

The Wilko logo is centered within a circular frame. The word "wilko" is written in a bold, white, sans-serif font. The dot above the "i" is a yellow circle. The circular frame has a dark red inner ring and a lighter red outer ring with a hand-drawn, textured appearance. To the left of the main circle, a portion of another logo is visible, showing a stylized "C" and the letters "on".

wilko

**POSSIBLE
RECOMMENDATION
FOR WILKO**

INTRODUCTION

"Good morning everyone, my name is Sharmin and today I want to talk about the challenges faced by the well-known retailer, Wilko. Despite being a popular brand, Wilko has been facing some difficulties in recent times.

One of the main problems Wilko has encountered is increased competition. With the rise of online shopping and the presence of other big-name retailers, Wilko has had to find innovative ways to stay relevant in the market. They have been working hard to differentiate themselves by offering unique products and providing exceptional customer service.

Another challenge for Wilko has been adapting to changing consumer preferences. In today's fast-paced world, consumers are constantly seeking convenience and value for money. Wilko has been striving to meet these demands by expanding their online presence, improving their website, and offering competitive pricing.

Additionally, Wilko has faced supply chain issues, which have affected their ability to meet customer demands. This has led to occasional product shortages and delays in restocking. Wilko has been working diligently to address these issues and ensure a smoother supply chain process.

Despite these challenges, Wilko has shown resilience and determination. They have remained open as a brand that customers can trust and rely on. Wilko's commitment to providing quality products, affordable prices, and excellent customer service has helped them maintain a loyal customer base.





- Opportunitys
- Restructure
- evolving values
- supply chain issues
- Digital marketing
- emphasis

Solutions

What went wrong and the possible recommendations for Wilko.

wilko

KPI Brand Awareness Survey

usage

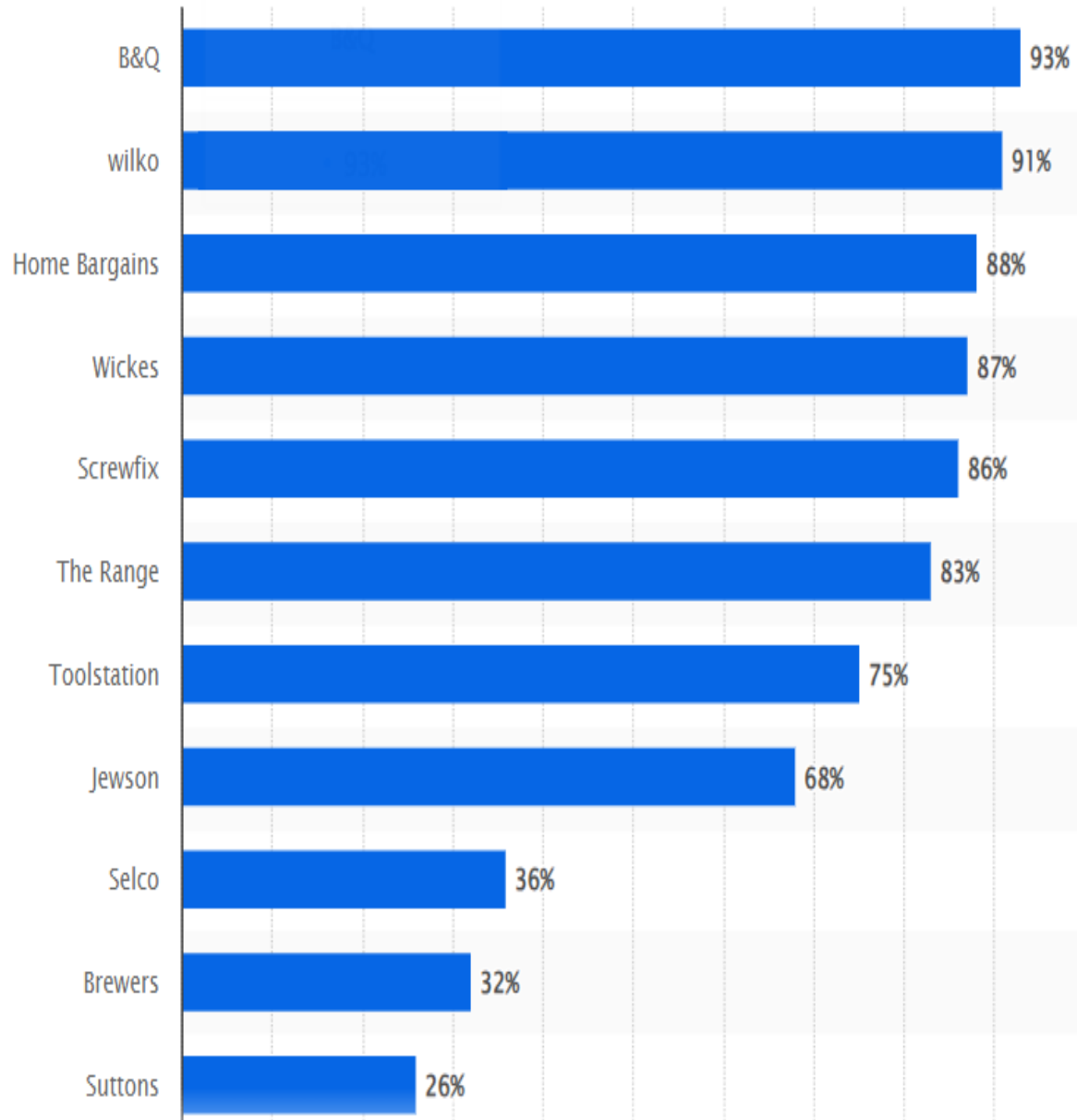
popularity

loyalty

buzz

2022/2023

wilko



Brand Awareness

Leading Brands awareness in the UK 2022/2023.

The Wilko logo, featuring the word "wilko" in a white, lowercase, sans-serif font. A small yellow circle is positioned above the letter "i". The logo is set against a dark red rectangular background.

"To wrap up our presentation, we have discussed the challenges faced by Wilko and the solution that our group has come up with. Despite the obstacles, it is evident that Wilko remains a resilient and trustworthy brand in the retail industry.

Throughout our research, we have discovered that Wilko's commitment to providing quality products, affordable prices, and excellent customer service has been key to their success. Despite increased competition, Wilko has managed to differentiate itself by offering unique products and focusing on customer satisfaction.

Our group has proposed a solution that focuses on further enhancing Wilko's online presence and improving their supply chain management. By investing in their website and ensuring a smoother supply chain process, Wilko can better meet the demands of today's consumers and maintain a competitive edge in the market.

We believe that Wilko's fantastic qualities, such as their dedication to customer satisfaction and their ability to adapt to changing consumer preferences, will continue to make them a reliable choice for shoppers. Their commitment to providing value for money and a wide range of products sets them apart from their competitors.

In conclusion, Wilko is a brand that can be trusted and purchased from. By addressing the challenges they face head-on and implementing our proposed solutions, Wilko can continue to thrive in the ever-evolving retail landscape.

Thank you for your attention, and we are open to any questions or feedback you may have."



References

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