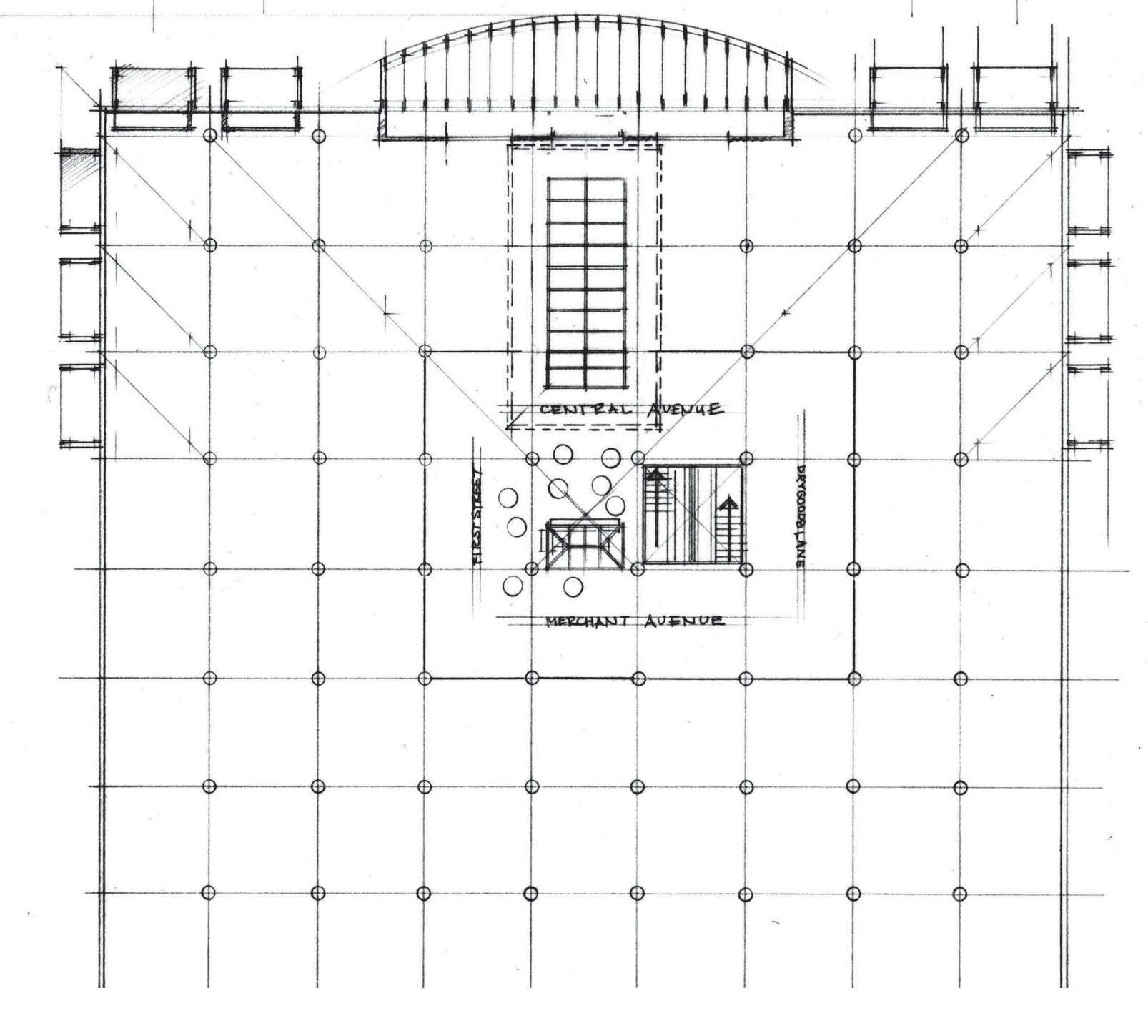


0 5 10 15 20 30 40 50 FEET SCALE 1/32"=1'-0" @ 300dpi *WWh 04.16.06*  
 1.4" DIA. COLUMN : 16'-0" CEILING MAIN FLOOR  
 200" x 225" GRID 25'-0" O.C.  
 COLUMN CAPS @ 12'-0"  
 "MERCADO" CONCEPT INDIVIDUAL KIOSKS  
 INSIDE STREETS / STREET SIGNS / SUBWAY ENTRY

- Individual Stores
- Checkout
- Kiosks
- Town Square
- Food Service
- Main Street
- Show Windows



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The smarter stores aren't just selling "stuff" but are reinforcing brand image and message through the look of the stores and the merchandise.

