

Sears Strategic Business Plan

Dec-09-2019

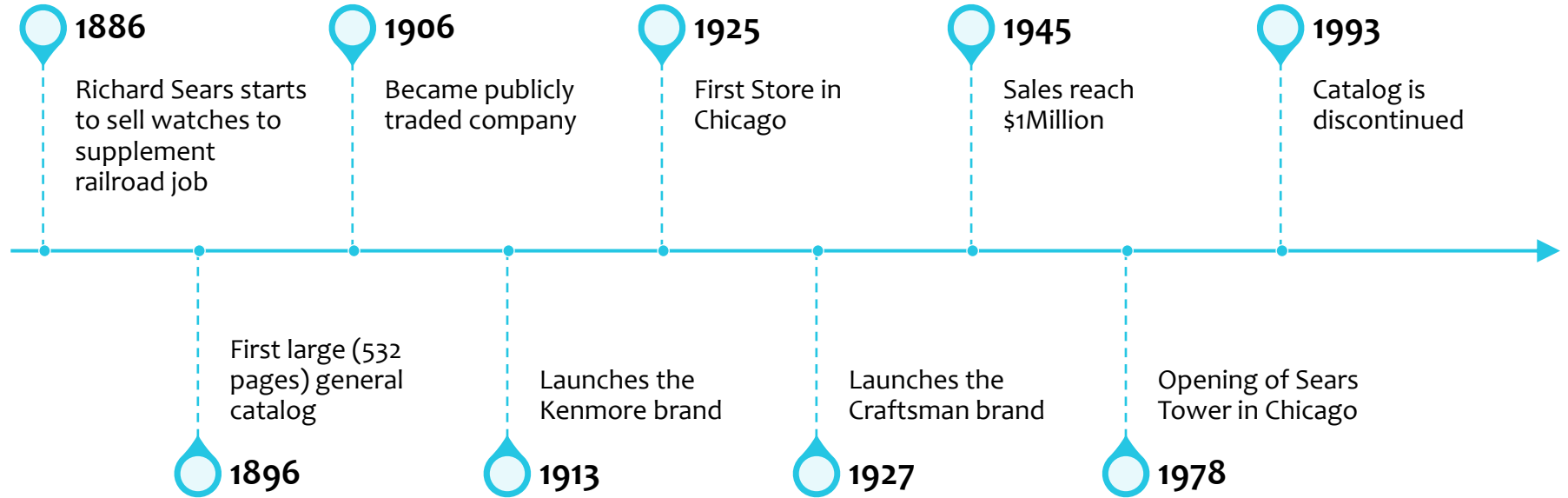
Monica Buczynski

Presentation Flow

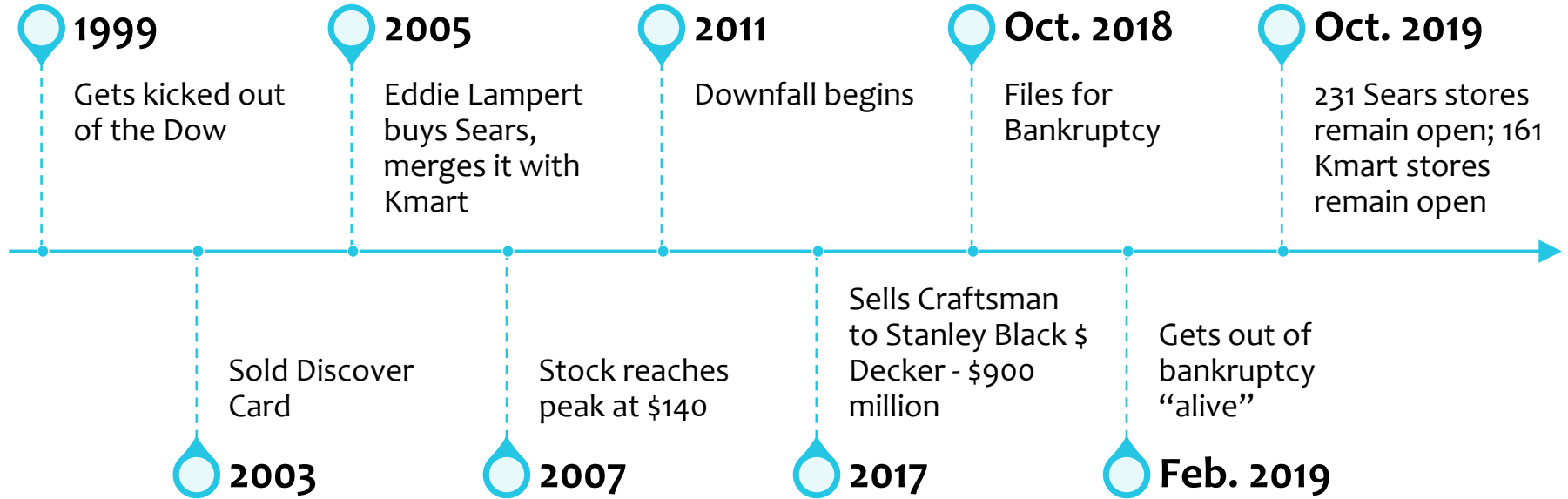
- Introductions
- Mission & Vision
- Porter's Five Forces
- SWOT analysis
- Strategic Objectives and Strategies
- Implementation
- Financials
- Q&A

