**THE PROBLEM – INCREASING PRICE AND THE IMPACT ON KROGER AND NATIONAL BRANDS**

Inflation has been a hot-button topic as rising costs have contributed to increased prices at the store. Household behavior has changed in response to this new environment.

1. **What is the impact on Kroger and national brand categories during increased prices?**
2. **What recommendations can we make, as a CPG and Kroger brand manager, to the Kroger category managers to enhance brand and category performance?**

**THE BUSINESS QUESTION – CREATE A STRATEGY FOR KROGER AND NATIONAL BRANDED ITEMS**

1. **Help Kroger understand the relationship between Kroger and national branded items.**
2. **What are the key changes in customer behavior, and which categories have been impacted the most?**
3. **What kind of shopper is changing behavior?**
4. **How should Kroger balance the strategies of Kroger and national brands to meet household needs?**

**Things to Consider**

(You are only expected to answer the main business question; these are simply thought starters.)

* **What are the data points we need to see to make good strategic decisions?**
* **What additional data sources could help build the future strategy?**  
  You are encouraged to do your own primary research and collect any relevant secondary research as it relates to the industry and macro-economic trends.
* **Put yourself in the shoes of the customer when developing recommendations.**  
  How would these recommendations impact the shopping experience?