

Television Sizes Ballooning

Average screen dimensions expanding at a rapid pace

Big Screens. TVs are expanding. The average screen sizes are increasing at 1.5 inches to 2 inches annually, which is significantly higher than historic rates, reports Applied Materials.

Lucky Games. Slot and gaming machines are having extended lives due to the secondary market. Casinos replace their machines typically after three years as trade-ins or sell them directly to third-party distributors, who place them in mostly international markets that can afford the high price of the new gaming devices, says Scientific Games. Additionally, Yahoo! recently introduced three casino games to its platform for the first time.

On The Upswing. April was the first positive traffic JC Penney has seen in the last 30 months. The “When it Fits You Feel It” brand positioning which launched this year has been well received and it’s been effective in



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differentiating us from its peers, say executives. Total online sales rose 25.7 percent in the quarter.

No Wine Shortage. At this stage, Constellation Brands’ California wines have begun to bud and the state in general is running approximately two weeks ahead of schedule. Still, if drought conditions persist, Constellation Brands’ will the ability to source bulk wine from around the world in order to

supplement which could potentially be a short harvest. Plus, an above average harvest last year created a situation where it currently has adequate supply.

Tech Slowdown. We have hit the end of the interactive whiteboard, says Smart Technologies. Any money for these products are spent on infrastructure for WiFi and tablets. Plus, education revenues were down almost 20 percent in 2014 and interactive display sales are transitioning to lower margin interactive panels.

No Threat. Taco Bell’s new breakfast menu isn’t hurting Jack-In-The-Box. “I would just emphasize that our breakfast has always been 24 hours which I think is a huge equity,” says Jack-In-The-Box’s Lenny Comma. “Then we also serve a very freshly prepared breakfast with fresh cracked egg. Not everybody does that, we think it’s a differentiator and it does change the execution

of that product. And so breakfast is 22 percent of our mix. I can only assume that the folks that are selling more heat and eat and sort of not freshly prepared foods are getting impacted by Taco Bell more so than the ones who are giving more freshly prepared foods.”

Back To Basics. Kohl’s is stepping away from its high-profile designer deals with celebrities such as Jennifer Lopez and Marc Anthony. Instead, in June, the retailer is launching Fit Bed as part of its active and wellness business. Plus, this fall Kohl’s will launch both the Izod brand in men’s and the Juicy Couture brand in women’s. And a partnership with Elie Tahari will be introduced as the next phase of a DesigNation strategy this fall as well.

Transparency. Actress/singer Vanessa Williams signs on as a brand ambassador for Clear Eyes. New advertising rolling out

soon will focus on the allergy season. In addition to and digital efforts, parent company Prestige Brands is concentrating on retail placement, both on-the-shelf as well as off-aisle displays.

Full Service. Walmart enters the third phase of its Walmart Express store test by exploring tethering this format to its larger supercenters. In this test, customers will be able to order Supercenter merchandise at a rural Express store and receive it on the same day. On May 2, the retailer opened the first fully tethered Walmart Express store in North Carolina. Customers are buying products, such as bicycles and swimming pools, which they can’t traditionally get inside a 10,000-square foot box.

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