

Strategic management

Business, Marketing



Comment Part The comparison of the prevalence of two companies ALDI and Amazon Grocery is presented on their performance in the market. The impact of the prevalence in the market is explained in the factors of demographic and socio-cultural influences. These companies have considered these entities to establish the strategies witnessed in the market share needed to attract the consumers. The Amazon strategy has been based on serving the consumers using the online marketing strategy and focus on the busy consumers with minimal time to analyze the products stocked in prices and quality.

ALDI opted for conservative methods to offer better quality and reduced prices. The strategy is presented to hold numerous benefits in expansion and retention of an increased market share. Furthermore, ALDI utilizes cheaper measures in advertising as compared to Amazon that spends majority of finances in marketing. This places ALDI at a paramount position to expand and increase the profits with increased income and reduced expenditure, especially in marketing (Stubblefield, 2006).

Part Two

The post critics on the shopping trends of consumers and the focus placed on the comparison of Aldi and Amazon. The German Aldi stores stock mostly their products and offer lower cart value at \$0. 25. The company saves money through failing to accept credit cards. This includes increased purchase of the cheap products to generate revenue. Amazon offers value in products through the online stores. This generates easier measures in shopping to offer the convenient shopping measures. These are the differences in the two stores with the consumers offered cheap expenses in

Aldi and the convenient Amazon. These stores may serve as supplements in their positioning since they satisfy consumers in varied manners. The post offers the challenge on the preference of a company based on the strategies that they incorporate in their marketing scheme.

Reference

Stubblefield, M. (March 2006). Leadership Decision Making. Leadership Ethics

Analysis

Direction. Retrieved 9 June 2012,

from: