Executive Summary

Purpose of Report

This report intends to: 1) explain how the Macy’s Difference program can connect with Generation Z customers on a personal level 2) propose a strategy to implement the Macy’s Difference program in to stores across the globe.

Macy’s Difference

Macy’s Difference is a program that allows customers to donate clothes to gain in-store credit and a feeling of making a difference in the world. According to guidestar, over two-thirds of Gen Z have a desire to donate to charity. With this program, customers can donate their gently-used clothing to make a difference and receive credit on clothing in-store. By offering credit, customers will be incentivized to shop at Macy’s, increasing Macy’s connection with customers on a personal level and satisfying Gen Z’s desire to donate to charity.

Connecting with Generation Z Customers

Macy’s focuses on campaigning to reach a diversified customer base but struggles to connect with Generation Z customers. According to guidestar, 60 percent of Gen Z want their work to make a difference. By implementing the Macy’s Difference, Gen Z customers will feel that their donations and purchase in the store will make a difference in the world.

Strategy to implement the Macy’s Difference

Macy’s Difference presents a new opportunity for Macy’s to reach out to and connect with Gen Z customers. As a result, we recommend that Macy’s take the following steps to create the Macy’s Difference.

1. Jan 1st – Jan 31st: Develop an employee-friendly database that can be used for quick lookups of certain clothing. The time span of a month will allow researchers to gather data on clothes, evaluate specific credit points for pieces of clothing, and code a program that can be downloaded into the Macy’s computers’ software.
2. Feb 1st – Feb 28th: Implement the beta-trial in San Francisco, CA. The reason we chose this city is because San Francisco is the number one city populated with Generation Z, according to Forbes. During this month trail, we will go through trial and error of the program, see how successful the Macy’s Difference can be, and evaluate monthly profits and revenue.
3. March 1st- March 10th: Begin implementing Macy’s Difference into the entire west region of the US.
4. March 11th-March 20th: Begin implementing Macy’s Difference into the entire mid-west, north-east, and southern region of the US.
5. March 21st-March 31st: Begin implementing Macy’s Difference into the entire west region of the US.
6. April 1st – April 28th: Begin implementing Macy’s Difference abroad.