Office Depot, Inc. Presented by Catherine, CJ, Faith, Kelsey, and Tim



Updated Information

- February 2013 Office Depot and Office Max merged to become a bigger competitor against Staples and Amazon
- February 2015 Office Depot acquired by Staples
- American Postal Workers Union is opposed to the acquisition because Staples intends to close over 1,000 stores.



Implementation

Objective: to increase profits by using marketing to increase their company's profits





Problem Statements



Financial Analysis

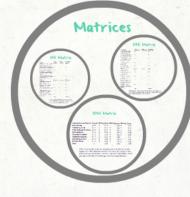




Solutions

- Close more Office Depot stores to save money on costs
- to save money on costs
 Reorganize management team
- to save on labor costs

 Use marketing to increase



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Background

- company takes great pride in their values and mission statement
- strive to please their customers while taking care of the environment

Vision Statement

- deliver their best
- · winning with confidence
- creating solutions for customer needs
- inspiring creativity
- combining energy for work with a passion for life

Mission Statement

"Our mission at Office Depot is to be a global, leading innovator as a supplier of office products and services for consumers and business of all sizes while creating a positive impact on the

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SWOT Analysis

strenaths

- Office Depot uses websites in more than 40 countries outside of North
- America to sell products.
- · Launched "Document Shredding While You Wait", an in-store shredding
- Received the Corporate Business Achievement Award from the U.S. Postal Service for its commitment in offering postal services and products within the company's retail locations worldwide.
- Named "Best New Product" award winner with Lil Drug Store Products by Convenience Store News.
- Office Depot operates in three

Weaknesses

- quarter in 2011.

 Office Depot had the lowest Percentage of
- Quarterly Revenue Growth in 2011 compared
- The three divisions all show negative
- numbers in the financial performance data.
 Office Depot stores in North America that
 have been open more than a year fell 1
- Office Depot is an unprofitable company and needs to change their business model.

Opportunities

- Technology- Online sales are becoming more popular than in-store sales.
- · Economical- OfficeMax's sales continue to decline and the company planed to close 15 stores in 2011.
- Technology- There is new technology coming out all the time which helps expand business
- · Economical- There are emerging markets internationally.
- · Technology- Online ordering is becoming increasingly easy to use

Threats

- Social- The world is becoming paperless.
- · Economical- Stores such as Wal-Mart, Kmart, and Target are looking to increase market share.
- · Economical- The industry Office Depot is competing in is very unprofitable.
- OfficeMax began to sell additional goods to business customers in hopes of
- offsetting declines on original products.
- Staples formed an alliance with a leading Swiss office products company.

Strengths

- Office Depot uses websites in more than 40 countries outside of North America to sell products.
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 Achievement Award from the U.S.

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 offering postal services and products
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- Named "Best New Product" award winner with Lil Drug Store Products by Convenience Store News.
- Office Depot operates in three divisions.

Weaknesses

- Office Depot continued to lose money each quarter in 2011.
- Office Depot had the lowest Percentage of Quarterly Revenue Growth in 2011 compared to the competition.
- The three divisions all show negative numbers in the financial performance data.
- Office Depot stores in North America that have been open more than a year fell 1 percent.
- Office Depot is an unprofitable company and needs to change their business model.