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History



History (cont.)



Mission and Vision



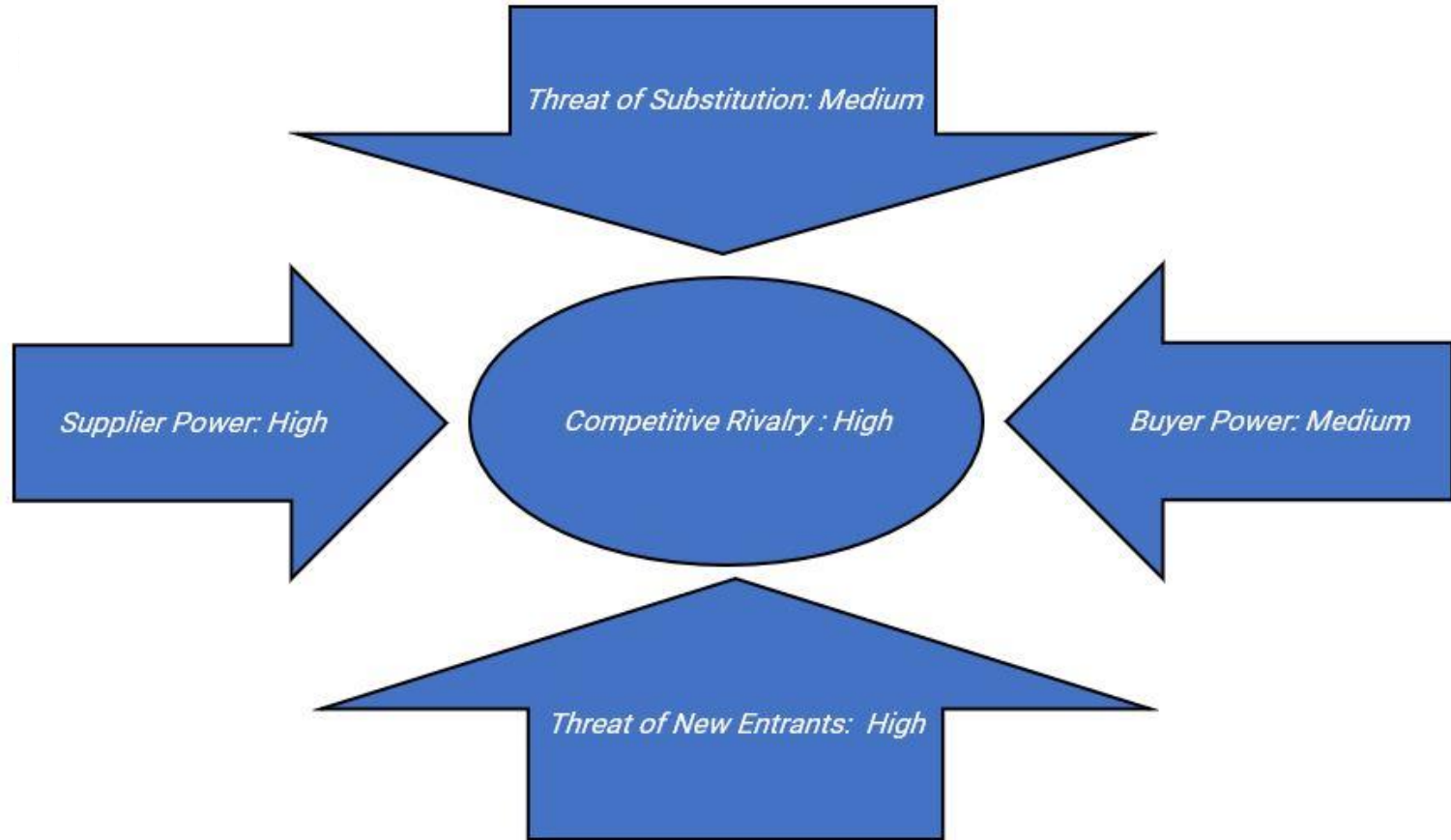
Sears Holding Vision Statement:

