

SWOT Analysis of Magnum Cash&Carry site/mobile app by Mussatay Yeskendir IT-1910

Kazakhstan is a developing country in Central Asia with its own characteristics and conditions for retail chains. There are a lot of different companies representing retail network services, and every citizen of Kazakhstan knows at least one such company. One such company is "Magnum Cash & Carry". "Magnum Cash and Carry" is the biggest retail chain in Kazakhstan, one of the ten biggest privately owned businesses in the nation. The principle movement is the offer of purchaser products. The system possesses 70 shopping centers of different configurations (hypermarkets, grocery stores and little arrangement Magnum-express stores) in nine urban areas Kazakhstan: Alma-Ata, Nur-Sultan, Kaskelen, Karaganda, Taldykorgan, Shymkent, Petropavlovsk, Kyzylorda and Taraz. The all out number of clients of the Magnum Cash and Carry retail and retail chain surpasses 300,000 individuals per day, with in excess of 10,500 workers. It is common for such a large company to have its own website or own app. Let's take it apart

Firstly, on the site you can monitor promotions in supermarkets, which is very useful for buyers. Secondly, if you have never been to Magnum supermarkets, then you can read reviews on the site. Thirdly, if you are in doubt whether there is a product you need in a supermarket, you can see all the products on the site. Consider a mobile application. It is called the "Magnum Club". The application will be mainly useful for those buyers who often go to Magnum stores. In the application, you can create your own virtual card, with which you can accumulate bonus points. Just like on the site, you can recognize by promotions and find the nearest store on the map in the application.

The weak point of the site is its old design. The site was created in 2007, and I'm afraid that since then they have not improved the design. Compared to its rival Ramstore, the Ramstore site is modern and has more functionality than the Magnum site. Secondly, if you read the reviews on the site, you can understand that there are some problems in the

supermarkets themselves. Thirdly, if you consider the application, then it has many weaknesses. Firstly, bugs and errors are very often detected, which is why updates have to be released. Secondly, about a virtual card, you cannot create it unless you have a Magnum plastic card that can be easily lost. Magnum has many competitors, the largest of them are Ramstore, Skif and Small.

If we go to the opportunities of “Magnum Cash & Carry”, then, firstly, this is a feature of the application. This is the use of the “Magnum Club” loyalty program. With it, you can save bonuses in order to pay for the purchase with the same bonuses in the future. Secondly, reading the comments on the site, I concluded that the prices of products there are lower than in other retail chains. And finally, thirdly, on the site you can view a map of the locations of the nearest supermarkets.

By doing this SWOT analysis, the “Magnum” site has undergone some updates. If earlier, when I wrote the strengths and weaknesses of the site, I pointed to the design of the site and its old-fashioned. If there were no site updates, then I would indicate this as a threat to the site, because firstly it is a threat to the retail network itself, as visitors will not be delighted with the design. Secondly, sites with an old design are often served all sorts of bugs and freezes.

Magnum's website has its advantages as well as its disadvantages. At the time of writing this swot analysis, the site underwent dramatic changes in design, which may cause some controversy in my words. Summarizing the above, we can conclude that the company has not abandoned its site, and they are trying to somehow follow current trends.

