Strategic Plan, Part I: Conceptualizing a Business

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BUS/475

November 7, 2011

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Company background

Earth-Mart was established in 1995 by a woman named Samantha Woolton. The company became officially incorporated in 1999. The company began to expand in 2004, with the opening of the first distribution center. The opening of the first distribution center drew in more revenue for the company. A distribution center keeps stocked products on hand to ship to local stores. A distribution center is a great investment to have because it ensures that the shelves will be stocked at all times

In 2002 Earth-Mart sales were recorded at 1 million and in 2005 they reached sales of 4 million in 2009. In 1996 Earth-Mart began using bar code scanning capability, which helped customers check out fast and efficiently. This also helped keep track of favored products and price ranges.

The company chosen for this essay is Earth-Mart. Earth-Mart is a chain of discount department stores located worldwide. Earth-Marts purpose and mission is to sell eco-friendly products at lower prices. The mission statement for the Earth-Mart company is "We save the earth so people can live better." In addition to the mission statement is the company purpose which is “If we work together with the planet, we’ll lower the cost of living for everyone…we’ll give the world an opportunity to see what it’s like to save and have a better life.” Both of these we said by the creator of Earth-Mart’s Samantha Woolton

Earth-Mart’s strategy

Earth-Marts strategy relies on the four P’s and customer satisfaction. Earth-Mart offers the lowest prices on various products and a satisfaction guarantee. This company has become a large competitor for many other stores because of their lower prices. For example many consumers would choose Earth-Mart rather than Wal-Mart because of the lower back to school prices on pens and notebooks. Earth-mart is eco friendly and cheap compared to the costs of larger stores like Wal-Mart or Staples.

The Earth-Mart Corporation relies on the Four P’s of marketing. The product is always stocked and ready to sell. The distributions centers keep tons of back stocked products ready to be shipped to store locations at all times. Earth-Mart keeps up with the newest trends and desired items for each year. The supply chain has kept the company to an advantage.

Earth-Marts pricing is considered to be the lowest out of all retail stores. The company promotes everyday low prices can be found on each location. Samantha Walton’s philosophy was "Always good for the environment always low Prices” and the company will remain committed to this statement.

Earth-Marts locations are chosen to suit consumers. There are currently 400 Earth-Mart discount stores located in the United States. There are also 1,352 supercenters located nationwide. The difference between the discount stores and supercenters are supercenters are typically open 24 hours. Supercenters also offer a full grocery department and general merchandise. All of the products offered are eco friendly.

The business is a nationwide retail chain of organic, eco-friendly and green products sourced from all over the globe. The organization will retail widest range of eco friendly and natural products sources from all over the globe to customers in United States and differentiate itself from others on the basis of its product range and variety, authenticity and quality of products. No other store chain exists in the marketplace that focuses solely on environmental friendly products on such a large scale.

The mission statement: To provide widest range of authentic and high quality eco-friendly products to customers at competitive rates and contribute towards the conservation of environment.

Vision: To establish organization as a pioneer in the marketing and distribution of eco-friendly products and make the world a better place to live in by promoting green and natural products.

Guiding principles:

Environmental friendly: This organization is committed to improve the environment and promote awareness about the natural and green products. The products sold by the organization are sourced from vendors that ethically produce these products and are committed to the cause of protecting the environment.

Honesty and Sincerity: We strive to be honest and sincere in dealings with our customers, vendors and other stakeholders of the organization.

Customer Satisfaction: Customer satisfaction is our top priority and we strive to attain highest possible levels of customer satisfaction.

Employee growth: We strive to provide a healthy working atmosphere conducive for personal and professional growth of our employees. Employees are our most important asset and partners in growth.

The vision, mission and values provide a framework and structure as well as motivation for organization's employees and management and provide a clear sense of direction to the overall strategic efforts. They provide a guideline for all decision making and thus, helps the organization to move ahead in the right strategic direction.

The organization addresses customer needs by choosing the products as per the preference and needs of customers and adhering to highest possible standards in customer service and product/service quality. They obtain competitive advantage by offering widest range of ecofriendly products under one roof at

competitive prices.

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