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# Tammy's Toy Shop

# *Introduction*

Local toy store, Tammy's Toy Shop struggles to operate in a walmart like market share with increasing prominence of online shops and large stores. This paper focuses on the strategic management of Tammy's Toy Shop and explores the growth and marketing issues that this case presents for the business in an effort to understand how best to respond to these duties and improve the profitability of the business.

# *Challenges Faced*

There are several problems of Tammy's Toy Shop, and they are decreasing sales, unsuitable stock, and the requirement of setting some essential borders with other similar stores. With the growing popularity of e-commerce the consumer buying process can be considered altered profoundly and that is why the stationary stores need to adapt.



# *Enhanced Customer*

Experience: In particular, Tammy's should concentrate on offering a particular buying experience that may not be successfully offered in the web store. This could comprise of playing zones, individual attention to the customer, and organization of events in the community so as to attract loyalty of the customer.



# *Conclusion*

Therefore, identifying the major challenges affecting the business, that is, customer experience, inventory management and effective marketing it is possible for Tammy's Toy Shop to succeed in a very competitive retail market.

# Resource

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