Now what about the "big box" stores. Walmart's all price all the time. Target's design at a price. And Kmart's struggling. Even Martha might abandon ship.

But there's no reason Kmart can't be the breakthrough organization it always has been. At least for the first 90 years.

It'll take some "wow" design. The essence of the new retail experience.

Remember when you were a kid and you went to a big department store? The lights, the chandeliers, the columns, the fancy coun-

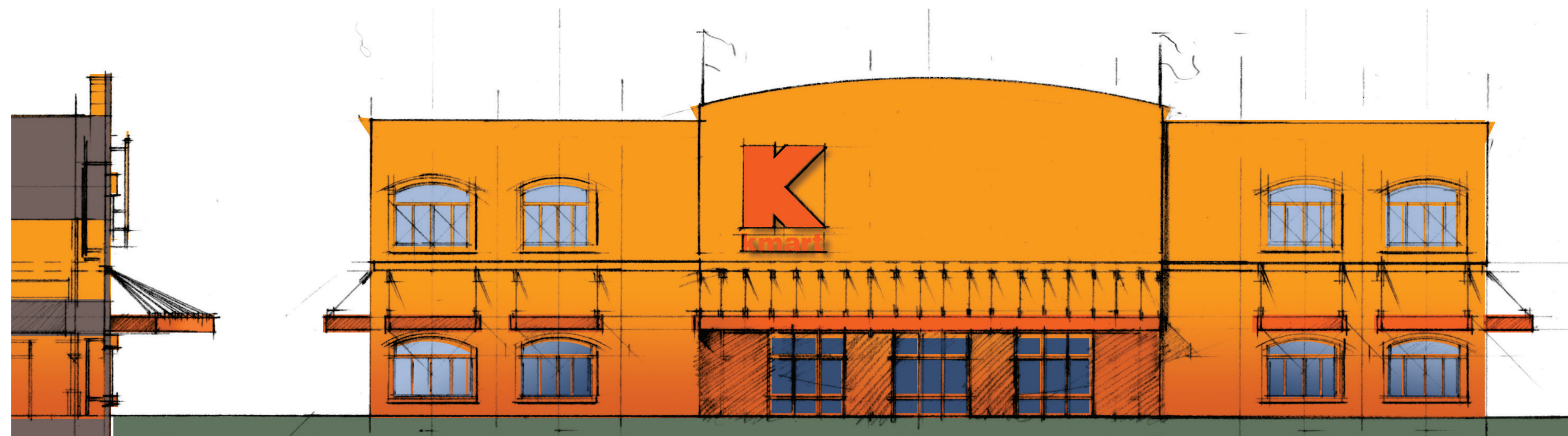
ters. The sparkle, the glitter, the feeling of excitement. And the sense anything's possible.

You have the opportunity to carve a unique niche in the hearts and minds of consumers. Give them magical experience of walking into an upscale emporium... a place that makes them feel special, a valued customer, creating an emotional, real time connection

to the brand.

With efficient use of materials, we can build the look of a top notch department store without the expense. We use set designers who know how to achieve the experience without the budget.

It's theme park design. Chandeliers made of glass, wooden looking counters, molded plas-





tic detailing.

Now your top brands, Martha Stewart Everyday, Thalia Sodi, Jaclyn Smith and Land's End would be showcased in an environment that's as exciting as the brands themselves. They would have their own

“boutiques” in each Kmart.

Let's make the entrance to the store exciting, let's have a simple dress code for employees like white shirts and black pants, maybe a suited greeter at the front. Let's put up some chandeliers and put the stock in counters that

look good. Let's lay a little carpet here and there . . .

. . . and then let's check the receipts.



