

# Trader Joe's

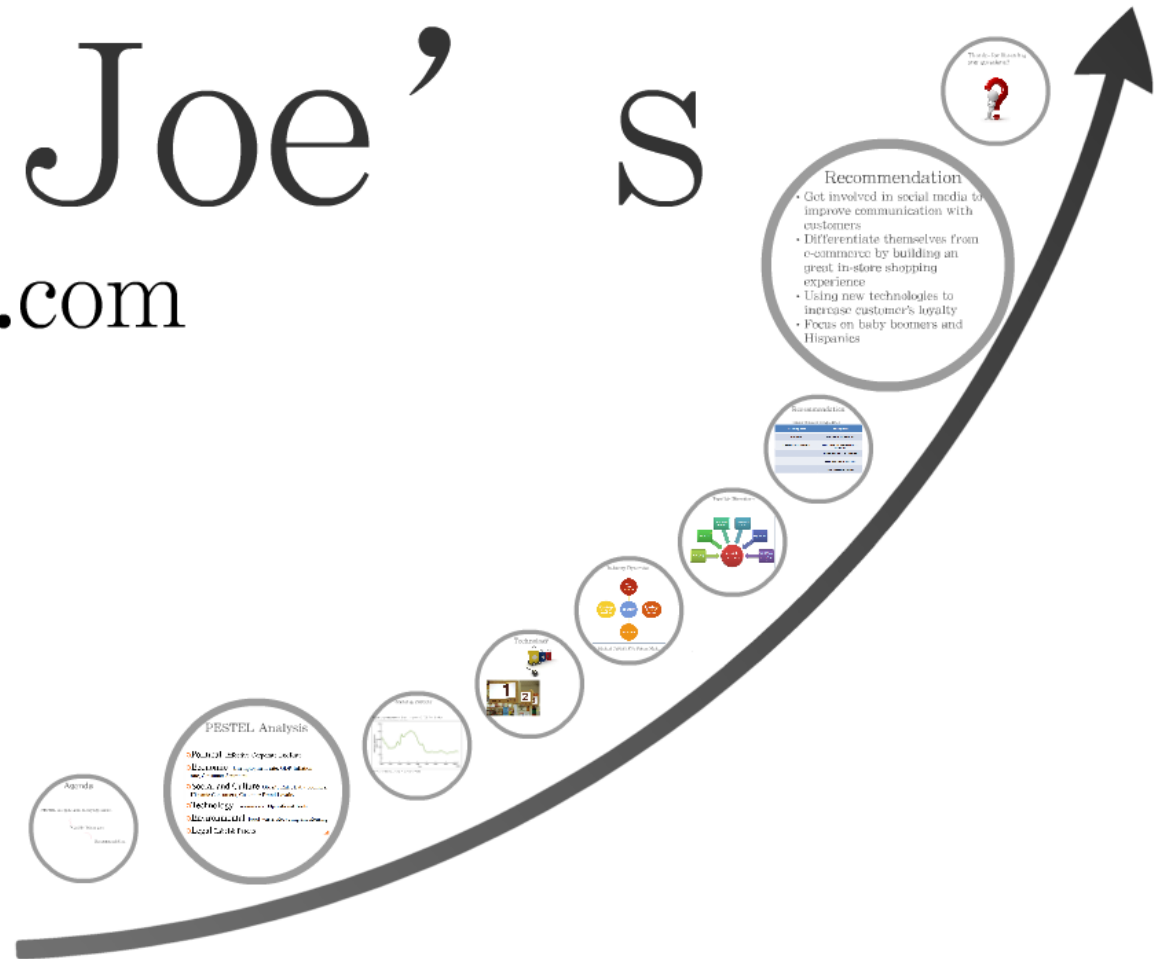
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BUS845  
Strategic Management

