

SHOP thursdays: post Covid-19 strategy



INTRODUCTION

The emergence of the COVID-19 pandemic in the global economy has influenced many aspects of the retail markets, forcing companies to adapt to new conditions to achieve competitive advantage and consumers' expectations. SHOP Thursdays, a seller's mid-week promotion campaign to generate more foot traffic the following week, was another such communication that had to pivot after COVID. In this article, the author is going to discuss SHOP Thursdays' post-pandemic concept, the aim of which was to define how the organization should change to become sustainable and grow.

Background

Previous to the pandemic, SHOP Thursdays was quite popular marketing campaign that aimed to to buy goods on Thursdays with great offers. The goal of this particular strategy was to spread the traffic load evenly over the week and stimulate sales during the low season. However, COVID-19 came with new issues such as lock-downs, switching to online buying, and alterations in customers' buying habits.



Challenges Faced

The pandemic led to significant disruptions in the retail sector: The pandemic led to significant disruptions in the retail sector:

Reduced Foot Traffic: Shoppers visit to physical stores were scaled down due to the implementation of the lockdown measures and social distancing norms.

Shift to E-commerce: The consumers started purchasing groceries online due to safety and convenience as a result of COVID-19.

Supply Chain Issues: This lead to imbalance in the inventory and the availability of products that reached the various outlets throughout the year.

CONCLUSION

The case of SHOP Thursdays indicates that even after the COVID impact, flexibility and adaptability are the key factors in managing such novelties. In this context, SHOP Thursdays optimally navigated the challenges and reconsideration of retail strategies by improving its web presence, implementing omnichannel tools, and focusing on the rights of customers. This particular case stresses the importance of the adaptiveness of the companies concerning the existing market developments.

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