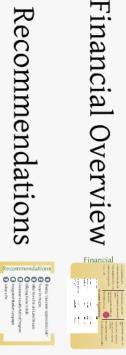
## Overview

Strategic Issues & Problems (Intro)

Situational Analysis

Internal & External Analysis **Proposed Solution** 

Recommendations













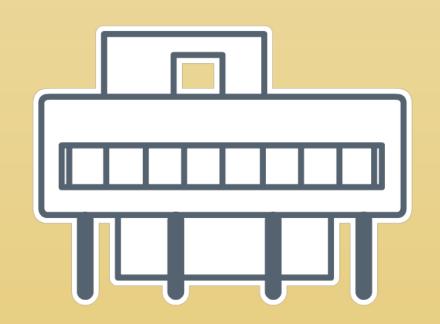




Case 2D Dr. Drea MKGT 576

# Reed Supermarkets: A New Wave of Competitors

Udit Singh James Johnson Adam Fox Nimitta Tamrakar



## Strategic Issues & Problems (Intro)



Situational Analysis



Internal & External Analysis



Proposed Solution



Financial Overview



Recommend washed share increase.

Recommendations



### Intro

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

-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.