



**CONSULT^APRO
SOLUTIONS**

Creating solutions for the **future**



ALDI Supermarket

A RETAIL STRATEGY



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Our Team Members



Zahira Santana
Marketing Director

Learn about the needs of the market by examining the operations and profiles of companies. Analyze market trends and commercial potential. Determine, through information and other data points, what consumers want or what draws them to a product. Marketing directors want to keep the company's reputation in the marketplace strong, boost sales, and raise brand awareness.



Alyssa Skerett ✨
Consulting Director

Determine, create, and present cutting-edge tactics and solutions to current and future customers. collects, examines, and evaluates data in order to offer suggestions and judgments. Consult's on firm's performance in terms of client connections as well as the general strategic and operational components of the company.



✨ **Lori Perez**
Strategy Director

Give businesses strategic counsel on important business choices. recognizes problems and possibilities, conducts research and analysis, and formulates suggestions. Enhancing the client's competitive position and long-term success is their overarching objective.





WHAT WE DO?

MARKETING

A product or service is marketed to consumers, brought to the market, and customer loyalty is established through marketing. To get to this stage, we use a variety of tools, including corporate history, demographics, psychographics, statistics, and more to determine the nature of the product or service and the kinds of media that will capture the interest of the target audience.

We collaborate closely with businesses to understand their core competencies, which we then leverage to develop fresh approaches that will enhance their customer outreach.

BRANDING

A consumer's decision to stop buying from a company can be determined by its brand image; so, the purpose and core values must coincide with the vision and vice versa. We guide brands through the process of meaningfully communicating with their target audience. The



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Process Consult will improve a company's image, build its reputation, and help it comprehend its brand. We ensure that the company's messaging is consistent throughout all of its components.

It's an  thing.



Abstract

The international grocery company ALDI was established in 1946 and has since come to be associated with a unique retail strategy that places an emphasis on cost, simplicity, and efficiency. This abstract explores the fundamental tactics of ALDI, which include a restricted product line, a focus on private label, and a dedication to providing premium products at affordable costs. The secret to the business's success is its ability to reduce expenses, simplify processes, and pass savings along to the discriminating customer. Thanks to its creative approach to the grocery business, which includes transparent quality assurance, weekly discounts, and digital interaction, ALDI has established itself as a major force in the worldwide retail scene. This abstract examines how ALDI's steadfast commitment to value-driven business methods has connected with a wide range of consumers, enhancing its standing as a reliable brand in the cutthroat supermarket industry. ALDI has become a worldwide retail phenomenon, well-known for having invented a novel business strategy that combines affordability with customer-focused efficiency. This abstract explores ALDI's dedication to sustainable practices, community engagement, and digital innovation, going deeper into what makes the company unique. ALDI's focus on sustainability goes beyond the caliber of its products to include eco-friendly programs, demonstrating a comprehensive approach to corporate responsibility. In addition, the business



actively supports neighborhood events and sponsorships, which helps to create a sense of community that goes beyond the transactional nature of shopping.

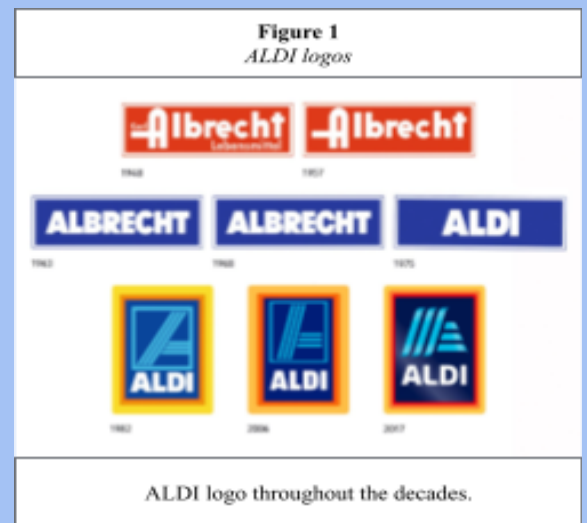
It's an  thing.



Introduction

Aldis was founded under the name Spirituosen Earl Albrecht Lebensmittel, a family business started in Germany 1913 (Dean, 2023). Two brothers Karl and Theo were able to expand their business by franchising their supermarket layout. It wasn't until 1962 ALDI, short for "Albrecht Discount,". By 1966 the company was divided by the Albrecht brothers creating two separate sectors; Karl took Aldi Süd, focusing on sales in the southwest of West Germany, while Theo had Aldi Nord, controlling store operations in the northern West region of Germany.

Aldi Nord is based majority overseas and offers cigarette products. However this report will focus on the business layout of Aldi Süd which has been expanding across the United States since 1976 (Dean, 2023). Aldi Süd changed the way people buy groceries. ALDI, company value tenets of affordability, efficiency, and simplicity, has grown to be a household name associated with premium goods at reasonable costs. An outline of ALDI's



development as a significant force in the retail industry is given in this introduction, with special attention to the company's unique tactics, dedication to sustainability, and proactive community involvement. As we examine ALDI's diverse approach to contemporary retail, it becomes clear



that the company's success rests not just in providing goods but also in creating a special fusion of affordability, environmental responsibility, and community involvement. Since most of ALDI's products are private labels, they can retain quality control and provide its customers with savings. With merchandise arranged in shipping boxes to reduce the need for frequent refilling, the store is laid out with efficiency in mind. Consumers value ALDI's regular special offers on non-food items and its consistently low prices. The business integrates eco-friendly procedures into its operations as part of its commitment to sustainability. ALDI has grown to be a major force in the retail sector by offering customers a low-cost option without sacrificing the quality of its products. ALDI has been successful in carving out a market niche. The business is still a notable example of how a straightforward strategy can produce a distinctive and profitable retail experience for customers all over the world, as it grows and innovates.



