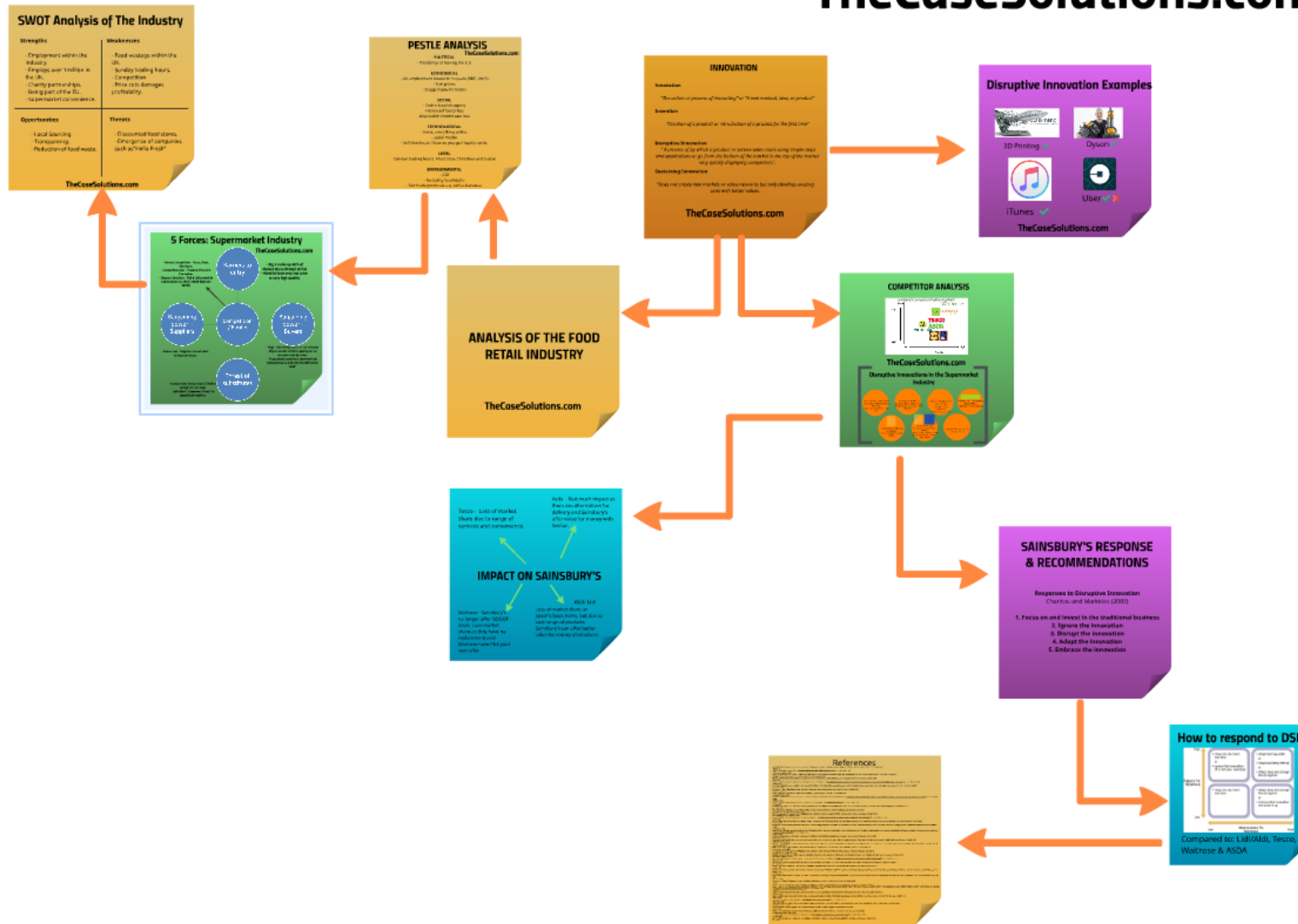


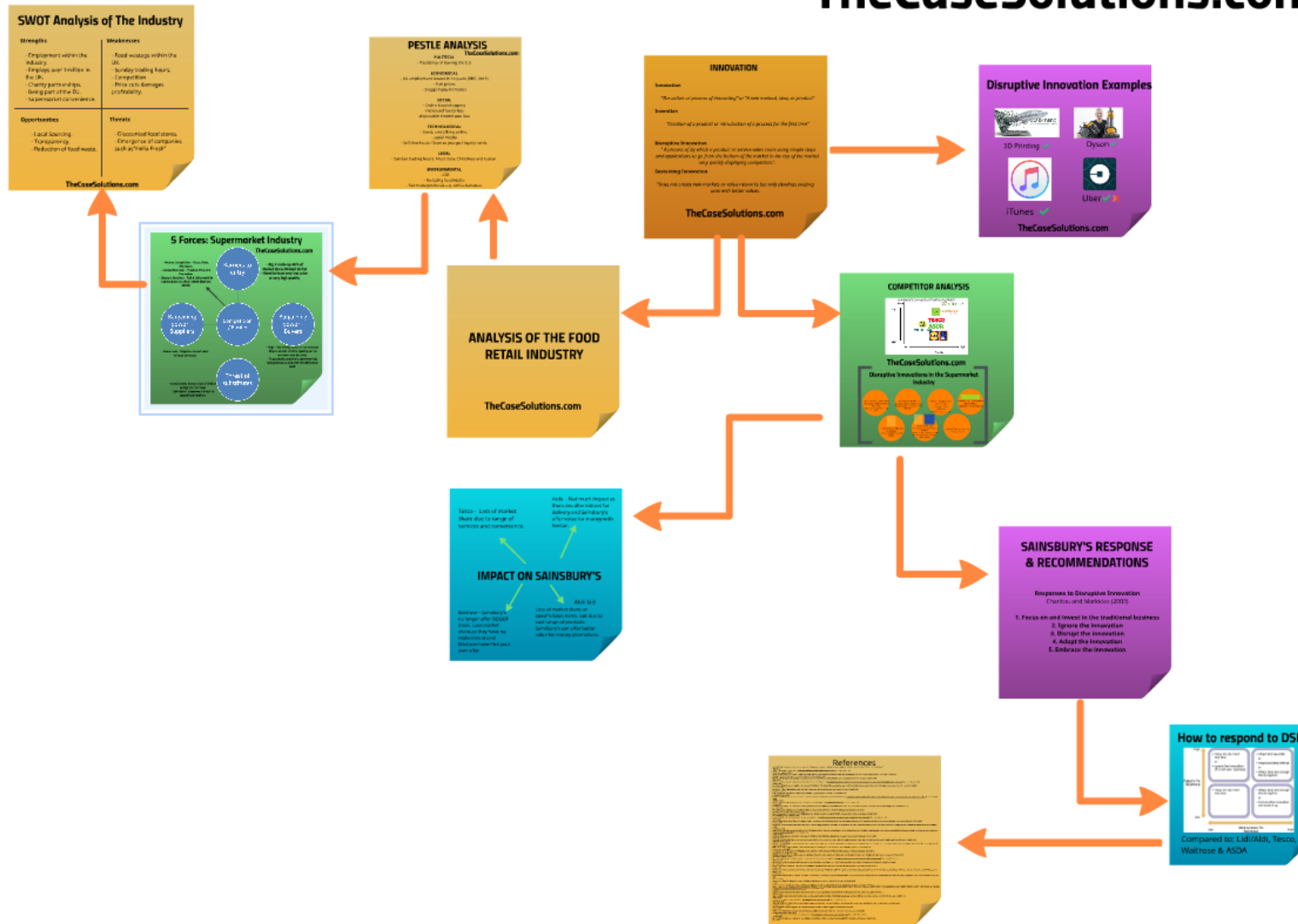
# Want to Innovate? Then Act Like a Start-up

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# INNOVATION

## **Innovation**

*"The action or process of innovating" or "A new method, idea, or product"*

## **Invention**

*"Creation of a product or introduction of a process for the first time"*

## **Disruptive Innovation**

*"A process of by which a product or service takes route using simple steps and applications to go from the bottom of the market to the top of the market very quickly displaying competitors".*

## **Sustaining Innovation**

*"Does not create new markets or value networks but only develops existing ones with better values."*

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# Disruptive Innovation Examples



3D Printing ✓



Dyson ✓



iTunes ✓



Uber ✓ ✗



# **ANALYSIS OF THE FOOD RETAIL INDUSTRY**

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# PESTLE ANALYSIS

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## **POLITICAL**

- Possibility of leaving the E.U

## **ECONOMICAL**

- UK employment lowest in 10 years (BBC, 2015)
  - Fuel prices
  - Sluggish pay increases

## **SOCIAL**

- Online food shopping
- increased fuel prices
- disposable income was low.

## **TECHNOLOGICAL**

- trend, everything online.
  - social media
- Self checkouts / Scan as you go / loyalty cards.