“Committed to improving the lives of our customers by providing quality services, products, and solutions that earn their trust and build lifetime relationships”

Sears Holding Mission Statement:

“To grow our business by providing quality products and services at great value when and where our customers want them, and by building positive, lasting relationships with our customers”

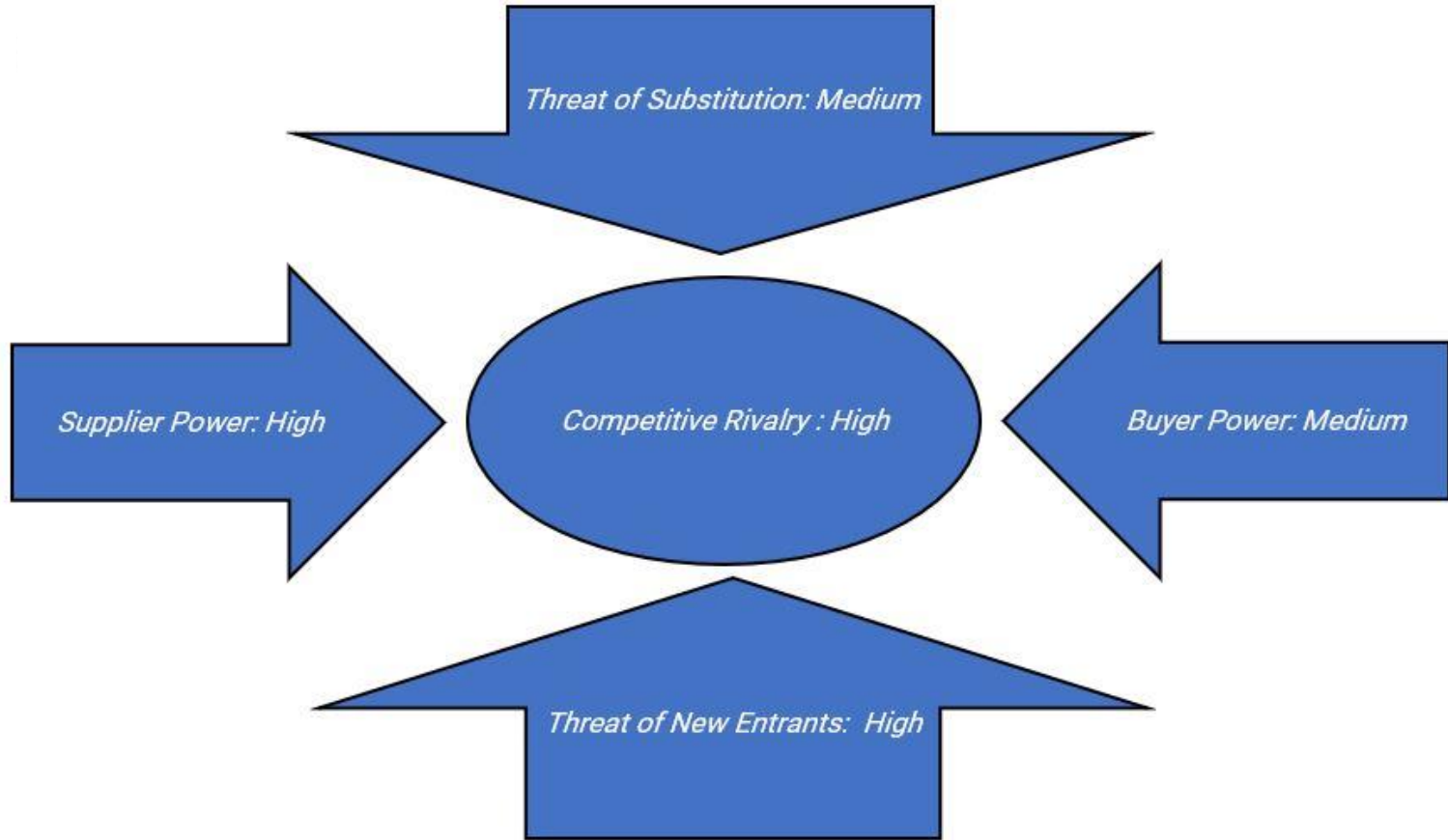
Porter's Five Forces



2018 Retail Sales

Rank	Company	2018 retail sales (billions)	Headquarters/U.S. Headquarters	2018 stores
1	Walmart	\$387.66	Bentonville, AR	5,263
2	Amazon.com	\$120.93	Seattle, WA	490
3	The Kroger Co.	\$119.70	Cincinnati, OH	3,035
4	Costco	\$101.43	Issaquah, WA	523
5	Walgreens Boots Alliance	\$98.39	Deerfield, IL	9,451
6	The Home Depot	\$97.27	Atlanta, GA	1,969
7	CVS Health Corporation	\$83.79	Woonsocket, RI	9,954
8	Target	\$74.48	Minneapolis, MN	1,844
9	Lowe's Companies	\$64.09	Mooresville, NC	1,723
10	Albertsons Companies	\$59.71	Boise, ID	2,249

Porter's Five Forces



SWOT Analysis: Strengths

Strengths	Weights
Brand Recognition	0.30
Wide Range of Products	0.25
Elite Customer Service	0.30
Strong community with its dealers	0.15
Total	1.00

SWOT Analysis: Weaknesses

Weaknesses	Weights
Lack of R&D	0.25
Overdiversification	0.15
Supply Chain disfunctioning	0.15
Sears Management (C level)	0.25