Client Profile

ALDI is a well-known international grocery store business that prides itself on its unique approach to retailing by prioritizing cost, simplicity, and efficiency (ALDI, 2023). Since its 1913 founding in Germany, ALDI has grown to become a global leader in the fiercely competitive supermarket.



ALDI's main target market is people on a tight budget who want high-quality goods at reasonable pricing. Families and individuals trying to cut costs on groceries without sacrificing the quality of their shopping experience may find the brand appealing. Demographic traits: Age:



Mainly adults and families. Income distribution: wide, with a concentration on households in the middle to lower middle income range. Diverse occupation that supports a range of lives and vocations. Geographical Location: Existence in suburban and urban regions. Purchase Habits: Price-conscious consumers: Those that give priority to value and cost savings when making purchases. Customers that value condensed assortments and efficient store layouts are known as efficient shoppers because they avoid decision fatigue. Brand Loyalty: By providing continuous value offerings and private-label products, ALDI has fostered brand loyalty. Preferences: Advocates for ALDI's Private Labels: Clients that value and rely on ALDI's private label products due to their reasonable prices and high quality. Weekly Shoppers: Faithful patrons who appreciate ALDI's recurring sales and ever-changing assortment of goods. Eco-Conscious: By implementing sustainable projects and eco-friendly procedures, ALDI attracts customers who are concerned about the environment (ALDI, 2023). ALDI's leadership in the value-driven grocery industry is strengthened by customizing its marketing strategies to effectively reach and resonate with its target demographic. This is made possible by having a thorough understanding of this customer profile.

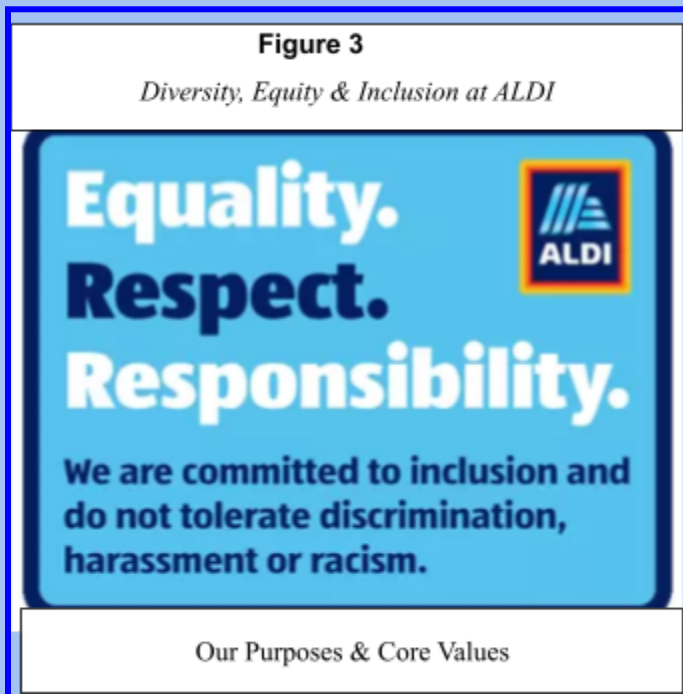


Corporate Mission

According to ALDI, their corporate objective is to provide the best value to their clients, referring to a constant focus on providing high-quality products at the best price. The three core values that they acknowledge are consistency, simplicity and responsibility. As a consistent company, they are able to show reliability, which stands behind what they say. Furthermore, they

demonstrate simplicity, implying that they are capable of developing efficiency, clarity, and a clear orientation among its organization and its customers. To continue to satisfy their people, customers, partners and the environment, they show responsibility while adhering to principles such as fairness, honesty, and openness (Aldi, 2023). They clearly state their expectations for each and every one of their suppliers and partners in their contractual contract, demonstrating their dedication to maintaining the high quality and

dependability of their products (Aldi, 2023). By recognizing the uniqueness of each employee, customer, supplier, and business partner, ALDI promotes diversity in its code of conduct





(Corporate Aldi, 2023). As a courteous organization, they provide a secure and healthy work environment.

It is important to know if and how businesses give back to the community by respecting our environment and individuals around the world. Through social sustainability, ALDI ensures that the environment is protected by going green. The corporation's practices reduce, reuse, and recycle with sustainable product packaging, signifying the implementation of environmentally friendly practices (ALDI International Services, 2018). Additionally, the use of green electricity is another example of their social responsibility. For example, they invest in renewable energy by using green electricity and design their stores with materials and mechanical systems that minimize energy and water usage (Aldi, 2023). However, ALDI's have also shown improving people's lives and giving back through their business in many ways. For instance, the company is devoted to funding and partnering with organizations like Feeding America and Alex's Lemonade Stand, as well as working with other organizations that focus on equity, diversity, food insecurity, and the health and wellbeing of children (Aldi, 2023). Our client ensures to participate in social sustainability and seizes the chance to give back to the community.



Figure 4
ALDI Corporate Sustainability



PROGRESS REPORT

We have made significant strides towards meeting our goals. Read more about it in our report.




