

# Implementation, strategic controls, and contingency plans

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Implementation, Strategic Controls and Contingency Plans Titilayo Bakre,  
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Implementation Plan

As explicitly indicated, the strategies chosen to be implemented for Caribou Coffee are the differentiation generic strategy, in conjunction with the market development grand strategy. In this regard, Triple D is hereby creating an implementation plan for the new strategies selected, including short-term objectives, action plans, activities, milestones, resource allocation, WBS and Gantt chart, covering each of the 3 to 5 years in the strategic plan.

Short-Term Objectives

Triple D aims to strengthen its foothold in the specialty coffee market through implementing the differentiation generic strategy with the market development grand strategy that would be instrumental in increasing the market share and financial income by as much as 20% per annum for the 3rd year and too increase further to 30% from the 4th to 5th years.

Action Plans

Implementation of Differentiation Generic Strategy: (1) Caribou should enhance visibility with the positive attributes at the core of their mission and vision statements (Bockstedt & Goh, 2012, p. 237) by increasing advertisements and promotional efforts; (2) Caribou should build customer loyalty through differentiating the Caribou brand from other specialty coffee

brands in terms of focusing on the quality advantage; (3) Caribou should not only focus on satisfying customers; but more so, on delighting them and providing them with exemplary personalized experience as they purchase the company's products.

Implementation of Market Development Grand Strategy: (1) Caribou is opening approximately 7 new stores per annum for the 3rd to 4th years and to increase to 10 stores per annum starting on the 5th year; (2) Caribou is renovating the current store within the Chicago market; (3) it will reintroduce a unique brand to the residents that has a customized Chicago-centric look and taste; (4) Caribou should expand beyond United States and would start operation in the Middle East, Colombia, and some parts of Europe starting from the 3rd year to the 5th year time period.

#### Activities

From among the noted activities for the strategies identified, the following are emphasized: (1) development of a franchising pipeline in the non-traditional locations like airports, offices, and hospitals within United States; (2) opening of new stores within strategic locations in the U. S.; (3) renovation of the Chicago store; (4) expansion to international markets.

#### Milestones

The milestones include: (1) the expansion which would mark the company first-owned store for the past five years; (2) expanding into international markets; and (3) renovating the current store in the Chicago market.

#### Resource Allocation

Current and future resources would be primarily allocated for expansion

purposes: opening of new stores (30%), renovation (15%), planning and implementing expanding to international markets (50%), increasing advertising and promotions (5%).

WBS and Gantt Chart

WBSTask NameYear 3Year 4Year 5

1Implementation of Generic=====

Differentiation Strategy

1. 1Increase ads and promo===

1. 2 Build loyalty thru quality =====

1. 3Delight customers =====

WBSTask NameYear 3Year 4Year 5

2Implement Grand Market

Development Strategy

2. 1Open 7 stores=====

2. 2Open 10 stores=====

2. 3Renovate Chicago store=====

2. 4Expand to

International=====

===

Markets

2. 4. 1Middle East=====

2. 4. 2 Colombia =====

2. 4. 3Some parts of Europe=====

Reference

Bockstedt, J., & Goh, K. (2011). Seller Strategies for Differentiation in Highly

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