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SHOP THURSDAYS: POST COVID-19 STRATEGY

INTRODUCTION

Several factors have caused the changes in consumer behavior that exposed companies to new challenges; one of the primary ones remains to be the coronavirus pandemic. Turning to the case of Shop Thursdays, a retail chain which positions itself as a seller of good-quality necessities affordable for all, the company had to operate in a situation after the pandemic.

STRATEGIC RESPONSE

When the COVID hit, these shifts rose making Shop Thursdays to reconsider its retail strategy in the post COVID world. To overcome these challenges this business had to: strengthen its' online store, deliver satisfying multi-channel business experiences, and embrace the e-commerce opportunity. Some of the critical components of the new strategy included:

CUSTOMER ENGAGEMENT

Using facebook, twitter and email database, Shop Thursdays ensured they communicated with their customers on regular basis to notify them of the specials, and other offers such as loyalty discounts.

CONCLUSION

The case solution for Shop Thursdays showing that companies have to follow the tendencies in the post-pandemic period, strengthen contacts with customers, and introduce digital changes to provide extraordinary shopping experiences.

RECOMMENDATION

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

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