CLIMATE & ENERGY

We work hard every day to reduce our carbon footprint and improve our building standards.



SUPPLY CHAIN

We're committed to safe and fair workplace practices throughout our supply chain.



IMPACT STORIES

We are proud to share information about the impact of our programs and projects.



COMMUNITY

We believe in giving back to communities and are proud to support health and wellness initiatives for children and youth.



ENVIRONMENT

We're reducing operational and food waste, increasing packaging recyclability and improving the responsible sourcing of many of our ALDI branded items.

ALDI's sustainability actions.



Sales, Profit, and Key Financial Data

Since ALDI is a budget supermarket, the company earns its sales from its items' low prices and offers restricted selection of goods. For example, the low prices are kept by restricting the products they sell and employ a budget to pay staff at a level comparable to the company's cheap prices. (Madhav, 2023). This commitment to affordability has resonated with consumers worldwide, making ALDI a go-to destination for budget-conscious shoppers. Driven by a relentless focus on providing low prices without compromising quality, ALDI has remarkable sales. For example, their success has allowed them to grow their brand to over 10,000 locations, with over 1,600 of those being in the US, and to generate an estimated \$80 billion in revenue annually (Huddleston, 2019). This impressive development trajectory demonstrates ALDI capacity to adjust to changing consumer wants and needs. ALDI sales are consistently on the rise because customers are anticipated for the deals. Our client has successfully operated and cut expenses by concentrating on private-label merchandise, which has allowed them to uphold their commitment to offering products at reasonable prices (Madhav, 2023). Our client's unwavering commitment to private-label merchandise has empowered them to deliver affordable goods consistently at a reasonable price while efficiently controlling expenses and optimizing processes. ALDI competitors, on the other hand, should be aware that the company is here to stay. In



addition to experiencing remarkable growth in sales, ALDI has seen a sharp increase in profitability. It has been reported that their profit sales have increased drastically. ALDI operating profit almost tripled in 2022 to top \$218 million, up from around \$73.5 million in 2021. (Faithfull, 2023). This impressive growth in profitability solidifies ALDI's position as a major player in the global retail sector, proving its adaptability and tenacity in the face of changing market conditions.



Marketing Strategy

ALDI has a distinctive and effective marketing approach that is built around its guiding values of cost, simplicity, and efficiency. Important components of ALDI's marketing plan consist of: ALDI prides itself on being a value-driven company that offers premium goods at reasonable costs. By keeping running expenses to a minimum, the business may pass savings on to clients and strengthen its value offer. ALDI places a strong emphasis on private-label or store-brand products. With the help of this tactic, the business is able to keep expenses under control, uphold quality standards, and provide unique products that encourage brand loyalty among consumers. Restricted Product Selection and Efficient Operations: ALDI's restricted product selection simplifies processes and lowers complexity. "ALDI's pricing strategy of maintaining the lowest possible prices and no-frills discounts encourages men and women in low and mid-level income groups and economical shoppers around the world to become regular customers (Aug 29, 2022)." This helps save costs and enables ALDI to provide competitive prices, especially when combined with a minimalist retail design. Weekly Specials and Rotating Selection: ALDI instills a sense of urgency and excitement in its customers by introducing weekly specials and rotating product options. This strategy encourages customers to come back and explore a variety of products. Quality Assurance and Transparency: ALDI places a strong emphasis on the quality of its products and offers clear details about the sourcing and production



procedures (Bhasin, 2019). The core of ALDI's marketing approach is providing value via effectiveness, affordability, and quality. These components working together have helped make ALDI a reputable and well-known grocery brand on a worldwide scales.



Advertising

Aldi may use different types of advertisements to attract the attention of consumers. For example, Aldi uses two forms of advertising called "Below-the-Line" and "Above-the-Line."



Below-the-Line is an advertising method where products are promoted in direct mail campaigns, social media marketing, trade shows, and catalogs, this form of advertising is less expensive (Bloomenthal, Courage, Kindness, 2023), while above-the-line

advertising aims for a larger audience using channels such as television, radio, print media and outdoor advertising (Shailes, 2017). As a choice of advertising, our client advertises to their customers on their facebook webpage and X account (which was previously labeled as twitter). In figure 6 and 7 illustrates our clients social media accounts X and facebook. As for figures 8 and 9 demonstrates ALDI's advertising method below-the-line, which they are advertising their products on their social media platforms. This strategy is perfect for all consumers within the age groups of baby boomers, millennials, and generation Z. Understanding the preferences and media consumption habits of different generations is crucial for effective marketing campaigns. For example, above-the-line advertisement is preferable for baby booms since the generation is



traditionally dedicated to television (Media-Culture, 2023). Traditionally, below-the-line advertising is more successful in reaching their target audience when targeting younger generations, millennials and Generation Z. However, lucky for our client, baby boomers are using technology. A study reported that older adults rely on Facebook and Instagram to compensate for the lack of social activity and face-to-face interactions in their daily lives (Sheldon et al., 2021). This advertising method gives the opportunity for our client to engage with their targeted market and provide age-appropriate digital advertisements. Another advantage is that communication plays a big role with our clients' advertisement method. For example, customers can interact with our client on their Facebook and X accounts, with just commenting under any of their posts, mentioning them on a post or direct messaging. Figure 10 and 11 shows ALDI's interacting with their customers' concerns. Figure 10 depicts our clients' response to a comment made on their advertisement post about our client's product, while figure 11 shows how our client leads customers to "ALDI Finds" on their website that directs customers to their limited-edition offerings. ALDI success has been built on their unwavering commitment to providing high-quality goods at competitive costs, which has drawn and kept a devoted client base. However, the most essential way Aldi's continues to gain clients is through advertising their low costs and their high quality products that their customers love (Aldi, 2023). Since Aldi's takes full knowledge that consumers love to spend less and save more, especially when on a



budget, consumers will totally be committed to revisit their brick-and-mortars. These advertising methods will maintain the consumers' attraction and give a positive brand image to the company.

