





**MGT220 Final Presentation Presented
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Thecasesolution.com



The Home Improvement Retail Industry

- **Stores purchase goods from manufacturers or wholesalers to sell to consumers:**

- contractors, construction companies, homeowners, renters

***\$158.9
billion***

LOWE'S

Founded in 1946:

- Carl Buchan, Founder
- North Wilkesboro, NC

Originally small hardware store:

- Overalls, washtubs, work boots, horse collars

Later focused on home improvement retail

1961: Traded on NYSE

- Lowe's Companies, Inc. (LOW)

Headquartered in Mooresville, NC

- **Offer various products and associated services**

- Structural Materials: lumber
- Fixtures: kitchen, bathroom
- Electrical Supplies
- Paint, flooring
- Lawn & Garden

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Vision Statement:

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

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- **19th** largest retailer in the world
 - **8th** largest in the US
 - **2nd** largest in its industry

WHY IS IT NOT #1?





BIDN

SWOT Analysis

		Helpful	Harmful
Internal Focus	Strengths	<ul style="list-style-type: none">Highly skilled workforceStrong brand reputationAdvanced technology infrastructureExcellent customer serviceRobust financial performance	<ul style="list-style-type: none">High operational costsOverdependence on a single marketLimited product diversificationHigh employee turnoverRegulatory compliance challenges
	Weaknesses	<ul style="list-style-type: none">Outdated equipmentLimited marketing budgetGeographical isolationHigh debt levelsLack of innovation	<ul style="list-style-type: none">Intense competitionFluctuating market demandSupply chain volatilityChanging consumer preferencesGlobal economic uncertainty
External Focus	Opportunities	<ul style="list-style-type: none">Emerging markets expansionGovernment incentivesPartnership opportunitiesTechnological advancementsSkilled labor availability	<ul style="list-style-type: none">Global economic downturnTrade protectionismEnvironmental concernsUnstable political climateSupply chain disruptions
	Threats	<ul style="list-style-type: none">Market saturationPrice warsCounterfeit productsIntellectual property theftLegal challenges	<ul style="list-style-type: none">Disruptive technologiesChanging regulationsClimate change impactsGeopolitical tensionsUnstable currency exchange rates