

# Hals woodworking



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that could hinder the success of expanding to shopping on their website. The store is local and will only showcase a limited selection of their products online. Being a local presence the price points for the products will not compete with the bigger websites like Amazon and Home Depot. But if the company wants to compete, lower prices will be needed which will cause a decline on profit margins for the products offered by the company.

With no solid plan in place Hal's Woodworking needs some expert advice before entering the ecommerce world. Opportunities Hal's Woodworking will have various opportunities that could help the company succeed in expanding its website. Currently the company offers classes and workshops for the homeowner and hobbyist each month and regularly schedules seminars that are underwritten and taught by manufacturers. If the company could offer those videos on the website it could add even more value to high-end specialty tools currently being considered for the website.

In expanding to selling online it will lead to increased exposure and the increased web presence which could lead to increased sales that could help the company to eventually expand. Threats Hal's Woodworking will have various threats that could threaten the company expansion of its website. In order to reach their valued customers, it will be a threat for them to compete with big time companies like Amazon and Home Depot since these big companies already promote products at low prices. This will leave Hal's woodworking susceptible to price changes and could leave the company with low profit margins if Hal's decides to compete on price.

Lastly, Hal's Woodworking risks losing their family owned reputation if it strays from what has made them successful. Conclusion and

Recommendations In order for Hal's Woodworking to succeed the company could create and expand partnerships with other tool manufacturers. This could allow the company to be able to bid for lower prices of products and eventually sell those products to consumers at a lower cost. Another recommendation includes having promotions, free products, or loyalty discounts for regular costumers that visit the website.

This will help retain current customers and help gain new customers. Lastly an online membership could help the company monitor customer trends. With a solid plan in place and expert advice, Hal's Woodworking could successfully sell products on a website if the company uses its established reputation. Although the company can't compete with the cheap prices from big companies it can offer superior service which the company is known for.

References Schneider, Gary P. Electronic Commerce. Boston, MA: Course Technology Cengage Learning, 2013. Print.