

Argos

Parent Company

Home Retail Group plc

Category

Retail Industry

Sector

Lifestyle and Retail

Tagline/ Slogan

Find it, Get it, Argos It; It's So Easy; Don't shop for it, Argos it; Helping you Live for Less

USP

To make it as easy as possible for customers to buy from the business

STP**Segment**

Online and offline buyers

Target Group

Households

Positioning

For the ones who look for purchasing Items multi channel - in-store, can be ordered online or over the

SWOT Analysis**Strengths**

1. Largest general-goods retailer in the UK with over 800 stores
2. Offers online services for shopping
3. Owns famous brands including Elizabeth Duke (jewelry and watches), Alba, Bush, Chad Valley, etc

4. Huge working force with more than 51,000 employees
5. Argos reaches out to 130 million customers and 18 million UK households

Weaknesses

1. A few controversies like working on Sunday, pricing in Ireland have slightly affected the brand name
2. Extremely tough competitive market segment means limited market share
3. Lesser presence globally as compared to some other retail chains

Opportunities

1. Around 25% of sales are coming from online selling. Hence it can dwell further into this segment.
2. Reaching out markets in the growing economies

Threats

1. International expansion of other brand would increase competition

2. Price war with other retail chains brands
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3. Change of Govt policies and regulations in the retail industry

Competition

Competitors

1. Tesco

2. Sainsbury's

3. Costco

4. Carrefour

5. LIDL

6. Morrisons

7. ASDA

8. ASOS
