

Swot analysis on supermarkets

[Sociology](#), [Shopping](#)



Operating under the unusual name Piggy Wiggly, it was unlike any other grocery store of that time. There were shopping baskets, open shelves and no clerks to shop for the customer - all unheard of! Piggy Wiggly Corporation, established by Saunders when he opened the first store in Memphis, secured the self-service format and issued franchises to hundreds of grocery retailers for the operation of Piggy Wiggly stores. The original Piggy Wiggly Corporation became owner of all Piggy Wiggly properties: the name, the patents, etc. And Saunders began issuing stock in the Corporation. The stock was successfully traded on the New York Stock Exchange for some time, but through a series of stock transactions in the early sass, Saunders lost control of Piggy Wiggly and had no further association with the company. Piggy Wiggly Corporation continued to prosper as franchiser for the hundreds of independently owned grocery stores allowed to operate under the Piggy Wiggly name and during the next several decades, functioned successfully under various owners.

Piggy Wiggly, LLC is an affiliate of C&S Wholesale Grocers, Inc. , ranked as the 40th largest privately held company in the nation by Forbes magazine in 2010. For more than 90 years, C&S has provided first-class warehousing and distribution services to its customers. From more than 50 warehouse facilities throughout the United States, C&S serves some of the largest supermarket chains in the nation. Their corporate offices are located in Keen, N. H. Piggy Wiggly slogan is " Shop the Pig" Over the past 5 years the Piggy Wiggly has had a fluctuating sales curve.

From 2005-2008, the Piggy Wiggly had consistent sales growth, when the recession hit the store's sales leveled off for 2 years. Mr... Schemer noted

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that people bought more food instead of going out to eat, but they also bought cheaper foods or took advantage of more deals during the height of the recession. **STRENGTHS** Strong reputation for service and quality the variety of products to offer - This Strength is distinctive because it has maintained the quality of the products and the service.

Now days it's hard to find a supermarket that will keep the quality of its products like the way they first started. Location in growing population markets: Piggy Wiggly presently has more than 600 independently owned and operated stores. Just in time- Is a production strategy that strives to improve a in 17 states. Business return on investment by reducing in-progress inventory and associated carrying cost. The storage of unused inventory is a waste of resources. Just In Time inventory systems expose hidden cost of keeping inventory, and are therefore not a simple solution for a company to adopt.

The company must follow an array of new Swot Analysis on Supermarkets By efflorescence working come from many different disciplines including statistics, industrial engineering, production management, and behavioral science. The Just In Time inventory philosophy defines how inventory is viewed and how it relates to management. (Shining, 1989) Motivated workforce - ESP.. (employee stock ownership program)