



PRESENTATION

DOLLARAMA INC.



INTRODUCTION

In the case of Dollarama Inc., it was established that this company of dollar stores in Canada has had to solve several strategic and operational problems that need to be addressed to maintain and develop the company's positions. The case study deals with these problems and aims at describing strategies that could help Dollarama become more competitive.



STRATEGIC ANALYSIS

This strategy has proved to be very effective because it helps Dollarama to provide various products at very cheap prices. Nevertheless it faced threats that include enhanced competition, change in consumer trends and behavior and unstable economic environment of the world.

The strategic analysis clearly showed that Dollarama has several competitive advantages namely, it had captured a prestigious image of a brand, extensive number of stores, and effective supply chain management. On the other hand, areas of relative strength such as moderate debt levels on the balance sheets of the companies indicated that there was still room for improvement in areas such as reliance on imported goods and a relatively low e-business factor which is important in today's market.



FINANCIAL IMPLICATIONS



The measures called for pose certain costs which has to be properly managed and have positive cost benefit. Thus, the costs incurred at the beginning of the organization's e-commerce activity, investments in infrastructure, and supplier resources will be partially compensated by the growth in sales and more efficient work of companies. It is noteworthy that given initiatives will require a continuous analysis of its financial performance for quantitative assessment of the results.

CONCLUSION

Assuming that the suggested solutions to the strategic and operational problems of Dollarama Inc. are effective, it will greatly help the company improve its position in the market and guarantee its further development. This paper outlines how Dollarama can remain competitive in the future through the diversification of product sourcing, the development of e-commerce, changes to the store environment, and the adoption of sustainable practices.



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