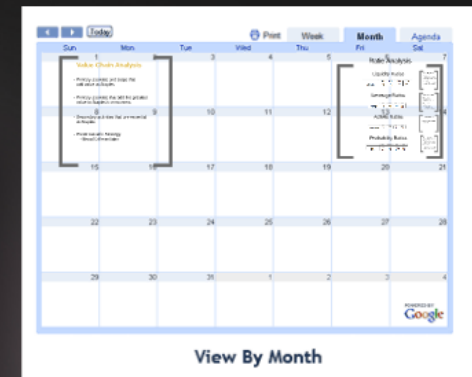


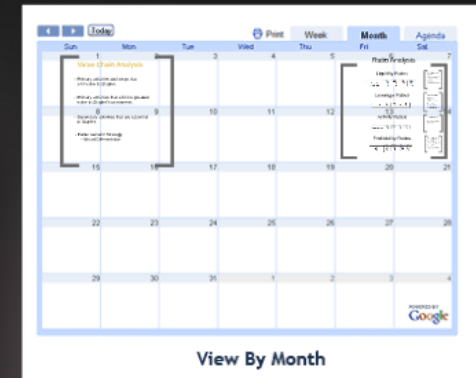
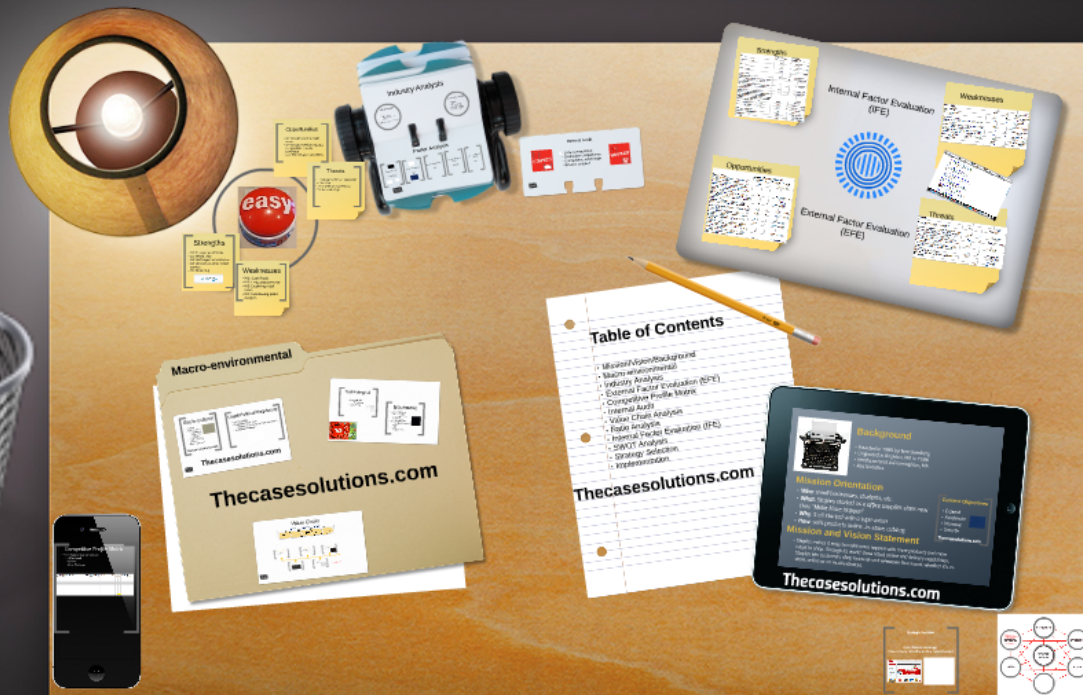
Staples.com Case Solution

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- Strategy Selection
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Backg

- Founded in 198
- Originated in Br
- Headquartered in
- Key Statistics

Mission Orientation

- **Who:** small businesses, students, etc.
- **What:** Staples started as a office supplier they "Make More Happen"
- **Why:** It all started with a type writer
- **How:** sells products online, in-store, catalog

Mission and Vision Statem

- Staples makes it easy to make more happen with mo ways to shop. Through its world-class retail, online Staples lets customers shop however they want, in-store, online or on mobile



Background

- Founded in 1985 by Tom Stemberg
- Originated in Brighton, MA in 1986
- Headquartered in Framingham, MA
- Key Statistics

Mission Orientation

- **Who:** small businesses, students, etc.
- **What:** Staples started as a office supplies store now they "Make More Happen"
- **Why:** It all started with a type writer
- **How:** sells products online, in-store, catalog

Mission and Vision Statement

- Staples makes it easy to make more happen with more products and more ways to shop. Through its world-class retail, online and delivery capabilities, Staples lets customers shop however and whenever they want, whether it's in-store, online or on mobile devices.

Current Objectives

- Expand
- Accelerate
- Increase
- Growth



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Current Objectives

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Macro-environmental

Socio-cultural

- Culture
- Back to school
- Elementary
- Highschool
- College
- Small and Large business
- Green customers



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Legal/Political/Regulatory

- Tax incentives
- Regulation level - Low
 - intellectual property and anti-trust laws
- Intellectual Property



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Technological

- Going digital
- "The Cloud"
- Online retail



Economic

- Leading Indicators
 - Stock market
 - Inventory levels
 - Retail sales
- Lagging Indicators
 - Unemployment rate
 - GDP
 - CPI
 - Interest rates



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Value Chain

Applications of Analytics Across the Value Chain



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