Figure 6

ALDI's Twitter for the U.S.

Figure 7

ALDI's Facebook for the U.S.



Figure 6 & 7 are a photograph of ALDI's Twitter (left) and Facebook (right) account.



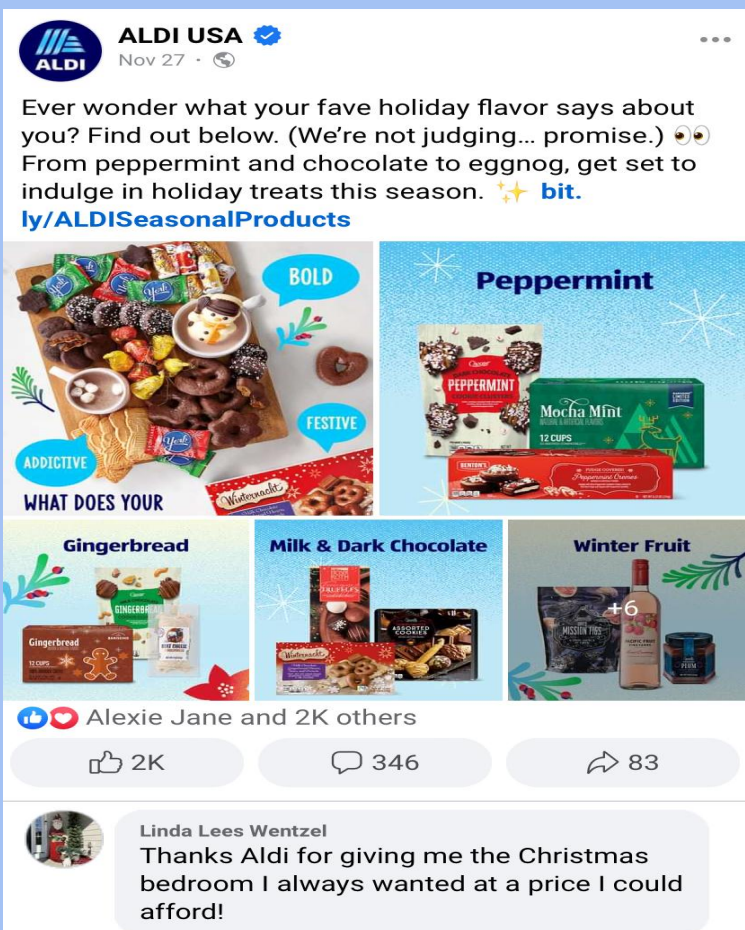


Figure 8

ALDI advertising on facebook

Figure 9

ALDI advertising on twitter

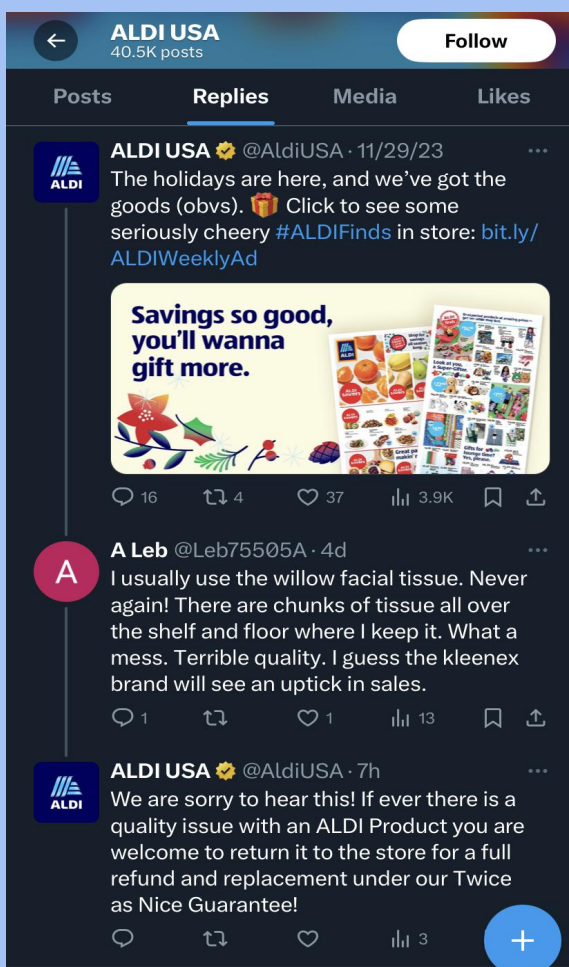


ALDI advertising their seasonal products on facebook.

ALDI advertising their gluten free products.



