

Schultz Quality Furniture

Staples.

Thecasesolution.com



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The Problem

- Sales for Staples Inc. in the second quarter of 2012 were lower than the forecasted results
- Staples has had weak sales and profit over the past 2 years
- Staples stock is down, the lowest it's been in years
- Staples is being compared to Best Buy in terms of poor sales and stock prices dropping this year

Staples Stock (SPLS)



The Business Model

Customers

- Individual customers
- Business owners