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Module 2: Appliance Warehouse Case Submission

# SWOT Analysis:

#### Strengths:

- Appliance Warehouse is poised to increase revenue significantly by offering new appliances, replacement parts, and appliance services, creating a comprehensive product portfolio.

- In-house production allows for greater control over inventory management and the ability to meet market demand effectively.

#### Weaknesses:

- The introduction of a new department may impact existing inventory levels and supply chain management.

- A higher budget allocation will be required for the recruitment and training of new technicians.

- The company lacks prior experience in the service department, which could pose initial challenges and potential time constraints.

#### Opportunities:

- There is a promising opportunity for diversification through e-commerce, enabling Appliance Warehouse to tap into a wider customer base.

- The company can achieve sustained growth, enhance brand recognition, and foster customer loyalty by prioritizing customer satisfaction.

#### Threats:

- The potential for thin profit margins could impact overall profitability.

- E-commerce challenges such as return logistics, shipment losses, damage, and theft pose risks.

- Competition from rivals offering similar products and services at lower prices could affect company culture and productivity.

# Mission Statement

Old Mission Statement:

“We are your one stop shop for all your home appliances and parts! “

Revised Mission Statement:

"At Appliance Warehouse, our unwavering commitment is to provide cost-effective home appliances while delivering top-notch customer service. Our one-stop-shop approach eliminates the need for customers to seek products elsewhere, ensuring convenience and satisfaction."

# Problem Opportunity Statement:

"As Appliance Warehouse expands into new markets, challenges and opportunities emerge. To accommodate the growing product range, we must strategically plan for expanded storage facilities. Ensuring customer satisfaction is paramount, prompting the need for a comprehensive brand evaluation system to gather feedback and enhance brand loyalty. Additionally, we will focus on improving service quality to address potential customer dissatisfaction."

