

Name: Felipe Elisson Lucena Guedes
Registration Number: 20252020
Professor: Maura Cristina Frigo
Date: March 13, 2025

Competitiveness Improvement for Morrisons

Prepared for: Maura Cristina Frigo (PhD)

Task 1 - Identifying Improvements for Morrisons

As a team working for Morrisons, we have identified key strategies to improve its competitiveness by analyzing two critical aspects: product selection and company image.

Pair A - Product Selection Improvements

1. **Expand Product Range:** Introduce more diverse food and non-food items, including electronics and household essentials, to match competitors like Tesco.
2. **Adjust Product Pricing:** Implement more competitive pricing strategies to attract budget-conscious customers while maintaining quality.
3. **Enhance Supplier Relationships:** Source products from more sustainable and ethical suppliers to align with consumer demand for 'green' and fair-trade products.
4. **Offer Exclusive Products:** Develop unique, in-house brands or limited-edition products that differentiate Morrisons from its competitors.
5. **Analyze Consumer Preferences:** Conduct surveys and data analysis to understand which products customers buy most frequently and why.

Pair B - Company Image Improvements

1. **Invest in Staff Training:** Train employees to provide better customer service and product knowledge, ensuring a friendly and informative shopping experience.
2. **Enhance Staff Experience:** Improve working conditions and employee satisfaction to create a more motivated workforce, leading to better customer service.
3. **Rebrand Company Image:** Highlight Morrisons' strengths in affordability, freshness, and customer service through marketing campaigns.
4. **Sustainability Initiatives:** Increase commitment to environmentally friendly practices, such as reducing plastic packaging and offering more organic options.
5. **Community Engagement:** Support local communities through sponsorships, charity programs, and collaborations with local suppliers.

Task 2 - Meeting and Selection of Key Ideas

After discussing our ideas, the following five strategies were chosen as the most impactful for improving Morrisons' competitiveness:

1. **Expand Product Range** – Introduce new food and non-food products to attract a wider customer base.
2. **Adjust Product Pricing** – Ensure affordability while maintaining quality to appeal to price-sensitive customers.
3. **Invest in Staff Training** – Improve customer service through enhanced employee knowledge and skills.
4. **Enhance Sustainability Initiatives** – Adopt more eco-friendly and fair-trade products to align with modern consumer values.
5. **Strengthen Community Engagement** – Foster loyalty by actively supporting and engaging with local communities.

Task 3 - Comparison with Morrisons' Actual Strategy

Upon reviewing File 21 on page 108, we found that Morrisons implemented similar strategies, such as expanding its product line and emphasizing fresh and organic food. The company also focused on sustainability and staff training, aligning closely with our proposed improvements. This confirms that our approach is aligned with effective industry practices.

Conclusion By implementing these strategies, Morrisons can strengthen its position in the competitive UK supermarket market. Our proposed improvements focus on product variety, pricing, staff expertise, sustainability, and community involvement—key factors that will enhance customer satisfaction and loyalty.

