Noah Edward Hall

Lixiang zhang

Juan Bettiz

Robert Tjan

Tangible

* Employees
* Buildings
* Inventory
* Parking Lot
* Supplies
* Money
* Land
* Cars
* Tools
* Furniture

Intangible

* Brands
* Reputation
* Copyrights
* Trademarks
* Trade secrets
* Work Culture
* Patents
* Market Share
* Partnerships
* Websites
* Ownership of Database

Positioning

* One stop shop: incorporating low price products as well as private label premium brands

SWOT on next page

SWOT

|  |  |
| --- | --- |
| STRENGTHS   * Stores that users can try products * Market recognition * Trained staff * Large variety of products * Many private label brands | WEAKNESSES   * Stores cost a lot of money * Non-sales floor staff has bad rep * People are buying a lot more online but consumers do not think of Best Buy as an online retailer |
| OPPORTUNITIES   * More people are looking for in-store experiences * Their website has put them in direct competition with Amazon and other ecommerce companies | THREATS   * Apple has opened up many stores * Amazon.com * Alibaba is set to release their IPO * Showrooming |