Figure 10
ALDI's and customers interacting on X



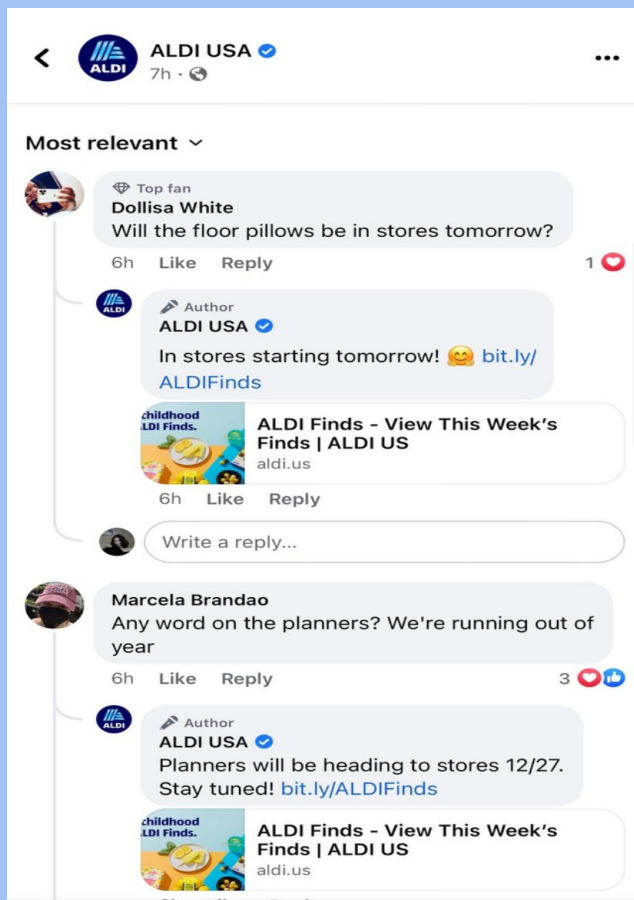
Our client responding to a review on their advertising post on X.





Figure 11

ALDI's and Customers interacting on facebook



Our client providing a link to their customers that directs them to their upcoming deals on their website.



Online Promotional Activities

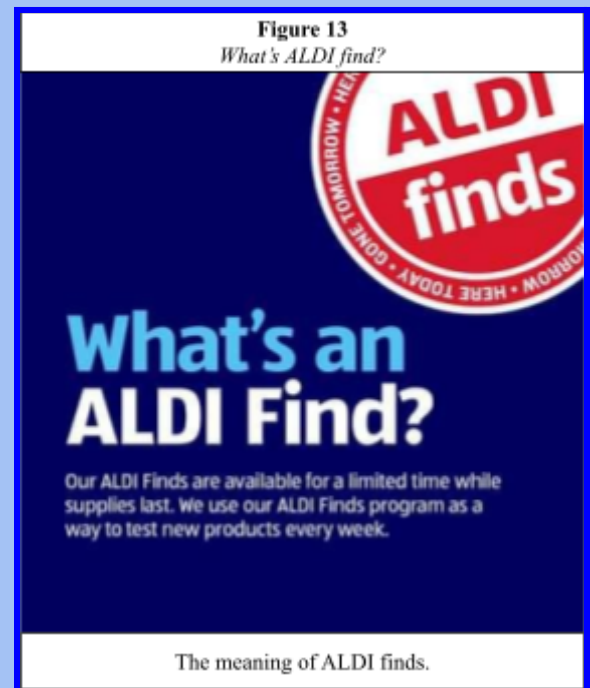
ALDI's isn't huge with online promotional activities since they already offer low cost. However, consumers can visit our client website and discover the weekly specials. The weekly specials category on the website provides consumers with three options: the first tab is "Our weekly ads," the second tab is "this week's Aldis finds," and the third tab is 'upcoming Aldis finds.' The first tab allows customers to apply their zip code that connects them to the nearest Aldis and its weekly ads for that location. This is fundamental for consumers because they not only get to locate the nearest Aldis to them, but they are able to see what's in store before visiting the brick-and-mortar. On the other hand, this favors Aldis because their promotions are luring consumers due to their labeling on their advertisements that says, 'Here Today, Gone Tomorrow.' With this printed on the ads, there will be an increase in purchases before the desired item is out of stock, as well as an increase in sales when consumers buy other items. The second tab directly shows customers the price ranges of a variety of products such as home goods, household essentials, apparel, personal care, and much more. Within this tab, consumers can review the company's favorite items along with the seasonal items that are in





stores. Last but not least, the last tab refers to the following week's deals. This will allow shoppers to plan ahead on what they had their eye on when reviewing these weekly specials on our clients website. However, this method may maintain the customers loyalty within the business due to ALDI's strategy of consistently having deals after deals.

Another way Aldis handles its online promotional activities is promoting their online shopping services. For example, Aldis has developed a method for consumers who like to have their items packed and waiting for them, without leaving the comfort of their own home. When consumers click on the online shopping option, it gives four tabs: new Aldi grocery website, grocery delivery, grocery pickup and find a store. The new Aldi grocery website tab shows the steps on how a customer can make a purchase online, giving them the option to choose curbside pickup or home delivery from their local Aldis. In addition, Aldis intends to extend its Curbside Grocery Pickup service, powered by Instacart, from over 1,200 to 1,500 locations in order to strengthen its omnichannel presence (Redman, 2022). This is beneficial for customers due to the

