

TV without cable, satellite

TiVo experimenting with service that lets non-subscribers record shows

Cord Cutters. TiVo is testing a Roamio OTA, a new service that lets viewers without cable or satellite subscriptions record TV programs. There are 10 million to 17 million households do not have an operator subscription of some kind and get their television through TV antennas. TiVo's package costs \$49.99, with a \$14.99 a month service fee and is available exclusively at 500 Best Buy stores. Meanwhile, there are now five or six cable operators in the U.S. that are incorporating Netflix in their package bundle.

Mixed Baskets. Target reported mixed results in its latest financial filings. They saw less shoppers, but those that did buy items, spent more money. Sales were strongest in toys and electronics, as well as food, health, and beauty. Sales were weakest in apparel and home goods. In June, the retailer introduced free online shipping on all



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orders over \$50 because its research shows that the number one cause of abandoned carts is a surprise at checkout, including uncertain shipping charges.

International Relations. TJMaxx gets its merchandise more than 16,000 vendors in over 75 countries. At any one time, the discount chain can be testing over 100 different ideas throughout the company. Its average online order is over \$100.

Small-Sized. Anthropologie retail stores are introducing a petite-size assortment offered online and in 21 stores. Sales of that product more than tripled in the second quarter over the same period last year and now executives are expanding petites to additional locations saying it is an underserved category.

Meat Market. Sanderson Farms does not expect the recent ban by Russia of United States chicken imports to materially affect its company. The Russian market accounts for less than 7 percent of the industry's total export markets and executives believe the industry and its company can find alternative markets for product otherwise sold to Russian customers.

Shelf Space. One of the top reasons customers say that they do not buy when they are in a Best Buy store is that the product they are looking for is not in

stock in that store at that time. Now the electronics chain is introducing a new inventory system that lets its sales staff see all available inventory in its distribution centers and all 1,400 stores. In the past, when Best Buy Blue Shirts were looking for a product that was out stock in a store, the system they used could only see a variable inventory in the individual store and the nearby distribution center.

Mulligans. Americans only want to look like golfers, not actually be them. Golf is Dick's Sporting Goods most challenging business with the sports chain reducing its golf business, merchandise and floor space for equipment. At the same time, apparel brand Perry Ellis International Golf reported a 14 percent increase in sales and continues to dominate the golf lifestyle apparel category. So while the broader golf market

including hard goods and green grass sales are reported down in total, apparel and accessories are growing and taking market share. There are around 16,000 golf courses in the U.S., and a similar number of course globally, reports Toro, which provides irrigation systems for these courses.

Virtual Reality. Microsoft recently announced that over 40 percent of its digital receipts are sold at retail, and Ubisoft has reported that 70 percent of its digital content sales from its Watchdogs videogame title came from retail locations, GameStop says. Over 60 percent of its customers visit GameStop on the web or via mobile prior to making a purchase in its stores.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

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