



**Marketing Strategy**

- Focus on quality and customer service
- Use of social media and email marketing
- In-store promotions and events



**SWOT Analysis**

- Strengths: High quality products, excellent customer service, strong brand identity, low employee turnover.
- Weaknesses: Limited product range, high prices, limited geographic presence.
- Opportunities: Expansion into new markets, diversification into new product categories.
- Threats: Increased competition, economic downturns, changes in consumer preferences.

**TRADER JOE'S COMPETITIVE ADVANTAGES**



**Competitive Advantages**

- High quality products
- Excellent customer service
- Strong brand identity
- Low employee turnover

**RESOURCES**



**Capabilities**

- Strong brand identity
- Excellent customer service
- Low employee turnover



**Financial Position**

- Strong financial performance
- Low debt levels

**Operational Efficiency**

- Streamlined supply chain
- Efficient store operations

**Sustainability**

**Environmental**

- Commitment to organic and natural products
- Sustainable sourcing practices



**Values**

- Commitment to quality
- Focus on customer service
- Emphasis on sustainability
- Low employee turnover



**HR**

- Low employee turnover
- Strong brand identity

**Costly to Imitate**

- Strong brand identity
- Excellent customer service
- Low employee turnover

**TRADER JOE'S Recommendations**

- BEST PRACTICES OF ORGANIZATIONS ADOPTED IN SUCCESS CHANGING
- RISKY MOVE WOULD BE TO KEEP ARI AND JOE VIRE
- PURSUE AND PROMOTE CORPORATE SOCIAL RESPONSIBILITY



THANK YOU!

ENJOY YOUR DAY!

Welcome to . . .

# TRADER JOE'S

Ashley Strong  
Greg Hoskin  
Stephanie Chaing  
Eduardo Yniguez  
Charde Foster  
Courtney Davis

[ **Management 425** ]





# INTRODUCTION

- Founded 1958
- Joe Coulombe





1958- Joe purchased Pronto Convenience Stores

Developed idea of 'beachy' Trader Joe's while on vacation in the Caribbean