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The Home Depot, Inc.



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History

- April 14, 1978: Bernie Marcus and Arthur Blank were fired from Handy Dan Home Improvement Centers.
- June 29, 1978: The Home Depot Inc. was incorporated
- June 22, 1979: The first two Home Depot stores opened on Memorial Drive and Burford Highway in Atlanta, Georgia.
- 1979: There were 3 stores, over 200 employees, and an average weekly sales of \$81,700.

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- 1980: The Home Depot stock went public and raised \$4.093 million
- 1987: Stores began using the UPC scanning system
- 1989: The 100th store was opened.
- 1990: The Home Depot became the largest home improvement retailer.
- 1994: They expanded the corporation to Canada.
- 1995: The first Tool Rental was opened in Nashville, Tennessee.

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- 1997: The Kid's Workshops were introduced and Bernie Marcus handed over CEO to Arthur Blank.
- 2000: Established e-commerce site with test market in Las Vegas, NV
- 2002: The 1,500th store was opened and they expanded to Mexico.
- 2010: The Home Depot was the first brick-and-mortar retailer with apps on the top three smartphone platforms and launched the FIRST phone.
- 2012: They celebrated their 100th Home Depot in Mexico.

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Slogans

- Early 1990s: "The Home Depot, low prices are just the beginning"
- Late 1990s: "When you're at the Home Depot, You'll feel right at home."
- 1999: "The Home Depot: First In Home Improvement!"
- 2003: "You can do it. We can help."
- March 18, 2009: "More Saving. More doing"

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Logo



Mission Statement

- Bernard Marcus and Arthur Blank envisioned a superstore that would offer a huge variety of merchandise at great prices and with a highly trained staff. Employees would not only be able to sell, but they would also be able to walk customers at every skill level through most any home repair or improvement. They would teach customers how to handle a power tool, change a fill valve or lay tile. Arthur Blank once states "Bernie and I founded The Home Depot with a special vision – to create a company that would keep alive the values that were important to us. Values like respect among all people, excellent customer service and giving back to communities and society."

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Facts and Figures

- Founders: Bernard Marcus, Arthur Blank, Ron Brill (Home Depot's first official employee), and Pat Farrah (merchandising guru).
- CEO: Craig Menear
- Over 2,200 stores in USA, Canada, and Mexico.
- More than 385,000 employees
- More than \$88.5 billion in revenue in 2015

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