# Trader Joe'

The Casesolutions.com





#### Recommendation

- Got involved in social media to improve communication with customers
- Differentiate themselves from e-commerce by building an great in-store shopping experience.
- Using new technologies to
- increase customer's loyalty

  Focus on baby beomers and





Trader Joe's Case Study

> Group 3 Michael Grey Quang Dung Nguyen Bochao Sun Jin Hao



PESTEL Analysis

officements to appear as one state and officements and officer one as the common fraction of the following and officements are appeared as the following appeared as the following and the following appeared as the following and t



Transcore Control of C



## BUS845 Strategic Management

Trader Joe's Case Study

Group 3
Michael Grey
Quang Dung Nguyen
Bochao Sun
Jin Hao



Agen

ESTEL analysis & Indi

# Agenda

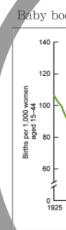
PESTEL analysis & Industry Dynamics

Possible Directions

Recommendation

# PESTEL Analysis

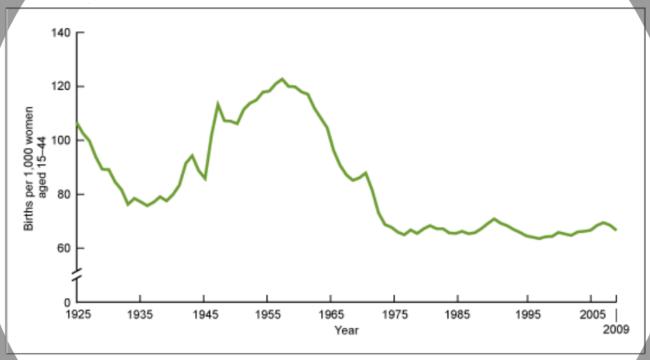
- OPolitical Effective Corporate Tax Rate
- Economic Unemployment rate, GDP, Inflation rate, Consumer Sentiment
- Social and Culture Obesity Rate, Baby boomers, Hispanic Consumers, Customer Brand Loyalty
- Technology E-commerce, Operational Tools
- oEnvironmental Food waste, Recycling and Reusing
- oLegal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



SQURCE: C

### Social & Cultural

Baby boomers were born in period 1945 - 1965



SOURCE: CDC/NCHS, National Vital Statistics System