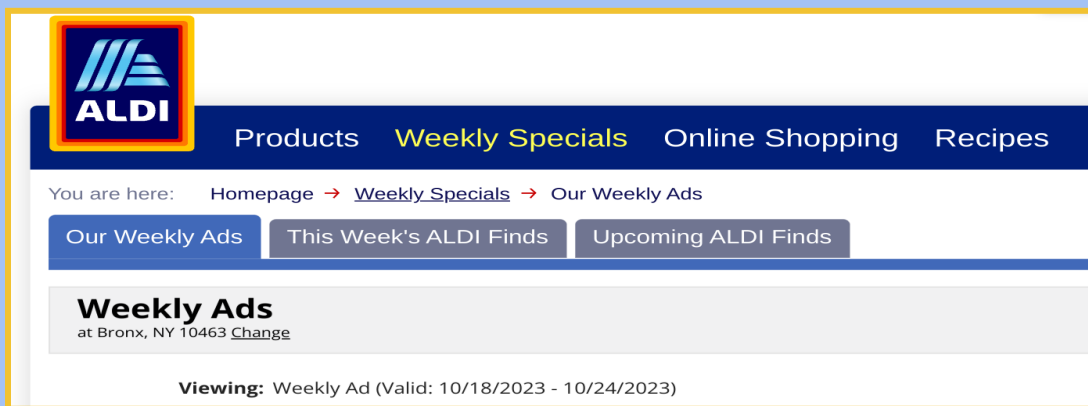




fact that customers don't have to go through aisles, wait in line and engage with the cashier at checkout. Customers can now grocery shop online.

Figure 14

Weekly Ads



Weekly ad for 10/18/23 - 10/24/23.





Figure 15

Weekly ad

Fresh and hearty. With a side of comfort.

\$6.29 Per lb.
Fresh Black Angus USDA Choice Sirloin Tip Roast

\$5.99 Per lb.
Fresh Steakhouse or Brown Sugar Bourbon Chuck Roast

\$8.99 Per lb.
Fresh Pork Roast Kit

\$3.39
Polish Sausage

\$9.99 Per lb.
Wild Caught Cod Portions

\$9.99
Fresh Stuffed Atlantic Salmon

\$6.99
Bremer Shepherd's Pie

\$4.99
Kevin's Natural Foods Marbled Cauliflower or Cauli & Cheese

\$3.99
Appetitos Beef Franks in a Blanket

\$3.49
Appetitos Mac & Cheese Bites or Loaded Potato Skins

\$4.19
Appetitos Mini Quiche Assortment

\$4.95
Park Street Deli Chicken Noodle or Creamy Tomato Soup

\$3.99
Chaf's Cupboard Hearty Soup or Chili Mix Assorted Varieties

\$4.49
Specially Selected Award-Winning Cheese Assorted Varieties

\$3.99
Specially Selected Parmesan Blue Cheese Wedge

\$3.29
Park Street Deli Cajun Crab or Smoked Salmon Dip

\$1.99
Park Street Deli Dark Chocolate or Vanilla Beans Dessert Hummus

\$3.49
Specially Selected Sea Salt Caramels or Premium Chocolate Chip Cookies

\$5.99
Belmont Whipped Cheddar-Cake or Chocolate Creme Pie

\$3.68
Martinelli's Sparkling Apple Cider

\$3.69
GT's Living Foods Vital C Kombucha

Sign up for weekly email offers at ALDI.US **ALDI finds begin Wednesday, October 18. Prices valid October 18-24.** Accessories not included.

Weekly ad for 10/18/23 - 10/24/23



Figure 16

Weekly ad

Unexpected products at amazing prices — get 'em while they last.

ALDI finds

\$29.99 **Huntington Home 3-Piece Reversible Comforter Set**
Comforter and 2 shams

\$29.99 **Huntington Home Velvet Plush Sheet Set**
• Flat sheet, fitted sheet and 4 pillowcases

\$49.99 **Biddelford Queen or King Heated Blanket**

\$9.99 **Huntington Home 50" x 60" Velvet Plush Sherpa Throw**

\$24.99 **Biddelford 50" x 62" Heated Microplush Throw**

\$9.99 **Huntington Home Decorative Felt Hamper** (Each)

\$14.99 **Huntington Home Corner Garment Rack**

\$49.99 **Huntington Home 48" x 72" Faux Fur Rug** (Each)

\$49.99 **Biddelford Heated Mattress Pad**

Your room is about to get plush.

Weekly ad sales.



Figure 17

Weekly ad

Kids & Baby



Jazwares
8" Halloween Squishmallow

each **\$7.99***









The image shows a screenshot of an ALDI weekly advertisement. At the top, a dark grey header contains the text 'Kids & Baby' in white. Below this is a white background featuring a central image of a green, round, plush character with a black witch's hat and a purple collar. Underneath the image, the text reads 'Jazwares' and '8" Halloween Squishmallow', both underlined. In the bottom right corner of the ad, it says 'each \$7.99*'. The asterisk likely indicates a tax or shipping charge.

Weekly ad sales.



