

Popular Christmas Gifts for 2011



A feasibility report by Josie Lopez, Luke Coffey, Kelbe Smitherman, and Simon Rouswell

Table of Contents

Introduction.....3

Method.....5

Results.....7

Conclusion.....13

Recommendation.....13

Introduction

This report seeks to rate the overall performance of three different retailers on how easy it is for customers to shop their online catalogs for Christmas gifts and to determine which retailer is the best choice for finding those gifts. The three retailers are Walmart.com, Target.com, and Amazon.com. We based the ratings off a criterion of price, availability, and delivery price and time. We have made it clear which retailer has the best online shopping experience for specific gifts which we have chosen. Please read on to find out what data we have acquired.



Methodology

We started by selecting 3 of the biggest general retailers so we could find samples from many different categories of Christmas presents. We ended up going with Wal-Mart.com, Target.com, and Amazon.com. Since Amazon is online only we chose to only compare the companies' online offers. We chose these three because they carry every major type of item that you would normally buy someone for Christmas. We split items up into 4 categories: men's, women's, kids, and electronics. Each member of the team took a category and found 3 big Christmas items to compare per category.

Once we chose which presents to compare we had to decide how to compare the companies. We came up with 4 general parameters to compare and rate the companies: item price, delivery price, delivery time, and item availability. Once we found out how each item performed in each category we would rank them, 2 for the best, 0 for the worst, 1 for the one in between, and if they tied they would either both get a 2 or a 0. After we rank the companies in all 4 categories we add up their score and compare it to the scores for the other companies. We then add up the number of items the companies won and rank them based on that number. We also rank the companies within each category based on the same method.

Men's

MIO Quest Heart Rate Watch					
Watch with heart rate monitor and GPS capabilities	Price (\$)	Delivery Time	Delivery Price	Availability	Total
Amazon.com	2 (\$186.64)	2 (3-5 days)	2 (free)	2 (In Stock)	8
Target.com	0 (\$229.99)	0 (6-8 days)	2 (free)	2 (In Stock)	4
Walmart.com	1 (\$225.00)	1 (3-6 days)	2 (free)	2 (In Stock)	6

Summary: Amazon offers the best deal here. Huge savings here and they ship faster than and their competition for no price.

Black & Decker RS500 8.5 Amp Reciprocating Saw					
"Sawz-all" with kit box and two extra blades	Price	Delivery Time	Delivery Price	Availability	Total
Amazon.com	2 (\$53.22)	2 (2-3 days)	2 (free)	2 (In Stock)	8
Target.com	1 (\$58.29)	0 (6-8 days)	0 (\$7.50)	2 (In Stock)	3
Walmart.com	0 (\$79.00)	1 (3-6 days)	2 (free)	2 (In Stock)	5

Summary: Amazon wins out again: the lowest price the fastest shipping for free.

South Bend Proton Spincast					
Fishing rod and reel combo	Price	Delivery Time	Delivery Price	Availability	Total
Amazon.com	0 (\$48.89)	2 (2-3 days)	2 (free)	2 (In Stock)	6
Target.com	2 (\$27.39)	0 (6-8 days)	0 (\$7.50)	2 (In Stock)	4
Walmart.com	1 (\$28.99)	1 (3-6 days)	2 (free)	2 (In Stock)	6

Summary: Walmart take the deal here. It may take you twice the time for it you to receive your gift, but you'd save almost 40% compared to the equally valued Amazon.

Women's

Revlon Ceramic Hair Straightener					
A 1 inch wide ceramic flat iron in pink.	Price	Delivery Time	Delivery Price	Availability	Total
Amazon.com	2 (\$20.25)	2 (3-5 days)	1 (\$4.98)	2 (In Stock)	7
Target.com	0 (\$21.79)	2 (3 days)	0 (\$7.50)	2 (In Stock)	4
Walmart.com	1 (\$19.77)	1 (4 days)	1 (\$3.97)	2 (In Stock)	6

Summary: For this item, Amazon.com was the winner for best deal. The total price comes out to be lower than those of the other online retailers once you add in the shipping and tax.

Women's Pink Bathrobe					
A plush pink bathrobe with waist tie and pockets.	Price	Delivery Time	Delivery Price	Availability	Total
Amazon.com	0 (\$21.97)	1 (3-5 days)	0 (\$8.77)	2 (In Stock)	3
Target.com	1 (\$19.99)	2 (3 days)	1 (\$7.50)	2 (In Stock)	6
Walmart.com	2 (\$12.00)	0 (5 days)	2 (\$2.97)	2 (In Stock)	5

Summary: Target.com was the best site to find this item. They deliver your item to you in the shortest amount of days compared to Walmart.com and Amazon.com. Amazon.com had this item overpriced and the delivery charge was too much. Walmart.com would deliver the item in five days which is a long time to wait.

Black Rose Booties					
A Brinley & Co. bootie with a rose accent on the ankle.	Price	Delivery Time	Delivery Price	Availability	Total
Amazon.com	2 (\$24.99)	1 (3-5 days)	1 (\$5.95)	2 (In Stock)	6
Target.com	0 (\$39.99)	2 (3 days)	0 (\$7.50)	2 (In Stock)	4
Walmart.com	1 (\$28.00)	0 (5 days)	2 (\$0.97)	2 (In Stock)	5

Summary: For this item, Amazon.com would be your best bet. They offer the lowest price out of the three retailers. The same item at Target.com is overpriced, and the item at Walmart.com costs more than it would at Amazon.com.

