

[1] According to the case external trends that managers at Kohl's deal with are addressing the needs of consumers as they relate to the global fashion world. Another external trend that management encountered was identifying their target demographic and locating physical store location to be accessible for them. Managers must ensure that the target market is the area before they begin to build a branch store. Marketing strategy and products might not appeal to other demographics and would cause the company lost money, effort and time. So establishing that there is a demographic in a specific area that meets the market target criteria is an essentially importance piece of information of upper management.

[2] If I was a manager at a local Kohl's store the types of external information that I would want and would consider are demographics and technological information. Having the demographic information is vital because the need for connecting with customers is becoming increasingly necessary in order to build a



customer base and increase retention. This connection cannot be if the company's target market isn't clearly defined. Though there is no one category that everyone in the target market will fit into, Kohl's needs to define its market not just on a broad level, but on a microscopic level.

- [3] In the environmental uncertainty matrix Kohl's would fall under the dynamic and complex cell. The reason why I placed the company within this cell is mainly because of the industry. The description in cell 4 states that a company falls into this cell for those reasons, the environment is continuously changing, and the industry is one that requires in-depth information about the factors that impact the internal environment. Managers can manage the environmental uncertainties by first acknowledging, second continuing to research and build customer relations with its great market, and finally monitoring competition.



[9] The most important stakeholders at Kohl's are the customers. The concerns and issues that are relevant to them from multiple things. Value, culture, traditions, price, even the media's project of what's hot and what's not affect them, & know that their concerns are important to the consumers because when a person shops they don't just aimless walk around a store picking up random items. Although many consumers browse the store they ideally and realistically pick up things that attract them for one reason or another. These reasons eventually stem back to their culture, personality, price, and the media.