

Assignment

[Business, Management](#)



Staples Case Study Staples Case Study Companies today realize the benefits of moving into areas where they can diversify their products. The essential thing to note nonetheless is the ability to work in different areas and still meets the required demands. By expanding into delivery business, Staples is making good use of its resources and expanding into an area with limitless opportunities (Hill and Jones, 2013). They are able to diversify their operations and cut costs based on their analysis of the market as a whole. This is a desirable strategic move that places them in almost all sections of the supply chain. They can manage their products from one area to the next and capitalize on the most viable opportunities present in the industry. When doing the feasibility study, it found out that the retail business was growing at an exponential rate (Hill and Jones, 2013). This means it has a chance to capitalize on it and use the acquired knowledge over the years to meet its goals. Despite the financial crisis that triggered a price discount for its products, the expansion after the recovery of the economy will be a good way of dealing with an increased demand that will open up new markets both at the retail and wholesale sections. If the company escapes from continued need to expand, it will miss out on opportunities that would have cemented its position in the market. As such, it should proceed with its plans and capitalize on the expected vibrancy of the market. This will also streamline its efficacy in dealing with its supply chain management process in whichever area they operate in. the expansion, therefore, was a good economic and strategic opening for the company.

References

Hill, C. W. L., & Jones, G. R. (2013). Strategic management: an integrated approach. Mason, OH: Cengage learning.