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A photograph of a Home Depot store with a large orange sign. A diagram is overlaid on the sign, showing a flow from the 'H' to the 'O' to the 'M' to the 'E' to the 'D' to the 'E' to the 'P' to the 'O' to the 'T'. The diagram includes a box with a downward arrow pointing to the 'M', a box with a rightward arrow pointing to the 'E', a box with a downward arrow pointing to the 'D', a box with a rightward arrow pointing to the 'E', and a box with a downward arrow pointing to the 'P'.

THE HOME DEPOT

The Home Depot: Leadership in Crisis Management

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A photograph of a Home Depot store with a large orange sign that reads "THE HOME DEPOT". The building has a brick facade and large glass windows. A diagram is overlaid on the sign, showing a flow from the "HOME" part of the sign down to the entrance area, which is marked with a red "ENTRANCE" sign. The diagram includes a vertical line with a downward arrow, a horizontal line, and a circular arrow indicating a loop or cycle. There are also small icons of a shopping cart and a truck along the flow path.

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

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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