


# Keurig: From David to Goliath: The Challenge of Gaining and Maintaining Marketplace Leadership

**Plan-o-gram**



Store Dimensions 100'x55'  
 Windows 4'6" x 16"  
 Sales Floor 39' x 66"  
 Fitting Rooms 7' x 10"  
 Stock Room 23'6" x 30"  
 Office 19'6" x 30"  
 Restroom 10' x 11"

**Creating A Whole New Experience**

We intend to create a new personal experience for each of our customers, while continuing to provide quality and style at an affordable price.

By utilizing a personalized design in our stores and providing our consultants with expert training, we are able to help our clients make the most of their budget and ensure each bride gets the personal attention she deserves.

**David's Bridal**

**Mission Statement:**

Our mission is to help brides find their dream dress for a beyond dreamy price. With a personal touch, each bride that walks through our doors will get to experience her dress shopping fantasy. At David's Bridal, quality, style, and affordability have come together to create a match made in heaven.



**In-Store Design and Wall Display**



**Store Front**




**TheCaseSolution.com**

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We intend to create a new personal experience for each of our customers, while continuing to provide quality and style at an affordable price.


By utilizing a minimalistic design in our stores and providing our consultants with expert training, we are able to eliminate the clutter and chaos of finding the perfect dress at the perfect price.

Consultants will now be assigned by appointment to ensure each bride gets the personal attention she deserves.

