

# POSSIBLE RECOMMENDATIONS FOR THE RETAILER WILKO

ALYAA NABHAN
RANA RAJJOUB
ANNA MISIAK-ALI






# INTRODUCTION

Founded in UK in 1930.
The retail chain WILKO Ltd. was founded by James Kemsey Wilkinson.
Remained in the ownership of the establishing family before it fell into administration in August.





# PESTLE ANALYSIS




**P**OLITICAL- BREXIT

**E**CONOMICAL- TAXES

**S**OCIAL- COVID-19 PANDEMIC

**T**ECHNOLOGICAL- ONLINE SHOPPING

**L**EGAL- LAW CHANGES

**E**NVIRONMENTAL- CLEAR AIR ZONE, COMPETITION



# SWOT ANALYSIS

| STRENGHTS | WEAKNESSES |
| --- | --- |
| • Loyal, helpful staff.<br>• Cheap DIY product.<br>• Amazing shops in the city centres. | • Lack of support for online marketing.<br>• Lack of free parking for customers cars.<br>• Too many large stores in too expensive high street locations.<br>• Too many stores in the Wilko estate.<br>• Lack of place for customers to rest after shopping.<br>• Too small selection of goods |
| **OPPORTUNITIES** | **THREATS** |
| • Reduce the numbers of stores.<br>• Move shops to better location.<br>• Open to new sales opportunities and customer range. | • Too big competition from retailers like Home Bargains, B&M, Poundland and Ikea. |



# RECOMMENDATION 1

- Reduce numbers of shops from 405 to 250.
- Move shops to better locations.






# MONITORING PROGRESS

- Monthly sales report.
- Monthly report about number of clients.






# RECOMMENDATION 2

- Focus on the online shopping.
- Support online shopping.
- Submit competing offers on Wilko’s website.
- Organisational restructuring at Wilko’s stores.
- Providing free car parking.





# MONITORING PROGRESS

- Establishing a specialised team for online marketing.
- Focus on the Wilko website.
- Monitor purchasing activity and developments.
- Starting to implement the idea of establishing free parking.
- Monitoring the new situation and customers demand.



# RECOMMENDATION 3

- Product Diversification.
- Provide Loyalty Card.






# MONITORING PROGRESS

- Regularly evaluate and update products offering.
- Sales Monitoring.
- Customer Feedback.
- Collect information about clients.






# CONCLUSION

By incorporating these suggestions, Wilko can set the stage for a strategic transformation, promoting resilience and enduring growth within challenging retail environment.






# REFERENCES


Butler, S. (2023). What went wrong at Wilko? [Online]. The Guardian. Last Updated: 4 August 2023. Available at: https://www.theguardian.com/business/2023/aug/04/what-went-wrong-at-wilko [Accessed 8 March 2024].

Calnan,M&Simmonds,E. (2023). Loyalty cards compared. [Online]. Which. Last Updated: 3 October 2023. Available at: https://www.which.co.uk/reviews/supermarkets/article/loyalty-cards-compared-a4ERY9a5NFJd [Accessed 9 March 2024].

Chatfield,P. (2024). Over 50 of the best loyalty cards and programmes in the UK. [Online]. Household Money Saving. Last Updated: 29 February 2024. Available at: https://www.householdmoneysaving.com/over-50-of-the-best-loyalty-cards-anddiscount-apps-in-the-uk/ [Accessed 7 March 2024].

Chouffani,R. (2022). 4 types of loyalty programs and their benefits. [Online]. Techtarget. Last Updated: 19 August 2022. Available at: https://www.techtarget.com/searchcustomerexperience/tip/4-types-of-loyalty-programs-and-their-benefi [Accessed 9 March 2024].

Cooper, B. (2017). Wilko blames 'severe economic headwinds' for profit slump. [Online]. The Grocer. Last Updated: 27 July 2017. Available at: https://www.thegrocer.co.uk/discounters/wilko-blames-severe-economic-headwinds-for-profit-slump/5558 [Accessed 29 February 2024].

Halligan, L. (2023) ‘Interview’ in: GB News, August 31.

Jones, L. and Simpson, E. (2023). B&M buys up to 51 stores from collapsed rival Wilko. [Online]. BBC News. Last Updated: 5 September 2023. Available at: https://www.bbc.co.uk/news/business-66711168 [Accessed 7 February 2024].

# REFERENCES


Kenton, W. (2023). What Is PEST Analysis? Its Applications and Uses in Business. [Online]. Investopedia. Last Updated: 13 June 2023. Available at: https://www.investopedia.com/terms/p/pest-analysis.asp#:~:text=PEST%20analysis%20can%20assist%20an%2 [Accessed 06 February 2024].

King,T. (2023). Advantages of Product Diversification. [Online]. E-Marketing. Last Updated: 3 July 2023. Available at: https://www.e-marketingassociates.com/blog/advantages-of-product-diversification [Accessed 9 March 2024].

May, P. (2022). The sudden decline of variety retailers. [Online]. Progressive Pulse. Last Updated: 2 December 2022. Available at: https://www.progressivepulse.org/economics/the-sudden-decline-of-variety-retailers [Accessed 06 February 2024].

Op De Beeck, Ph. (2017). Customer Satisfaction Begins with Parking. [Online]. ACROSS. Last Updated: 18 April 2017. Available at: https://www.across-magazine.com/customer-satisfaction-begins-parking/ [Accessed 10 March 2024].

Smith, L. and Bolton, P. (2023). Air quality: policies, proposals, and concerns. [Online]. UK Parliament. Last Updated: 10 October 2023. Available at: https://commonslibrary.parliament.uk/research-briefings/cbp-9600/ [Accessed 25 January 2024].

Sri-Pathma V., Jones L., Masud F. (2023). What went wrong at Wilko? [Online]. BBC NEWS. Last Updated: 12 September 2023. Available at: https://www.bbc.co.uk/news/business-66394238 [Accessed 1 February 2024].

Traynor, R. (2023). Wilko: What Went Wrong and What Will Happen? [Online]. Red Flag Alert. Last Updated: 22 August 2023. Available at: https://www.redflagalert.com/articles/risk/wilko-what-went-wrong-and-what-will-happen [Accessed 10 March 2024].

# THANK YOU

If you have any questions,
please do not hesitate to ask.

