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Group Project Team 2

(Part 2)

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Executive summary

Canada Tire is the most admired organization in Canada in the retail market. The company strives to develop various competitive advantages: quality-prioritize and price-competitive products. In many methods of the framework, the strategies have guided the company into the place of growth and got them to recognize their accomplishments and failures. Canada Tire’s criteria fit into Porter’s Five Forces framework including their competitive rivalry, threats of substitute products, the risk of new entrants, bargaining power of buyers, and bargaining power of suppliers. Among them, the threats of substitute products are taken into consideration since it is possible for some products to be vulnerable to substitution in current digital shopping trends. The company has developed and formed its structure and culture through decades through workshops, training, advisement, and policies. The PESTLE analysis allows Canada Tire to identify political, economic, social, technological, legal, and environment in the industry, which gives the corporation a better vision of macro factors to achieve its competitive advantages. The corporations have put efforts into applying several adaptions to align organizational structure and culture to support business level to improve competitive position, especially when operating in a number of markets. Canada Tire plans to expand its operating industry with strong financial support and business strategies and collaboration with credited brands to deliver quality and quick services.

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Strategic Framework

*Porter’s 5 Force Framework*

The Porter’s 5 Force Framework analyzes their competitive rivalry, threats of substitute products, the risk of new entrants, bargaining power of buyers, and bargaining power of suppliers. Beginning with their rivalry, competitors include Walmart, Home Depot, Lowe’s, Princess Auto, NAPA Auto, Carquest, Dick’s Sporting Goods, Cabela’s, Bass Pro, etc, and the competition is primarily based on quality reputation and prices. With digital development, CTM (Canada Tire Money), thrives to keep up with its competitors.

The bargaining power of clients is high for this organization since the customers could migrate and purchase their favorite products from other suppliers. In the retail industry, similar types of products could be produced by a variety of manufacturers.

For the CTC which has operated for decades, threats of new entrances are low as the retail industry requires years to establish its brand’s recognition, store locations, and relationship with suppliers. As a multi-industries corporation, Canada Tire has a competitive advantage in supply negotiations.

Suppliers of CTC range from small-scale operators that provide localized products to stores to large-scale suppliers that provide automotive tools, automotive parts, outdoor and seasonal equipment, clothing brands, and fuel.

One of the threats that the company is facing is the threat of substitutes with most products being similar to its competitors, which means customers are free to change their choices to other retailers.

Introduction