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### Store Front



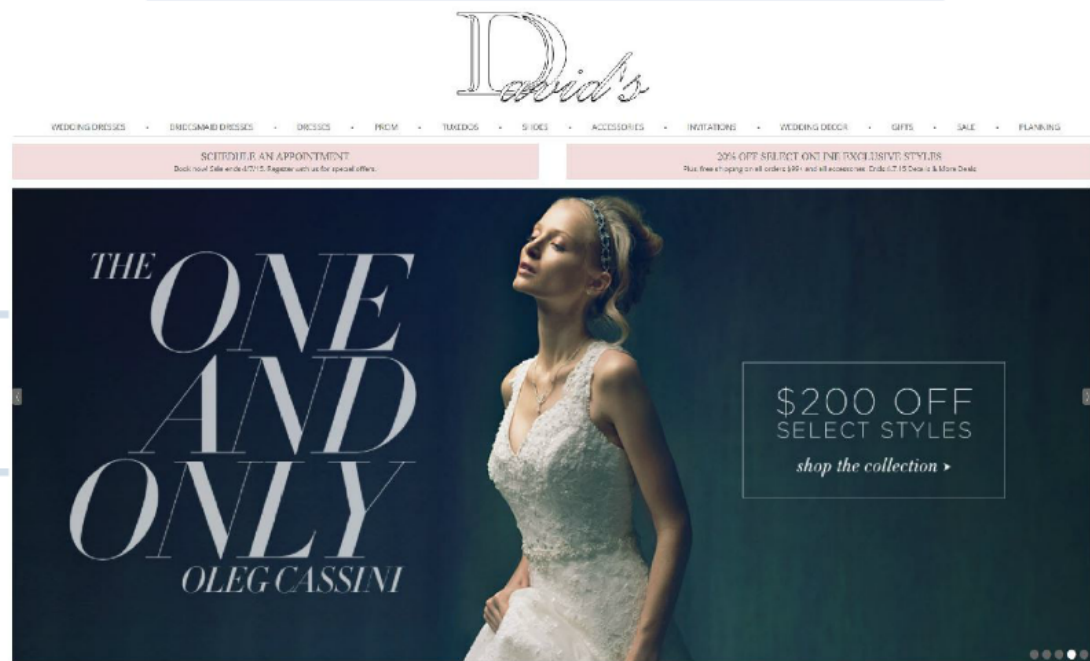
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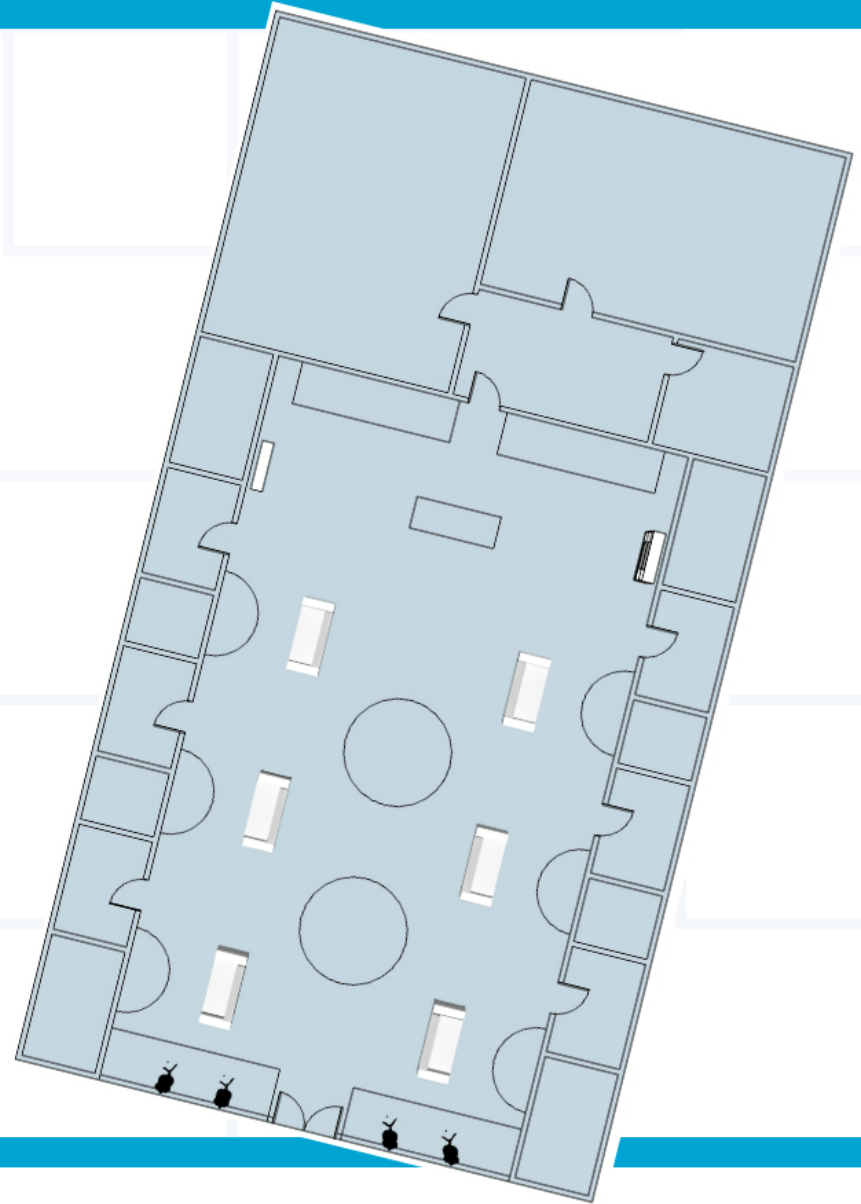
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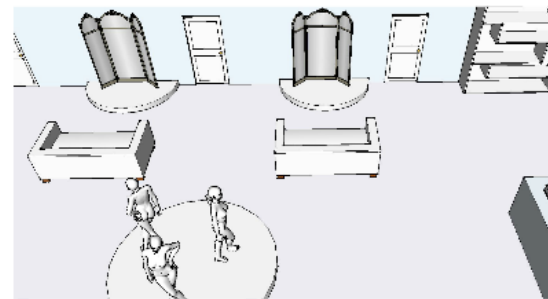
