

20 Questions with Burlington Stores' Jonathan Savoy

Background

Jonathan Savoy joined Burlington Stores in September 2020 as Vice President of Merchandise Planning. He has 30 years of experience in merchandise planning, allocation, replenishment, buying, marketing research and sales management. He has broad knowledge with leadership experience in many retail formats, including department store, specialty, discount and off-price.

Burlington, formerly known as Burlington Coat Factory, is an American national off-price department store retailer, and a division of Burlington Coat Factory Warehouse Corporation, with 740 stores in 40 states and Puerto Rico, with its corporate headquarters located in Burlington Township, New Jersey.



Video Format

37 minute video that covers:

- ❖ Trends and social media influences.
- ❖ Impact of artificial intelligence and data analytics on retail.
- ❖ Tips for success in the retail industry.
- ❖ Entry-level positions available for students.
- ❖ How COVID-19 pandemic has affected retail.

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Activity

Watch the 20 Questions video:

<https://nrffoundation.org/blog/20-questions-burlington-vp-merchandise-planning>

Then answer the following questions.

- 1. At the beginning of the video, Jonathan Savoy described what a day in the life as the vice president of merchandise planning looks like. Which task did he mention?**
 - A. Product reviewing
 - B. Participating in planning discussions about meeting metrics and flow of inventory
 - C. Reviewing data and analytics
 - D. All of the above
- 2. What is Savoy's favorite part of his job?**
 - A. Working for the best retail company in the world
 - B. To be actively engaged and a participant in the growth and development of other people
 - C. Being in charge of merchandise planning and leading others on his team
 - D. Receiving a discount and free merchandise from Burlington
- 3. In the video, Savoy touches on Burlington Stores being an off-price retailer. What is the definition of an off-price retailer and what other stores are considered off-price retailers?**
- 4. Explain why customer value is so important in retail.**
- 5. How does customer value relate to having loyal customers?**

6. What are the top three things that Savoy recommended for exceling in retail?

7. Why is understanding the customer so important in retail?

8. What type of shopper do you think shops at Burlington Stores?

- A. Comparison shopper
- B. Recreational shopper
- C. Both

Explain your answer:

9. What do you think the future of retail looks like?

10. What industry trends should you be aware of as professionals entering the retail industry?

11. Now that you've heard about Savoy's role and accomplishments, what excites you about working in retail? What are the skills you think you could improve?

Glossary

- ❖ **Comparison shopper:** A shopper who spends a lot of time checking out products and prices through online sites, visiting different stores, comparing retailer ads and/or getting the opinions of others either personally or through social media.
- ❖ **Customer value:** The perception of what a product or service is worth to a customer against the possible alternatives.
- ❖ **Loyal customer:** A shopper who repeatedly chooses to shop at the same retailer over others, usually because of positive customer experiences with the retailer and their products and/or services.
- ❖ **Recreational shopper:** A customer who views shopping as a fun occasion, rather than looking for specific merchandise or services. This customer's mindset focuses on adventure and leisure.

