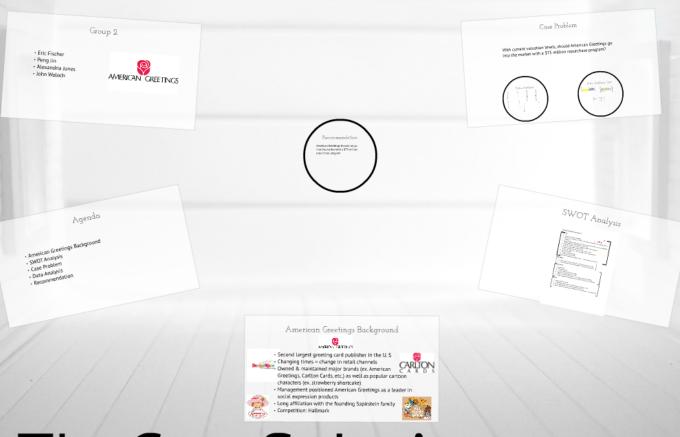
## American Greetings Harvard Case Solution & Analysis



The Case Solutions.com

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## Group 2

- Eric Fischer
- Peng Jin
- Alexandria Jones
- John Woloch



## Agenda

- American Greetings Background
- SWOT Analysis
- Case Problem
- Data Analysis
- Recommendation

## American Greetings Background



Second largest greeting card publisher in the U.S.

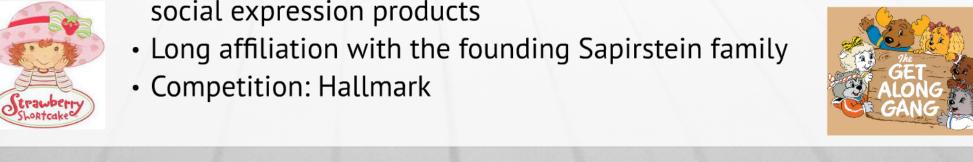


• Changing times = change in retail channels



- Owned & maintained major brands (ex. American Greetings, Carlton Cards, etc.) as well as popular cartoon characters (ex. strawberry shortcake)
- Management positioned American Greetings as a leader in social expression products





# SWOT Analysis

#### AMERICAN GREETINGS SWOT ANALYSIS

- 2<sup>nd</sup> largest greeting card publisher
- 2. Owner of major brands: A G, Carlton Cards, Gibson, Recycled Paper Greetings, Papyrus, &
- 3. Owner of rights to popular characters: Strawberry Shortcake, the Care Bears, Holly Hobbie, the Get Along Gang, & the Nickelodeon characters.
- 4. Additional revenue generated by licensing of rights of these characters
- 5. Electronic cards available on the internet
- 6. Kiosks in retail stores to allow the creation of custom cards
- 7. Presence in "Dollar Stores" where greeting cards are a top-selling item Paper Greetings
- 8. Product innovation
- 9. Stronger retail partnerships
- 10. Diversified product portfolio
- 11. Roll-out of technological enhancements (i.e., mobile apps) to improve sales

#### WEAKNESSES

- 1. Decline in the overall greeting card market (in next 4 years: 4% 16%)
- 2. Decline in sales due to the rise in substitute forms of social expression

#### **OPPORTUNITIES**

- 2. International sales
- 3. Develop additional electronic offerings
- 4. Expand licensing of popular characters
- 5. Customer contests to generate new card designs (via Nickelodeon kids)
- 6. Further reposition the company focus from gift cards to non-card merchandise

### THREATS

- 1. Hallmark is #1 competitor
- 2. Technological change in the overall greeting card market to e-cards
- 3. Rapid expansion of social media networks (Facebook, etc.)
- 4. Ease of digital communication as a substitute for traditional forms (i.e. greeting cards)

### AMERICAN GREETINGS SWOT ANALYSIS

### STRENGTHS

- 1. 2<sup>nd</sup> largest greeting card publisher
- Owner of major brands: A G, Carlton Cards, Gibson, Recycled Paper Greetings, Papyrus, & DesignWare.
- 3. Owner of rights to popular characters: Strawberry Shortcake, the Care Bears, Holly Hobbie, the Get Along Gang, & the Nickelodeon characters.
- 4. Additional revenue generated by licensing of rights of these characters
- 5. Electronic cards available on the internet
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Paper Greetings

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- 1. Decline in the overall greeting card market (in next 4 years: 4% 16%)
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### **OPPORTUNITIES**

- 1. Acquisitions
- 2. International sales
- 3. Develop additional electronic offerings
- 4. Expand licensing of popular characters
- 5. Customer contests to generate new card designs (via Nickelodeon kids)
- 6 Further renocition the company focus from gift cards to non-card merchant