## **LEGAL**

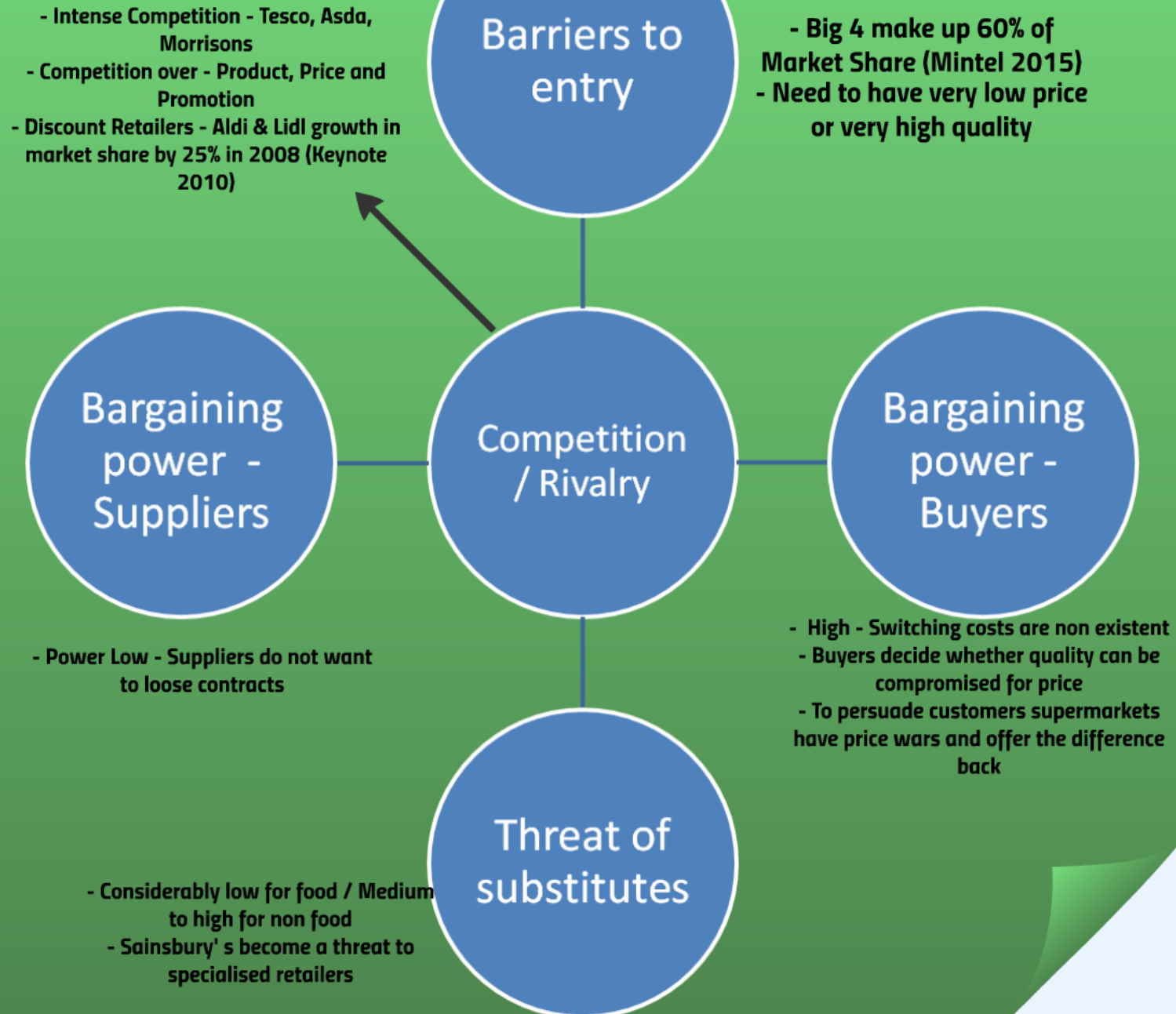
- Sunday trading hours. Must close Christmas and Easter.

## **ENVIRONMENTAL**

- CSR
- Reducing food waste
- Fair trade produces e.g. coffee bananas.

# 5 Forces: Supermarket Industry

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# SWOT Analysis of The Industry

## Strengths

- Employment within the industry.
- Employs over 1million in the UK.
- Charity partnerships.
- Being part of the EU.
- Supermarket convenience.

## Weaknesses

- Food wastage within the UK.
- Sunday trading hours.
- Competition
- Price cuts damages profitability.

## Opportunities

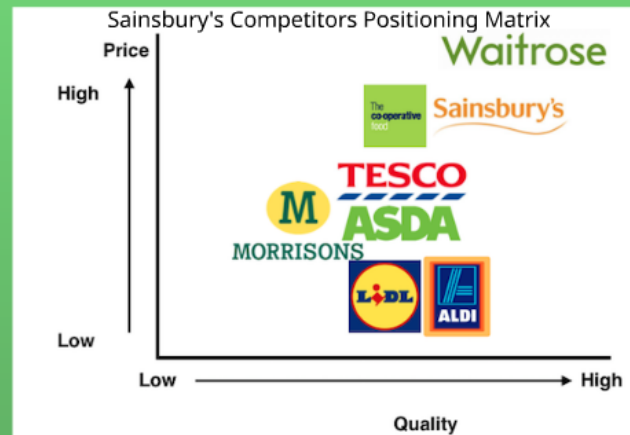
- Local Sourcing.
- Transparency.
- Reduction of food waste.

## Threats

- Discounted food stores.
- Emergence of companies such as "Hello Fresh"



# COMPETITOR ANALYSIS



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### Disruptive Innovations in the Supermarket Industry

