

Overview

Strategic Issues & Problems (Intro)



Situational Analysis



Internal & External Analysis



Proposed Solution



Financial Overview



Recommendations



TheCaseSolutions.com

Case 2D
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MKG 576

Reed Supermarkets: A New Wave of Competitors

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James Johnson
Adam Fox
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Overall goal:
2% Market Share
Increase in the
Columbus Ohio
region (25 Stores)

Intro

- Unfortunately, Reed Supermarkets are perceived as high quality (from all perspectives) in a market where consumers are looking for value. This poses as a significant hurdle for Reed's.
- Consumers are less loyal and spending less each trip.