Figure 18

Weekly ad









Household Essentials			
 <p>Boulder 8 Roll Multi-Size Paper Towel</p> <p>each \$8.99* 8 ct.</p>	 <p>Downy Beads Mixed Tray</p> <p>each \$10.94* 13.4 oz.</p>	 <p>Downy April Fresh</p> <p>each \$10.94* 111 oz.</p>	 <p>Ferrex 6-Gallon Wet/Dry Vacuum</p> <p>each \$39.99*</p>
 <p>Tide Pods</p> <p>each \$27.24* 112 ct.</p>	 <p>Tide Simply Plus Oxi Refreshing Breeze</p> <p>each \$10.44* 115 oz.</p>	 <p>Willow 18 Mega Roll Ultra Soft Bath Tissue</p> <p>each \$14.99* 18 ct.</p>	 <p>Willow 18 Mega Roll Ultra Strong Bath Tissue</p> <p>each \$14.99* 18 ct.</p>

This Week's Aldi Finds 10/18/23- 10/24/23.



Figure 19

Weekly Holiday Ad

Holidays			
 <p>Huntington Home Holiday Canvas Bins</p> <p>each \$9.99*</p>	 <p>Huntington Home Snow Globe Candle</p> <p>each \$6.99*</p>	 <p><u>Merry Moments</u> <u>1.5\"</u> or <u>2.5\"</u> <u>Wire Fabric Premium</u> <u>Ribbon</u></p> <p>each \$4.99*</p>	 <p>Merry Moments 2' LED Tabletop Tree</p> <p>each \$8.99*</p>
 <p>Merry Moments Adult and Child Apron Set</p> <p>each \$9.99*</p>	 <p>Merry Moments Holiday Mini Wreath</p> <p>each \$6.99*</p>	 <p>Merry Moments LED Holiday Figurine</p> <p>each \$12.99*</p>	 <p>Merry Moments LED Nostalgic Village House</p> <p>each \$9.99*</p>

Upcoming ALDI Finds 10/25/23 - 10/31/23.



Figure 20

ALDI grocery shopping website

Welcome to your new ALDI grocery shopping website!

Click on the Shop Now button above or check out more details below and give us your thoughts and suggestions. We're excited to launch the new ALDI website and are working hard to make it better everyday.

How to get started

The 'All Products' page features a white header with the title 'All Products', a 'Filter' button with a hamburger icon, and a 'Sort' button with a downward arrow. Below the header, it shows 'Applied Filters (0)'. Two product cards are displayed: 'Organic Blueberries, 1' with a blueberry image and 'Yellow Potatoes, 5 lb' with a potato image.

The 'ACCOUNT AREA' section is titled 'Create your ALDI Account'. It includes two text input fields: 'First Name*' with the placeholder 'Your first name' and 'Last Name*' with the placeholder 'Your last name'.

The 'Payment Method' section is step 4 of the checkout process. It prompts the user to 'Complete your purchase using a debit or credit card'. There are two radio button options: 'Debit/Credit' (selected) and 'Save card details for next time'. A link for 'Total incl. debit/credit card allocation. Learn more' is present. A dark blue 'Continue to Summary' button is at the bottom.

Click the Shop Now button above then browse and search for the ALDI products you love.

Create an account and choose curbside pickup or home delivery from your local store.

Buy your groceries with our secure checkout and choose the right time slot for you.



Omni-Channel Analysis

As a major participant in the retail industry, ALDI has deliberately adopted omni-channel tactics to improve customer experience and adjust to changing consumer preferences. ALDI has established a unified shopping experience by skillfully merging its online and offline platforms. Customers can explore products, access deals, and make purchases on a simple platform offered by the company's user-friendly website and mobile app. Customers may easily switch between digital and physical channels with ALDI's omni-channel strategy, which supports options like curbside pickup, home delivery, and online ordering. “Aldi announced on Tuesday that it will open approximately 150 U.S. stores and expand curbside pickup to 300 additional stores this year”(Moran, 2022). ALDI's dedication to upholding uniformity throughout its many platforms is seen in the pricing of its products, guaranteeing a tight concurrence between the online and in-store costs. Because customers can anticipate the same affordability whether they choose to purchase in-person or electronically, this technique strengthens customer trust and loyalty. Moreover, ALDI uses data analytics to comprehend consumer behavior across channels, allowing for customized marketing campaigns and focused promotions. ALDI's capacity to interact with its client base and customize offerings to suit individual interests is improved by the



integration of customer loyalty programs both online and offline. “Aldi is the first UK supermarket to integrate this technology with its existing online platform. The enhanced level of communication will also allow the discount supermarket to offer more of its range to shoppers”(September 15, 2022). ALDI's omni-channel strategy highlights its dedication to satisfying consumer needs in a retail environment that is evolving quickly. ALDI maintains the brand's fundamental values of price and efficiency while crafting a comprehensive shopping.



Important Events

From the start of the coronavirus pandemic, the supermarket sector has drastically changed, and the changes are still visible. For instance, there has been a major upgrade in in-store technology, especially at Aldis. (Sarwar, 2023). Firstly, Aldis has provided self-checkouts to the U.S. in 2019 and has been continually extending them. As new Aldis stores open, they will have self-checkout right away while older Aldis stores will be updated. (Lee, 2023). Having a cashier-free experience at Aldi has its advantages, for example, the company will not have to worry about their stores becoming overcrowded. However, the company should keep in mind that this ought to be avoided because consumers may have personal preferences. Along with the additional benefits of becoming cashier-free at Aldis, the operational expenses become lower, and consumers preferences and purchasing habits are tracked. (Sarwar, 2023). Furthermore, as in-store technology advances, we can expect to see self-checkouts with future capabilities as future-facing checkout technologies like mobile "scan and go." (Harris, Kuzmanovic, Pandrangi, 2022). It is safe to say that self-checkout will continuously be dominating in the retailing industry.

