

To provide services with quality
maintain high level of customer service

Current Objectives

• Increase sales volume
• Increase customer loyalty
• Increase market share
• Increase brand awareness
• Increase customer satisfaction
• Increase employee productivity
• Increase operational efficiency
• Increase financial performance
• Increase social media presence
• Increase website traffic
• Increase search engine ranking
• Increase email marketing effectiveness
• Increase customer retention rate
• Increase net promoter score
• Increase customer lifetime value
• Increase repeat purchase rate
• Increase customer feedback score
• Increase customer service rating
• Increase customer complaint resolution time
• Increase customer loyalty program participation
• Increase customer referral rate
• Increase customer retention rate
• Increase customer lifetime value
• Increase customer repeat purchase rate
• Increase customer feedback score
• Increase customer service rating
• Increase customer complaint resolution time
• Increase customer loyalty program participation
• Increase customer referral rate

Opportunities

	Weight	Rating	Weighted Avg.
1. Strong growth of online sales	15	5	75
2. High level of customer loyalty	10	4	40
3. High brand awareness	10	4	40
4. Strong customer service	10	4	40
5. High employee productivity	10	4	40
6. High operational efficiency	10	4	40
7. High financial performance	10	4	40
8. High social media presence	10	4	40
9. High website traffic	10	4	40
10. High search engine ranking	10	4	40
11. High email marketing effectiveness	10	4	40
12. High customer retention rate	10	4	40
13. High net promoter score	10	4	40
14. High customer lifetime value	10	4	40
15. High customer repeat purchase rate	10	4	40
16. High customer feedback score	10	4	40
17. High customer service rating	10	4	40
18. High customer complaint resolution time	10	4	40
19. High customer loyalty program participation	10	4	40
20. High customer referral rate	10	4	40
Total	1	2.67	2.67



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- Competitive Profile Matrix
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- Strategy Selection

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Background

Zales was founded in 1924, incorporated in 1993. They have 1796 stores under the names of Zale and Gordon's, Zales Outlet, Peoples and Mappins, and Piercing Pagoda. Last year they recorded \$1.9 Billion in revenue.

Market Cap: 515.71M

Profit Margin: 0.53%

ROE: 5.50%

EBITDA: 68.14M

Current Ratio: 2.04

Vision

To provide guests with quality merchandise at affordable prices

Mission Orientation

Our focus is on middle income individuals. We provide quality merchandise at an affordable price. Service at a location that our patrons will likely be located (the mall). Our customers demand high quality.

Current Objectives

- Zales is aiming to regain market dominance.
- Increasing direct sourcing and investing in their people, to have the best people at all levels—stores, field, and corporate.
- Zales Jewelers returned to basics, i.e., targeting middle-class consumers; extensive, competitively priced assortments, especially diamond fashion and solitaires; and its Diamond Store identity.

Mission Statement

- The mission of Zale Corporation is to be the best specialty retailer in North America. Our goal is to develop and maximize the finest collection of jewelry brands in order to build lasting customer relationships that will generate solid returns for our shareholders.

Social Responsibility Statement

Being a leading specialty retailer of fine jewelry goes beyond superior products and services. Our commitment to being a responsible company includes our efforts to be transparent and honest, but also includes the social, environmental and economic interests in the communities where we do business. Our customers and stakeholders place enormous value on our corporate citizenship, and we take that responsibility very seriously.

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