



Strategic Retail Re-design:



Expected Financial Results

- Outstanding financial results
- High inventory turnover
- January 2016 Net sales \$1,546.2 million
- Gross profit of \$5,435.7 million
- Major increase from previous years



Store layout and atmospherics

- Strive for a balance between efficient and holistic experience
- Store layout
- Maintain old layout



Retail Customer Communications Strategy

- Develop a plan for customer and employee communication
- Create a communication plan
- Develop a communication plan
- Develop a communication plan



LOCATION MANAGER

Location Strategy



Merchandise variety and assortment planning

- Develop a plan for merchandise variety and assortment
- Create a merchandise plan
- Develop a merchandise plan
- Develop a merchandise plan



Segmentation and customer service strategy

- Develop a plan for customer service
- Create a customer service plan
- Develop a customer service plan
- Develop a customer service plan



Target Customer Profile and current retail strategies

- Target customer profile
- Current retail strategies
- Target customer profile
- Current retail strategies



New Retail Market Strategy

- Develop a plan for new retail market strategy
- Create a new retail market strategy
- Develop a new retail market strategy
- Develop a new retail market strategy



SHURUP AND TAKE MY MONEY

Competition



Who is the Dollar General?

- Founded by Carl Luther and J. Turner in 1903, first dollar general store in 1912
- Extreme value retailer, known for low prices
- Formerly known as Dollar Store
- Formerly known as Dollar Store



Environmental Factors and Company's Performance

- Environmental factors
- Company's performance
- Environmental factors
- Company's performance





Strategic Retail Re-design:



Expected Financial Results

- Outstanding financial results
- High inventory turnover
- January 2016 Net sales: \$17.5bn (2 million)
- Gross profit of \$5,035.7 Million
- Major increase from previous years



Store layout and atmospherics

- Strive for a balance between efficient and holistic experience
- Warm colors
- Maintain grid layout



Retail Customer Communications Strategy



LOCATION MANAGER

LOCATION STRATEGY

Merchandise variety and assortment planning



Segmentation and customer service strategy



Target Customer Profile and current retail strategies



New Retail Market Strategy



SHUT UP AND TAKE MY MONEY!

Competition



Who is the Dollar General?



Successful Factors and Company's History



Thecasesolution.com



Strategic Retail Re-design:



Target Customer Profiles and current retail strategies

- Targets Low - middle income customers (1st-3rd income)
- Retain repeat customers
- provide convenience from bigger discount retailers
- provide name brands and add value with Private Label
- advertise and add expand product line



Who is the Dollar General?

- Founded by Cal Turner and J.L Turner in 1939, first dollar general opened in 1955.
- Extreme Value Retailer, caters to low to middle income families.
- Generally Located in lower-income demographic areas.



Environmental Forces and Consumption Patterns



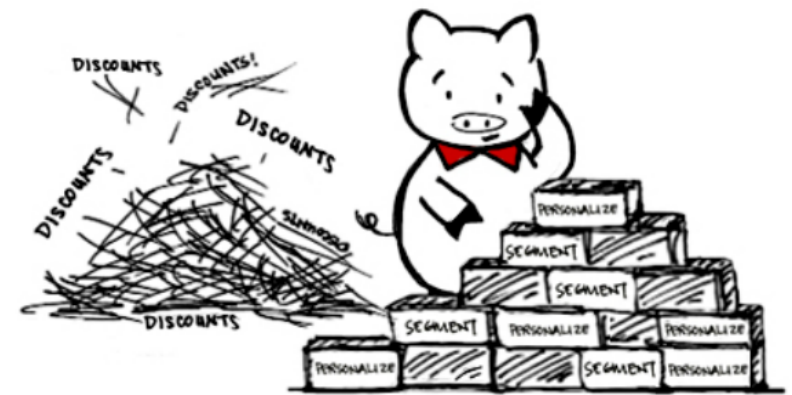
- Nation's Largest small-box discount retailer
- Idea of running convenient sized store while providing customer with everyday low prices on everyday products
- Environmentally friendly, recycling cardboard has saved 2.4 million trees per year, stores use energy efficient lighting and heat/air



Competition

Target Customer Profiles and current retail strategies

- Targets Low - middle income customers (30-40k income)
- Retain repeat customers
- provide convenience from bigger discount retailers
- provide name brands and add value with Private Label
- advertise and add expand product line



New Retail Market Strategy

Long Term sustainable competitive advantages

- Location
- Customer Loyalty
- Customer Service
- Added Employee training

Short Term Less sustainable competitive advantages

- Improved POS systems
- Improved inventory control systems
- More store associates
- Greater merchandise variety
- more promotions