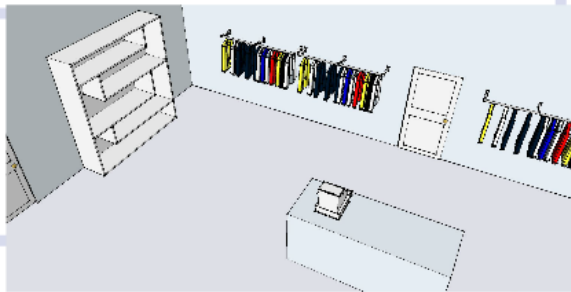
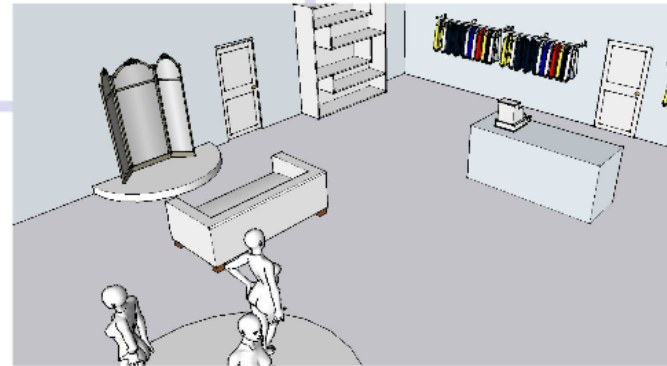
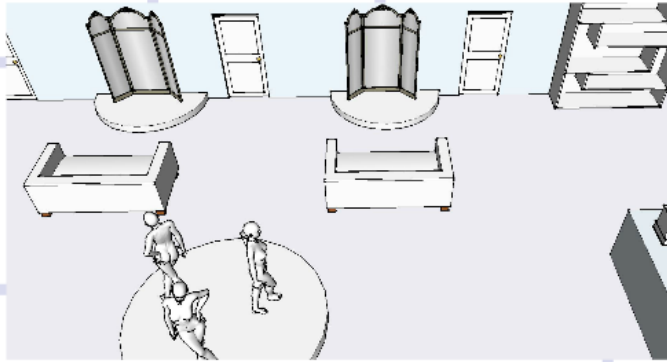
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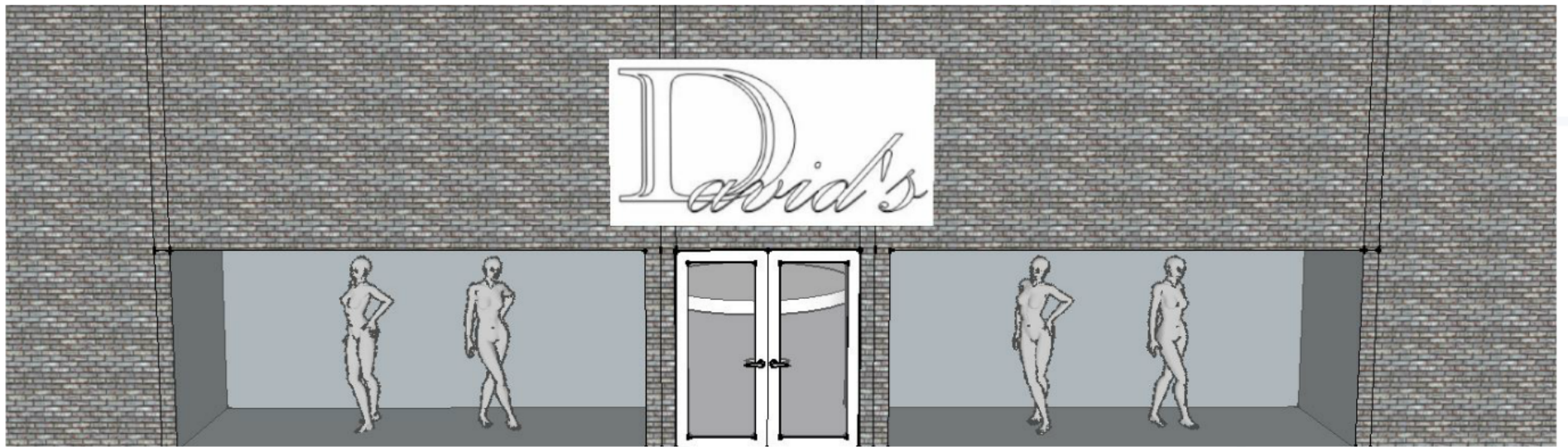


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