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/pharmacyHome delivery (online)Gas Stations (reward points)BakeryDeliSushiFishLarge organic selection24 hours (late)**Loyalty Program (Club Card)**Private Label (Safeway Select)Philanthropy PartnershipsTraining ProgramRain Check Western States  | **Opportunities**Online deliveryO-OrganicsInternational GrowthSubscription DIYOne-stop shoppingMore U.S. expansionInstacart and PostmatesSafeway delivery differentiationAdditional servicesOversaturation of food delivery servicesAmazon Locker Rug Doctor**COINSTAR!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!**Red Box, keys, Gift cards |
| **Weaknesses**Unstable financial situationHigh pricesWagesPoor customer services Lack of open registersHigh turnoverPoor productsLack of parkingImage issuesUnion staff / adverse impact of labor unionMore product recalls | **Threats**CompetitionUnionFewer customers More of a focus on healthy eatingTarget, Walmart groceriesEcommerce is not highly developed |