

Correct Company Direction
Publix
In 1967, Publix Super Markets, Inc. was founded in Jacksonville, Florida. The company has since grown to become one of the largest grocery chains in the United States. Publix is known for its commitment to customer service and its focus on fresh, high-quality products.



**Publix Super Markets, Inc.:
Achieving Customer
Intimacy**

TheCaseSolutions.com



**Publix Super Markets, Inc.:
Achieving Customer
Intimacy**

TheCaseSolutions.com

Publix Super Markets, Inc.: Achieving Customer Intimacy

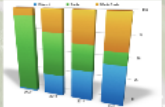
TheCaseSolutions.com

Current Company Direction & Position

S: manufacturing units
W: recalls, centralized operations
O: promotional strategies
T: Do not have CA over price

4.34% of Market Share
"Product created with the absolute highest quality of ingredients available anywhere for a truly unique product"

Environment of the Supermarket Industry



Current Marketing Mix: Public

Public Super Markets, Inc. is a leading national supermarket chain. The company is known for its commitment to quality, customer service, and community involvement. The current marketing mix is designed to achieve customer intimacy and maintain a competitive edge in the supermarket industry.

Current Company Direction & Position

S: manufacturing units

W: recalls, centralized operations

O: promotional strategies

T: Do not have CA over price

4.34% of Market Share

"Product created with the absolute highest quality of ingredients available anywhere for a truly unique product"

Environment of the Supermarket Industry

