**Video Title:** The Rise and Fall Of Macy's

**Video URL:** <https://www.youtube.com/watch?v=xIN7DKhAmzU>

**Running Time/Source:** 5:59, CNBC/YouTube

**Close Caption Available:** Yes

For many years, Macy’s was the iconic department store in the United States. It was the largest in the world, it had a flagship location in downtown New York, and its annual Thanksgiving Day parade signaled the start of the Christmas season.

In recent years, however, the glitter about Macy’s has been tarnished. The price of its stock has dropped and it has closed 100 stores since 2010. In 1994, it declared bankruptcy and was merged with Federated Stores which, itself, had emerged from bankruptcy two years earlier. Together, they became the largest retailer in the United States.

Questions:

1. What does the video say is the most important measure of a retailer’s performance?

2).   What reasons are given in the video for Macy’s problems?

3).   Can you think of any retailer competitors of Macy’s which are experiencing similar

        problems as it is?