Safeway SWOT Analysis Supervision and Management Class 10/2/2017

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| **Strengths**  Easily accessible – store network  Customer service (Claire can have clean duds)  Starbucks/financial services/pharmacy  Home delivery (online)  Gas Stations (reward points)  Bakery  Deli  Sushi  Fish  Large organic selection  24 hours (late)  **Loyalty Program (Club Card)**  Private Label (Safeway Select)  Philanthropy  Partnerships  Training Program  Rain Check  Western States | **Opportunities**  Online delivery  O-Organics  International Growth  Subscription DIY  One-stop shopping  More U.S. expansion  Instacart and Postmates  Safeway delivery differentiation  Additional services  Oversaturation of food delivery services  Amazon Locker  Rug Doctor  **COINSTAR!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!**  Red Box, keys, Gift cards |
| **Weaknesses**  Unstable financial situation  High prices  Wages  Poor customer services  Lack of open registers  High turnover  Poor products  Lack of parking  Image issues  Union staff / adverse impact of labor union  More product recalls | **Threats**  Competition  Union  Fewer customers  More of a focus on healthy eating  Target, Walmart groceries  Ecommerce is not highly developed |