Report: Business Strategy Report

Description: Choose a business unit of a multi-business company and analyze their strategy in domestic market (Australia), covering past 3-5 years. Executive Summary, Introduction, Body, Conclusion, Recommendations, References, Appendices.

Length: 1500 Words (1350 words and not more than 1650 words excluding tables, figures, appendix and references)

Reference style: Harvard.

Company: Coles Group

Executive Summary (150):

* Over view/concise summary
* Purpose of the report
* Findings
* Recommendations

1. Introduction (350):

* Business Strategy? Functional level Strategy? Business level Strategy?
* Purpose
* Scope
* Limitation

1. Body (500): (past & present)

* Short Description of the company (100)
* Functional-level strategies (200) (chapter 4)
* Business-level strategies (200) (chapter 5, 6)
* Build-up to the recommendation

Introduction to the company. Brief history. Company profile and overall business details, Functional level strategies, limitations, probable solution, Business level strategies, limitations. Probable solution

1. Conclusion (200):

* Brief business details, Limitations, Findings

1. Recommendations (300): (future)

* Based on the strategies

Business Strategies:

Functional level: Customer oriented business (customer responsiveness), Better customer relationships (customer responsiveness), Intense Availability (quality), Energy efficiency (efficiency & cost): how they are improving the quality, efficiency, innovation, responsiveness

Business level: Create brand value, Product dominance, Low-cost strategy, Availability, Sustainable farming: how they are competing their position

Customer oriented business, Create brand value, Better customer relationships, Intense Availability,

Product dominance, Low-cost strategy, Availability, Sustainable farming, Energy efficiency.

Customer oriented business: the major strategy of Woolworths is to provide the products and services to satisfy the needs and demands of its customers. To provide high satisfaction, the company analyzes the shopping habits of their customers and divide their supermarkets into different segments for the customers to easily access. A customer is the main element for any business. Hence, satisfying a customer is really important for any company. This strategy helps in attracting customers and

Create brand value: to satisfy the customers and influence them with their performance to create the brand value of the company in the market. Brand value is essential for the growth of business and its survival in the competitive business world. Brand value can be created by satisfying the customers, providing quality goods, etc.

Better customer relationships: the company mainly emphasizes on creating a better relationship with its customers to retain them. It is very profitable to retain old customers than dealing with the new ones. Thus, the company is providing the loyalty points. It will help to create a better goodwill of the company.

Intense Availability: Woolworths is making the availability of the products everywhere in Australia so that its customers can easily access the products and they can relate them with the supermarkets and outlets of Woolworths. Providing good quality products is a good thing but it is important that you are making it available for a variety of customers. The customers should be able to access your products, if you want to retain them.

Product dominance: Woolworths is dominating the market by providing a wide range of products. As they are the market leaders in grocery, along with this, the company is providing clothing, footwear and accessories range to have major access in the overall market.

Low-cost strategy: Woolworths has lowered down its production cost, to make the availability of their products at reasonable prices to attract more customer base. This strategy is used by many companies in order to attract customers. Similarly, Woolworths also use this strategy.

Availability: the company is emphasizing on the availability of its products, in order to obtain major market, share and retain the customers. Woolworths is supplying its products intensively in all its branches in all the countries

Sustainable farming: Woolworths is working to sustainably improve the farming conditions by the farming programs of the company in different areas. By doing so their quality of the product can be increased and the production cost incurred to produce the grocery can be reduced. This will result in higher profits.

Energy efficiency: the company is focusing to improve the energy efficiency in its operations. The target of the company is to reduce the relative energy usage by 40% as compared to the energy consumed in the benchmark year.