



Thecasesolution.com

Lowe's

Environment

We continue to build on a history of environmental leadership by helping consumers reduce their energy and water use and their environmental footprint while saving money through a growing number of product and service solutions.
-Lowe's Companies, Inc.



ENERGY STAR® Partner of the Year - Sustained Excellence Award for the fourth consecutive year

Product differentiation

- National Brands**
- Whirlpool®, GE®, Samsung® Private Brands
 - Kobalt® tools, allen+roth® home decor products, Poriflex® lighting products, Garden Treasures® lawn and patio products



Expanding Online and on-site product assortments
DIY/DIEM
Installed Sales
Selling Channels
• Online, on-site, contact centers
Credit Financing
Extended Protection Plans and Repair Services.
MYLOWES

Five Competitive Forces

1. Rivalry among established competitors (Home Depot, Sears Roebuck)
2. Bargaining Power of Suppliers
3. Bargaining Power of Buyers
4. The Threat of Substitute Products or Services
5. The Threat of New Competitors



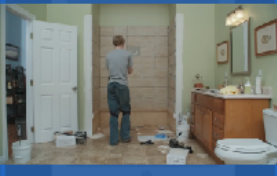
Since 1946 ...



Lowe's Fix in Six Vines Campaign

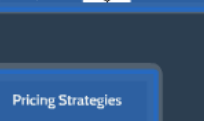


Need Help... ...Never stop improving



Advertising

Focus their advertising efforts on television and radio campaigns on Saturday Mornings, when 40% of the population is watching with children, according to Nielsen research.



Pricing Strategies

- "Go Local"
- Increase competitive pricing zones
 - Raise price optimization
 - Defining the categories



PESTLA Analysis



Lowe's Employees

Employees have said that one of the reasons to work at Lowe's is that working there would benefit working at Lowe's on health insurance, income protection, retirement plans, and other benefit programs.

Annual Employee of the Year
Lowe's Companies, Inc.

SWOT Analysis



Supply Chain



Source products from over 7,000 vendors worldwide. Sometimes straight from manufacturers to reduce cost
14 Regional Distribution Centers (RDC)
15 Flatbed Distribution Centers for special handling goods
3 third-party transload facilities for imported goods then sent out to RDCs

Recommendations

- Expand its geographical presence in the emerging markets
- Effectively utilize the resources in terms of its R&D
- Work on production innovation by using technological advancement
- Partner with companies that can help it leverage its competitive advantage



Cost Structures

Land: 21,970 M
Labor: 613 M
Capital: 1,800 M
Total Revenue: 50,208 M

Lowe's Vs Home Depot

Last data (2014)	LOWE'S	HOME DEPOT
Sales	\$3.4B	78.1B
Cost of Goods Sold	\$6.4B	\$9.5B
Net Income	2.27B	5.98B
Number of stores	1830	2263

Lowe's Vs Home Depot

Long financial track record, strong brand equity, and a wide range of product offerings. Home Depot's focus on customer service and a strong online presence. Home Depot's focus on customer service and a strong online presence.

Vision Statement

Our vision is to be the most trusted and most convenient place for customers to buy and use the products and services they need to improve their lives.

Since 1946 ...



Supp



Source 7,000

Products

Lowe's offers 40,000 products in 15 product categories ranging from appliances to tools, to paint, lumber and nursery products and have hundreds of thousands more available by Special Order – offering everything customers need to build, maintain, beautify and enjoy their homes.



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e year

Product differentiation

National Brands

- Whirlpool® , GE® , Samsung®

Private Brands

- Kobalt® tools, allen+roth® home décor products, Portfolio® lighting products, Garden Treasures® lawn and patio products



Expanding Online and on-site product assortments

DIY/DIFM

Installed Sales

Selling Channels

- Online, on-site, contact centers

Credit Financing

Extended Protection Plans and Repair

Services

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Corporations
2. Bargaining Po
- Lowe's offer
3. Bargaining Po
- buyers have
4. The Threat o
- large variety
5. The Threat of
- low rate of c

Vision Statement

"We will provide customer-valued solutions with the best prices, products and services to make Lowe's the first choice for home improvement."



Lowe's Values:

- Customer Focused
- Teamwork
- Ownership
- Passion for Execution
- Respect
- Integrity



Advertising

Lowe's has a wide variety of television and radio commercials
Sponsors several Speedway Motorsports
Inspiring and compelling multi-cultural marketing initiative to enhance their in store experience



Need Help...

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