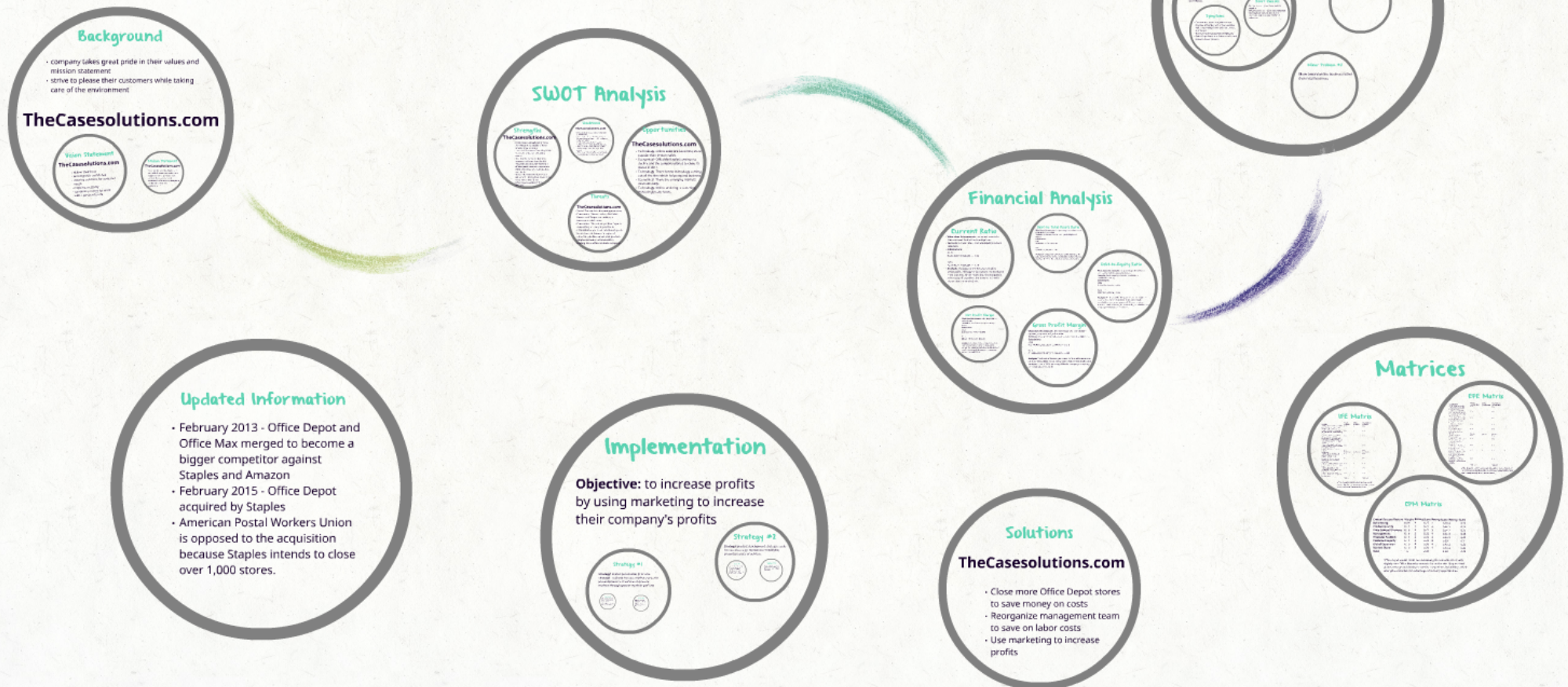


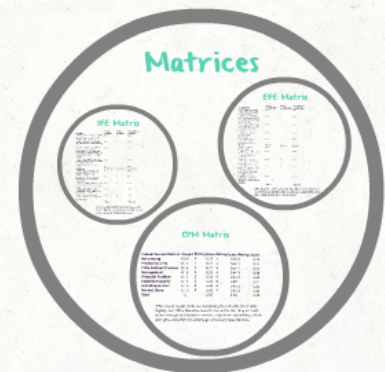
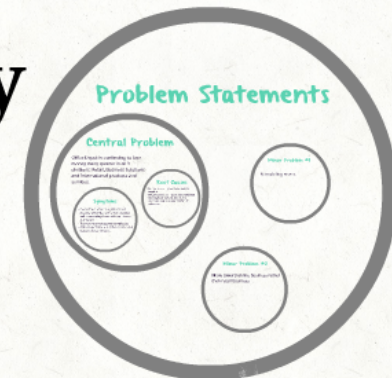
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Renova Toilet Paper: Avant-garde Marketing in a Commoditized Category



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Vision Statement

TheCasesolutions.com

- deliver their best
- winning with confidence
- creating solutions for customer needs
- inspiring creativity
- combining energy for work with a passion for life

Mission Statement

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"Our mission at Office Depot is to be a global, leading innovator as a supplier of office products and services for consumers and business of all sizes while creating a positive impact on the environment."

Strengths

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- Office Depot uses websites in more than 40 countries outside of North America to sell products.
- Launched “Document Shredding While You Wait”, an in-store shredding service.
- Received the Corporate Business Achievement Award from the U.S. Postal Service for its commitment in offering postal services and products within the company’s retail locations worldwide.
- Named “Best New Product” award winner with Lil Drug Store Products by Convenience Store News.
- Office Depot operates in three divisions.

Weaknesses

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- Office Depot continued to lose money each quarter in 2011.
- Office Depot had the lowest Percentage of Quarterly Revenue Growth in 2011 compared to the competition.
- The three divisions all show negative numbers in the financial performance data.
- Office Depot stores in North America that have been open more than a year fell 1 percent.
- Office Depot is an unprofitable company and needs to change their business model.

Threats

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- Social- The world is becoming paperless.
- Economical- Stores such as Wal-Mart, Kmart, and Target are looking to increase market share.
- Economical- The industry Office Depot is competing in is very unprofitable.
- OfficeMax began to sell additional goods to business customers in hopes of offsetting declines on original products.
- Staples formed an alliance with a leading Swiss office products company.

Opportunities

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- Technology- Online sales are becoming more popular than in-store sales.
- Economical- OfficeMax's sales continue to decline and the company planed to close 15 stores in 2011.
- Technology- There is new technology coming out all the time which helps expand business
- Economical- There are emerging markets internationally.
- Technology- Online ordering is becoming increasingly easy to use



Solutions

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- Close more Office Depot stores to save money on costs
- Reorganize management team to save on labor costs
- Use marketing to increase profits