Decreasing cost too much	0.20
Total	1.00

SWOT Analysis: Opportunities

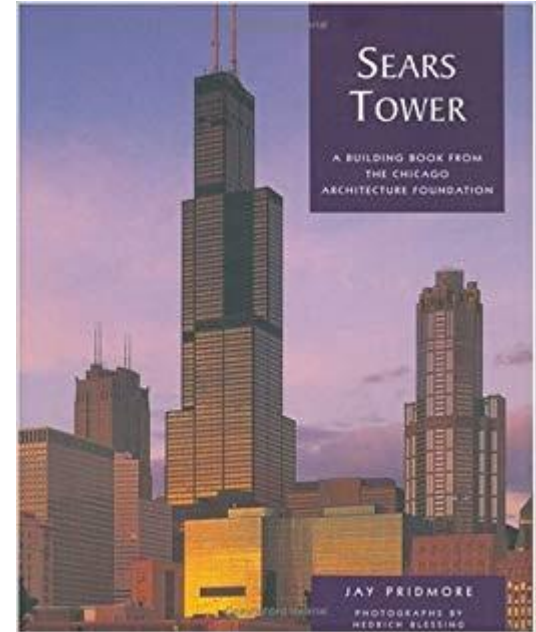
Opportunities	Weights
Big Data Job Growth	0.40
Decreasing Unemployment	0.15
Expanding Markets to Developing Countries	0.15
Decreasing Cost of Transportation	0.15
Technological Advances	0.15
Total	1.00

SWOT Analysis: Treats

Threats	Weights
Technology Advances	0.20
Changing Regulations and Legislation	0.20
Shifts in Consumer Tastes	0.25
Poor Image Effecting Bargaining Power	0.35
Total	1.00

Strategic Objectives

- Increase Customer Satisfaction and Loyalty
- Enhance Product Differentiation



Implementation



- Reestablishing our current leadership
 - Ron Johnson
- “Limited Assortment”
 - 100% House Brands
 - “No frill” items
 - R&D for store layout
- Upgrade Supply Chain and OE
 - Company weakness in the past
 - Liabilities > Income
- Divest Kmart to fund projects
- Find investors who will invest in our vision
 - Bernard Marr

US Grocery Store Sales CAGR, by Retailer Type, 2017-2022



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Estimated Total Cost of Implementation

CEO salary	100,465.00
R&D	
Limited Assortment	87,500,000.00
Upgrade Supply Chain & OE	2,000,000.00
Fees for Kmart sale	150,000.00
Total Cost	\$ 89,600,465.00

Sears' Stock Price Trend





Thank you!

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