

Internal

<ul style="list-style-type: none"> • Woolworths is a well known retail name in the UK and US. • They have established over 800 branches in the UK. • Woolworths is known for bringing middle class products into working class homes. • They obtain the role of having the greatest Christmas/Boxing day sale of all high street retailers. • Woolworths Group Plc operate various subsidiaries such as Entertainment UK, which is one of Britain's most successful popular entertainment manufacturers. • They operate their own successful home brands such as Chad Valley and Lady Bird, both clothing manufacturers. • Woolworths has a workforce of 30,000. • Woolworths stores had an open late policy which appealed to many. People would go to their local Woolworths late on purpose to avoid daily disruption. This didn't last too long for some stores, but is currently doing well in others. • Woolworths retain the role of major department store. • Houses a huge range of products <p style="text-align: center;">Strengths</p>	<ul style="list-style-type: none"> • With the introduction of the Internet store, (e-business) Woolworths immediately started to witness sales in stores declining, especially at Christmas. They have entered the online market late resulting in competition having lower prices and more experience. • They have closed some of their smaller branches (10 x 10) and opened a larger format (20 x 20) simply to compete with competition like Tesco's. This has not panned out successfully and Woolworth's has had to close down branches as a result of loss. Less branches around now than 10 years ago. • Competition has currently obtained the upper hand in terms of sales. • Woolworths branches are becoming dated and they cannot afford to refurbish due to wider loses. • Due to Woolworths failing in America, people have a view that Woolworths is outdated and badly operated. • Have no services outside the UK. • Has no customer retention strategy • *The two drivers of growth, low prices and convenience have almost reached their natural limits. <p style="text-align: center;">Weaknesses</p>
<ul style="list-style-type: none"> • The boom of games consoles and the introduction of high definition means more expenditure from the general public. • Woolworths retails media entertainment which is always improving and becoming more vast. • Woolworths hasn't branched further to Europe or Asia. If Woolworths Group Plc were to do that, they could further their profits. Woolworths has indicated that they are interested into expansion abroad. • Woolworths has introduced a 'Big Red Book' to compete with Argos. This was launched as a pilot and was successful. If advertised correctly it could reach the right audience and produce profit, as well as Argos. <p style="text-align: center;">Opportunities</p>	<ul style="list-style-type: none"> • They have major high street competition. • They are considered old fashioned, and competition is using the Internet to sell products. Woolworth's have an online store but it doesn't sell everything in the shops, the products are highly priced and postage and packaging is far higher priced over other stores. Other shops are cheaper. • Some UK branches are still using the old American servers from the 90's to handle money. More fraudulent activity may occur. • Woolworths average customer is likely to be one of the increasing population in debt. • In America, Woolworths failed after becoming huge. This is a huge threat, bearing in mind they are performing almost identically as Woolworths USA when it declared bankruptcy. • Woolworths produces most of its profits throughout the run-up to Christmas, they could loose a huge amount from advertisement costs not being cleared. • *The two drivers of growth, low prices and convenience have almost reached their natural limits. <p style="text-align: center;">Threats</p>

*Applies in both W and T section

External