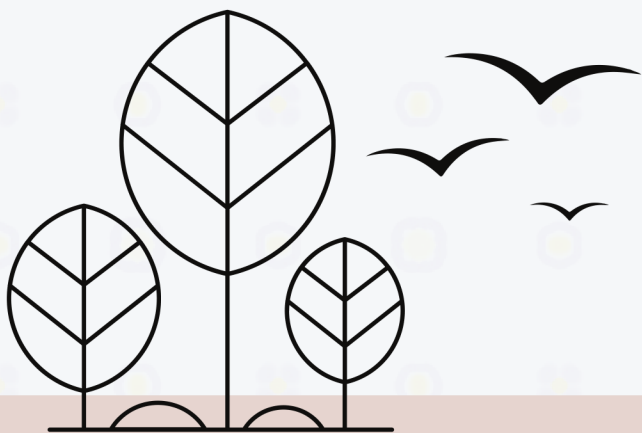


BED BATH & BEYOND

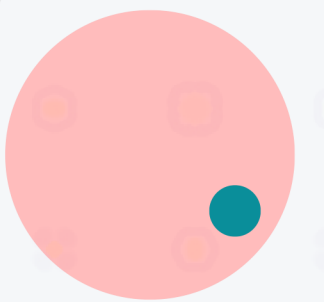
INTRODUCTION

Bed Bath & Beyond is a specialty merchant of domestics and consumer goods primarily operating in the soft home goods niche. The case should explain the more generic issues and the strategic choices currently facing the company in a period of retail environment's fast evolution. Consequently, the case solution is centered on recognizing core problems and making tactical suggestions to facilitate the continuous enhancement and viability of the firm.



KEY ISSUES

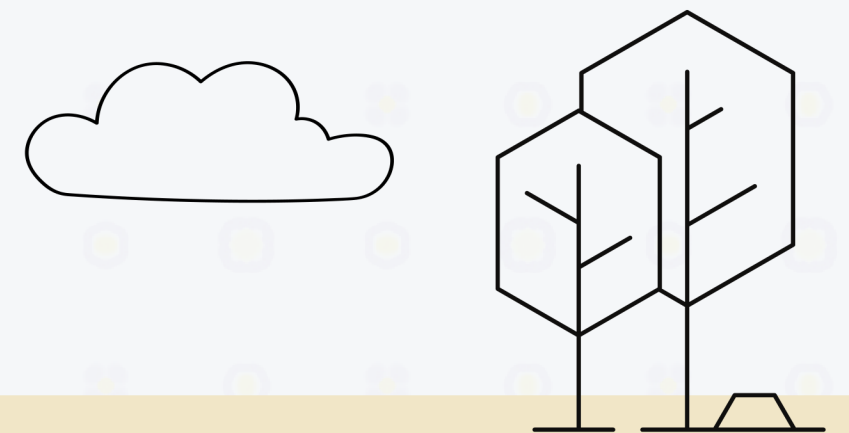
Market Competition and E-commerce: BBBY is a company that is operating in stiff competition especially from physical stores and online marketplaces such as Amazon. It highlighted that its terrific transition has shaken its traditional business model to a great extent and demanded a proper website that is highly efficient in providing services to the clients.





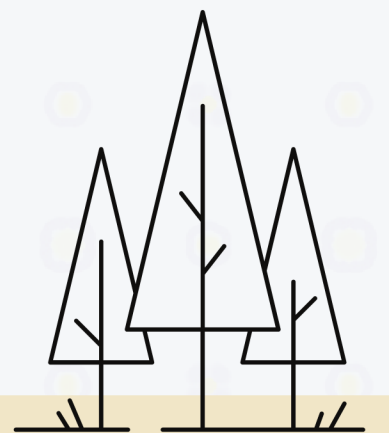
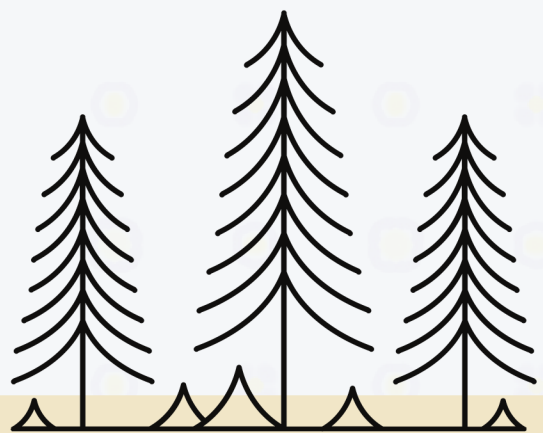
STRATEGIC RECOMMENDATIONS

Enhancing E-commerce and Omnichannel Strategy: Embracing a pleasing and effective online interface and synchronizing it with the stores will offer the perfect shopping. Technological innovations such as the use of Artificial Intelligence for recommendation and Augmented Reality for virtual trial can appeal to the progressive customers.



CONCLUSION

The Bed Bath & Beyond case solution focuses on the necessity of the changes in the strategies in order to respond to the current market conditions and to use the existing opportunities. Thus, with regard to e-commerce as the major driver, product differentiation, store formats, and supply chain strategies, BBBY can enhance its presence and demonstrate sustainable growth in the context of the ever-increasing competition in retail.





RESOURCE

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: Visit thecasesolutions.com for detailed analysis and more case studies.

