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The image shows the exterior of a Home Depot store. The building is constructed of reddish-brown brick with a large, prominent sign that reads "THE HOME DEPOT" in orange, three-dimensional letters. Below the sign is a glass entrance with a sign that says "ENTRANCE" and the address "1450" above it. The sky is blue with some light clouds. There are some small white annotations on the sign, including a circle around the letter 'O' in "DEPOT" and a line pointing to the letter 'E' in "HOME".

THE HOME DEPOT

Renovating Home Depot: 2000-2006

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A photograph of a Home Depot store's exterior. The building is constructed of reddish-brown brick with a large, gabled roof. The words "THE HOME DEPOT" are mounted on the brick facade in large, orange, three-dimensional block letters. Below the sign is a wide glass entrance with a sign that says "ENTRANCE" and the address "1450" above it. The sky is blue with some light clouds. In the foreground, there are some bare trees and a parking lot with orange bollards.

THE
HOME DEPOT

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History

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Bernie Marcus Arthur Blank



1978

Went Public

1981

Broke \$1 billion Sales
With 50 stores

1989

Robert Nardelli



2000

Frank Blake



2007

2,100 Stores in
America, Canada,
China, Mexico

Today

Strategies of the Leaders

Bernie Marcus

Arthur Blank



- Emphasize on Customer Service
- Well-Trained Employees
- Social Responsibility

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Robert Nardelli



- Military influenced
- Centralized system
 - eliminate and consolidate division executive
- Cost leadership

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Frank Blake



- Balancing Value and Cost Leadership
- Refocus Home Depot's Vision
- Gather Retail Market

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SWOT Analysis

Strengths

- Blake, new CEO refocus on retail stores
- High number of retail store in USA, Canada, Mexico, China

Weaknesses

- Low customer satisfaction
- Poor organizational Structure
- Employee are not well-trained
- Employee distrusting

Opportunities

- Being the 1st-mover in China
- High number of retail stores

Threats

- Hamburger Crisis
- American Customer Satisfaction Index effected stock price
- High competition