Trader Joe's  
Case Study



Group 3  
Michael Grey  
Quang Dung Nguyen  
Bochao Sun  
Jin Hao



# BUS845

## Strategic Management

### Trader Joe's Case Study

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PESTEL analysis & Indus

Possible E

# Agenda

PESTEL analysis & Industry Dynamics



Possible Directions

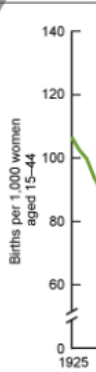


Recommendation

# PESTEL Analysis

- **Political** Effective Corporate Tax Rate
- **Economic** Unemployment rate, GDP, Inflation rate, Consumer Sentiment
- **Social and Culture** Obesity Rate, Baby boomers, Hispanic Consumers, Customer Brand Loyalty
- **Technology** E-commerce, Operational Tools
- **Environmental** Food waste, Recycling and Reusing
- **Legal** Label & Patents

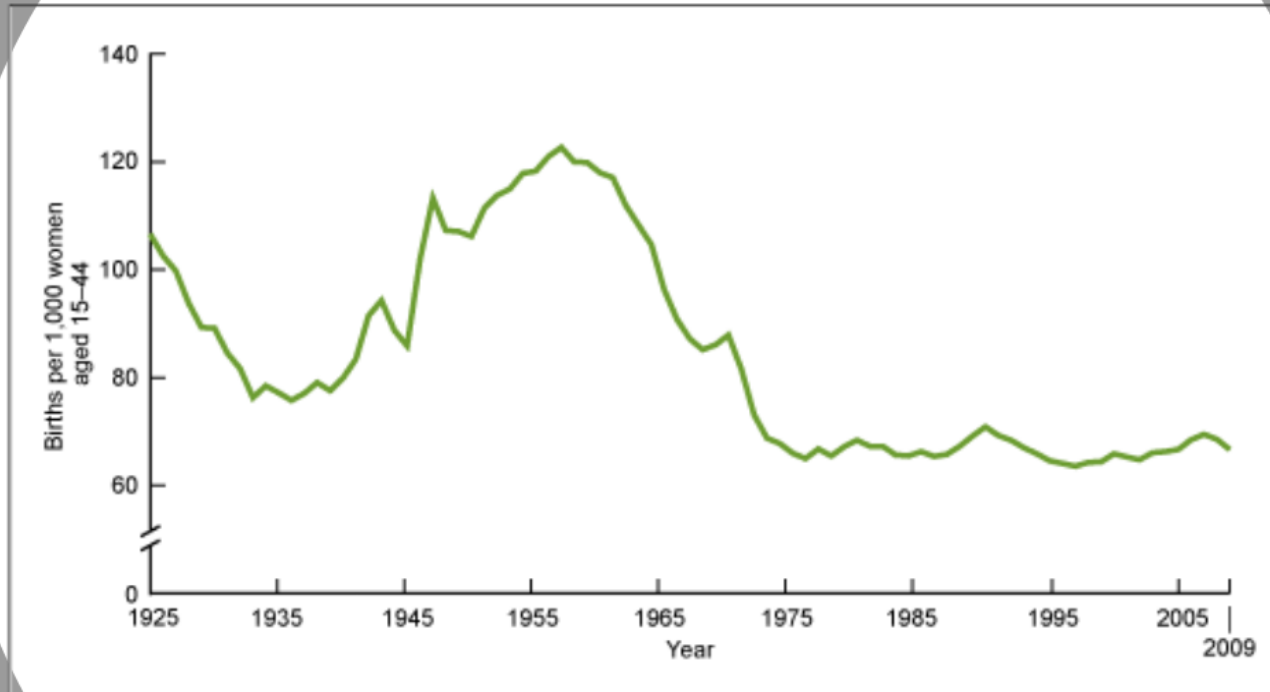
Baby bo



SOURCE: CBO

# Social & Cultural

Baby boomers were born in period 1945 - 1965



SOURCE: CDC/NCHS, National Vital Statistics System