

Zales jewelers business

Business



Discussion Questions What do you think will be the effectiveness of Burton returning Zales Jewelers to its regular business strategy? In your answer, define or categorize that strategy.

Zales could raise profit by buying direct but keeping all of the customers.

Zales already has an upend store in its chain. By cutting clients, Zales cuts sales.

2. What should Burton do about ethical and legal problems facing Zales?

Every instance of ethical and legal issues should be investigated. Instead of giving the chief financial officer paid leave, he should be fired after an investigation. Any type of wrongdoing should be resolved for the sake of the company. An independent auditor should always be consulted for some of these issues.

3. Do you think Mary Forte had a good strategy in attempting to move Zales upscale?

No. Cutting or excluding customers is never a good idea. If an upscale strategy was undertaken than Bailey Banks & Biddle was the place to experiment with the idea. If this store could get more customers, than the rest of Zales might also get more customers. One-third of Zales' customer base was eliminated with this strategy.