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CASE STUDY

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SUMMARY

PRESENTATION

[Q2] ANSOFF's MATRIX – WILKINSON STRATEGY

[Q2] THE ROLE OF MARKET RESEARCH IN DEVELOPING THIS STRATEGY

[Q3.A] PRODUCT DIVERSIFICATION STRATEGY – STUDENT POPULATION

[Q3.B] JUSTIFICATION

PRESENTATION

Wilko Retail (formerly Wilkinson)

British **chain** that sells homewares and household goods

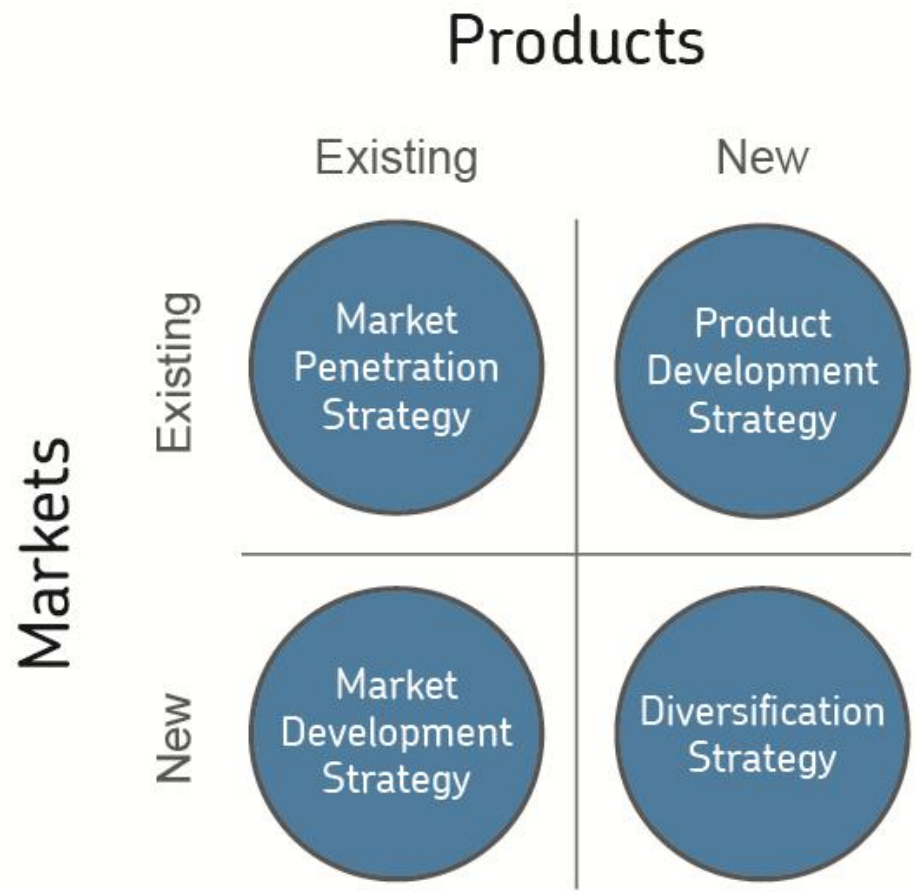
413 stores in 2018

Products : Basic groceries, toiletries, consumer goods, DYI, stationery, pet supplies

40% of products are **Wiko's self brand**

Revenue in 2014 : **1,5 billion €**

[Q2] ANSOFF's MATRIX – WILKINSON STRATEGY



[Q2] THE ROLE OF MARKET RESEARCH IN DEVELOPING THIS STRATEGY

GOAL : Collecting data on the student's market

Two main forms for researches :

PRIMARY
(field research) // First hand data : *interviews, questionnaires, panels, observation…*

SECONDARY
(desk research) // Collecting already existing data : *reports, publications, internet research, companies' fields…*

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[Q2] THE ROLE OF MARKET RESEARCH IN DEVELOPING THIS STRATEGY

DATAS :

What do they like ?
What do they buy ?
For which price ?
...

[Q3.A] PRODUCT DIVERSIFICATION STRATEGY – STUDENT POPULATION

[REMINDER] Product diversification = create and develop new products, lines or product ranges for new markets

Strategy : is product diversification strategy would have worked better for the student population ?

- Create **new products** for **specific needs**

> Most risky strategy

[Q3.B] JUSTIFICATION

AN IMAGINARY NEW PRODUCT

New product range :
low prices on school supplies

NEW PROMOTIONAL TACTICS

Distribution of free products where students are.
Flyers.
Use digital medias (eg. Instagram Ads).

EXPECTED OUTCOMES

Surveys of students to find out if they know Wilko and shop there.
Classical sales analysis

Identify motivation factors for students, in addition of the data collection

THANK YOU

FOR YOUR ATTENTION