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**Assignment 5**

COMPETITION – MARKET RESEARCH Manager Analysis

**Due Date: Week 10**

*Note: While representative of possible situations faced by Target & Walmart, all scenarios in this assignment are fictional.*

Real Business

As you learned this week, understanding your competition and adjusting your own business accordingly is critical to a business’s success. A large discount retail store like Target competes not only with other discount retail store stores but also with those stores that offer just some of the products Target does, such as grocery stores. Keeping track of all these competitors is quite a task; that’s why large companies have a team of market researchers dedicated to managing that research.

Your Role

This week, you’ll assume the role of a Market Research Manager at Target.

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| What Is a MARKET RESEARCH Manager?  Market Research Managers are responsible for creating and improving processes for gathering information on various market conditions, competitors, and consumer trends in their companies’ industries. They are typically responsible for managing a team of researchers and reporting their findings to the head of the department. Teams across the company then use these findings to help improve products, guide marketing efforts, and more. |

As a Market Research Manager, part of your role is to consistently analyze Target’s position relative to its competitors and report on these findings. As part of this process, you complete a SWOT analysis for each of Target’s main competitors each quarter. The quarter is coming to a close, and your boss has asked for the latest SWOT analysis for Walmart.

Instructions

Step 1: RESEARCH

Search online and find 1-3 articles that discuss the competition between Target and Walmart. For each article:

* Identify Provide a link to the article.
* Identify which aspects of the article will be helpful as you conduct your SWOT analysis.

1. <https://www.forbes.com/sites/walterloeb/2016/05/20/3209/#15fcd5d73ea5>
2. <https://sites.google.com/a/email.vccs.edu/bus100-o19b-spr15nl/the-swot-strengths-weaknesses-opportunities-threats-of-walmart>

The sales report on both Walmart and Target, all of them had positive result in the first quarter of 2016 results, but divergent outlooks.  Target had a bad second quarter while Walmart had positive figures. Customer satisfactory on both stores, and other external factors

The second article talk about the whole SWOP and brake them down into the whole word.

Step 2: STRENGTHS

Based on your own experiences shopping at Target and Walmart and the research you conducted:

* Identify 1-2 strengths Target has in comparison to Walmart. For each strength, explain your rationale.

It has a discount marketing program called Red Card and Cartwheel which offers cardholders a 5% discount on almost all purchases made using the card. This is an encouragement to the customers to take advantage and it is entering the market at an alarming rate. In addition, it has a store network which allows the greater fulfillment options, that including delivery and store pickup. Moreover, Target pays employee better than Walmart which makes it better to work there.

Step 3: WEAKNESSES

Based on your own experiences shopping at Target and Walmart and the research you conducted:

* Identify 1-2 weaknesses Target has in comparison to Walmart. For each weakness, explain your rationale.

Target is smaller and less diversified than Walmart. Most of the stores are very small while Walmart has huge stores all over the country and there are in all the states. It has just started the ecommerce which is still behind than Walmart.

Step 4: OPPORTUNITIES

Based on your own experiences shopping at Target and Walmart and the research you conducted:

* Identify 1-2 possible opportunities Target has to be more competitive with Walmart. For each opportunity, explain your rationale.

Target should take advantage of the E-commerce, especially fashion because it has a good reputation as a fashion retailer and has strong appeal to online customers. This is one area which they should continue pushing forward. In addition to the weaken economical in the country, many people would love to shop there because it is a discount store.

Step 5: THREATS

Based on your own experiences shopping at Target and Walmart and the research you conducted:

* Identify 1-2 possible threats that might diminish Target’s competitiveness with Walmart. For each threat, explain your rationale.

According to this article and I quote “Walmart’s food business is showing growth, while Target has just repositioned its food department”. This show how the threats their food department is doing that the reason why the has reposition it. Also, the falling incomes in the United States reduced the buying power which will reduce the demand of big price Items. Most people would rather shop at how which is cheaper.