Kids

Nintendo 3DS					
Nintendo's newest hand-held console.	Price (\$) incl. Tax	Delivery Time	Delivery Price	Availability	Total
Amazon.com	2 (\$169.99)	2 (3-5 days)	2 (Free)	2 (In Stock)	8
Target.com	1 (\$184.01)	0 (6-8 days)	1 (\$7.50)	2 (In Stock)	4
Walmart.com	0 (\$184.64)	1 (3-6 days)	0 (\$7.97)	2 (In Stock)	3

Summary: Amazon's tax-free policy, combined with free shipping brings Nintendo's 3DS in at a much more affordable total than the competitors.

Barbie Glam Vacation House					
A Barbie dream house for Barbie to live.	Price (\$) incl. Tax	Delivery Time	Delivery Price	Availability	Total
Amazon.com	1 (\$37.99)	2 (3-5 days)	2 (Free)	2 (In Stock)	8
Target.com	2 (\$37.39)	0 (6-8 days)	0 (\$7.50)	0 (In Stock)	2
Walmart.com	1 (\$43.24)	1 (3-6 days)	1 (\$0.97)	2 (In Stock)	5

Summary: For Barbie's Vacation House, Amazon again comes out on top with free, quick shipping and no tax for the consumer. Target actually had the best price even with tax, but was sold out.

Radio Flyer My 1 st Scooter (Red)					
A toddler's scooter.	Price (\$) incl. Tax	Delivery Time	Delivery Price	Availability	Total
Amazon.com	2 (\$33.79)	2 (3-5 days)	2 (Free)	2 (In Stock)	8
Target.com	1 (\$36.58)	0 (6-8 days)	1 (\$7.50)	2 (In Stock)	4
Walmart.com	0 (\$43.27)	1 (3-6 days)	0 (n/a)	0 (In Stock)	1

Summary: Wal-Mart was out of stock for this scooter, which means no points for Delivery Price (since we can't add it to the cart to check this), and obviously no points for Availability. Amazon comes out on top again, with Target in a not-very-close second place.

Electronics

Vizio E321VL 32-Inch 720p LCD HDTV (Black)					
32" flat screen tv	Price	Delivery Time	Delivery Price	Availability	Total
Amazon.com	0 (\$359.99)	1 (3-5 days)	0 (\$11.25)	2 (In Stock)	3
Target.com	1 (\$324.75)	0 (6-8 days)	2 (free)	2 (In Stock)	5
Walmart.com	2 (\$311.76)	2 (0 days)	2 (free)	2 (In Stock)	8

Summary: Wal-Mart wins here in every category but its delivery is in store only.

Nikon Coolpix S4100 14MP Digital Camera with 5x Optical Zoom

Digital camera	Price	Delivery Time	Delivery Price	Availability	Total
Amazon.com	2 (\$107.95)	2 (3-5 days)	0 (\$5.50)	2 (In Stock)	6
Target.com	0 (\$129.90)	0 (6-8 days)	2 (free)	2 (In Stock)	4
Walmart.com	1 (\$129.85)	1 (3-6 days)	2 (free)	2 (In Stock)	6

Summary: Amazon and Wal-Mart tied because although amazon has the better price its shipping was the most expensive.

HP Charcoal Gray 15.6" Pavilion G6-1B60US Laptop PC with AMD Dual-Core A4-3300M Processor and Windows 7 Home Premium 64-bit

HP Laptop	Price	Delivery Time	Delivery Price	Availability	Total
Amazon.com	2 (\$457.88)	2 (3-5 days)	0 (\$7.50)	2 (In Stock)	6
Target.com	0 (\$595.38)	0 (6-8 days)	2 (free)	2 (In Stock)	4
Walmart.com	1 (\$584.53)	1 (3-6 days)	2 (free)	2 (In Stock)	6

Summary: Amazon and Wal-Mart tied again but Amazon comes out ahead with an laptop over \$100 cheaper even after shipping cost.

Conclusion

This study concludes that there is no all-around best-in-every-way online retailer. Furthermore, many items are eligible for promotions at certain times at the retailers, further complicating the online shopping process.

Here is what each retailer scored by category:

<p>Electronics Amazon.com: 15 Target.com: 13 Walmart.com: 20</p>	<p>Women's Amazon.com: 16 Target.com: 14 Walmart.com: 16</p>
<p>Men's Amazon.com: 22 Target.com: 11 Walmart.com: 17</p>	<p>Kids Amazon.com: 24 Target.com: 10 Walmart.com: 9</p>

Overall

Amazon.com: 77

Target.com: 48

Walmart.com: 62

Based on these scores, Amazon.com is the overall winner as a retailer for holiday shopping. It came in at 15 more points than Walmart.com, with Target.com lagging behind both.

However, we found Walmart.com to be the clear winner for the Electronics category. Another exception is that Amazon.com and Walmart.com tied in the Women's category.

It's important to review the data for oddities. One prime example is the HP Laptop from Electronics. We found that Amazon.com had it for around \$100 cheaper than Walmart.com, even though they scored the same amount of points. Amazon.com lost points for that item because it charges for shipping, but as you can see, overall would be the cheapest route by a large margin even after shipping cost. Because of things like this, the scoring system is not perfect, but it does give a general idea.

Recommendation

From our results, we found Amazon.com to be the best overall online shopping experience.