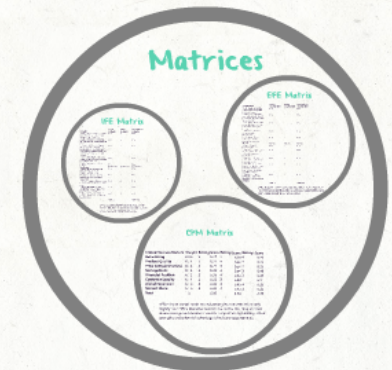
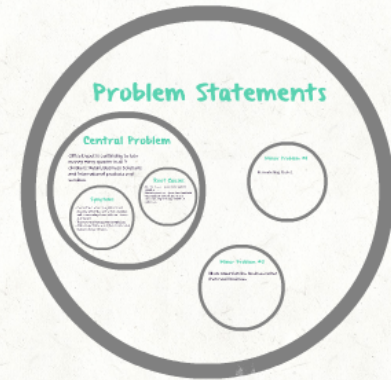
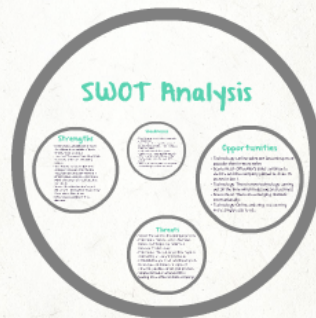


Office Depot, Inc.

Presented by Catherine, CJ, Faith, Kelsey, and Tim



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 environment."

Vision Statement

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SWOT Analysis

Strengths

- 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 service.
- 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 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.

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.

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