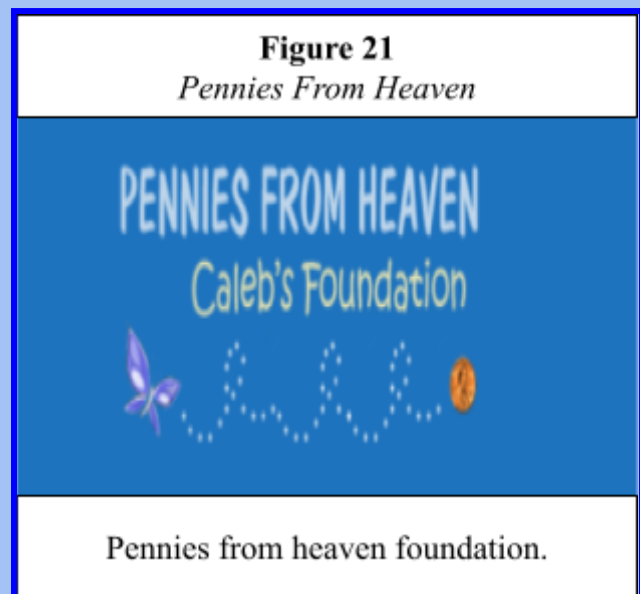


Aldi's dedication to sustainability is in line with its basic principles of providing premium goods at reasonable costs without harming the planet. For example, while the Green New Deal's long-term goals remain aspirational, its effects are already being seen in the real world. In regards to environmental changes the green new deal was placed into effect by the house of representatives placing a ban on plastic bags as of March 20 2020 (New York State, 2023). With this ban came more sustainable changes with our client, ALDI. All ALDI U.S. warehouses and nearly 400 stores use natural refrigerants that reduce the environmental impact by up to 4,000 times compared to common refrigerants. ALDI will continue to shift to natural refrigerants in all store locations. As they used only reusable bags, our client took the initiative of also removing the use of Styrofoam from packaging. For instance, ALDI warehouses and 400 stores use natural refrigerants which reduce the environmental impact by 4,000 times in regards to refrigerants, which our client plans to reduce greenhouse gas emissions 26% by 2025, by investing in solar power energy. Inorder to reduce gas Aldi's plans on "renewable infrastructure to reduce reliance on gray power grids (Redman, 2021). With these impressive sustainability actions, ALDI has positioned itself as a leader in the industry, demonstrating its commitment to environmental responsibility and a greener future.



Charity

Aldi is heavily invested in Cancer awareness and research. Aldi has partnered up with Pennies from Heaven which is a program based in the United Kingdom which gives the employee the option of adding any pennies from their paycheck to the teen cancer fund. For instance “Individuals sign up once and from then on every salary payment is rounded down to the nearest pound, with the pennies donated to charity. If net pay was £850.34, then 34p” (Pennies From Heaven, 2019). Since its start Pennies From Heaven has raised £4.3 million dollars and Aldi's mission is to raise as much as possible in Cancer research.



Aldi is also apart of Teenage Cancer Trust charity which is also based out of the United Kingdom Cancer is one of the leading killers overseas as “ Every day, seven young people aged



13-24 hear the words “you have cancer (Teenage Cancer Trust, 2023)” With this number reaching closer to 10 in the year 2025 Aldi extended their support by providing store vouchers to 28 units suffering battling Teen cancer. Snacks and social events also hosted by Aldis staff members. The Aldi Rainbow Fund under the Teenage Cancer Trust charity also provides support through money vouchers to those families struggling financially. Teenage Cancer Trust and Aldis first partnered up in 2017 and raised £5 million in only 5 years; due to this Aldis mission was to raise £10 million by 2027, however it has surpassed its mission as £9 million was raised as of this year 2023 (Teenage Cancer Trust, 2023). 2019 also brought in the partnership of the ALSF which stands for Alex’s Lemonade Stand Foundation, after the death of 8 year old Alex who would sell lemonade through her stand to support cancer empowerment, research and awareness. The 8 year old didn’t survive cancer however her idea will live on as Aldis first donated the \$1 million dollars the stand produced every year. Aldis has also dedicated the month of June for lemonade stands in which each supplies brought for a stand will be donated to ALSF and one can also register their stand following this [link](#).



Figure 22

Teenage Cancer Trust



Teenage Cancer Trust Cancer Foundation

Figure 23

Alex's Lemonade Stand Logo.



Alex's Lemonade Stand cancer foundation.



Lawsuits and Backlash

There are many successful firms today that have a strong brand image; nevertheless, with those enterprises came lawsuits and backlash. Positive brand image firms can nevertheless encounter challenges despite their overall success, showing that even the most well-known brands can have problems and failures. For instance, our client ALDI has experienced legal issues related to infringement due to copying the design of M&S light-up snow globe gin bottle, which resulted in Aldis being required to remove the product out of their shelves (Noyce, 2023). This incident serves as a reminder even seemingly insignificant design similarities can result in accusations of infringement and serious harm to one's reputation. The history of legal issues with ALDI, such as product mislabeling, emphasizes the significance of consumer protection laws and the possible repercussions of breaking them. For example, ALDI seems to be familiar with litigation, as it has experience facing lawsuits in the state of California for mislabeling their products. They have faced a \$10 million lawsuit for mislabeling their cereal bars as 'naturally flavored' when in reality the cereal bars were actually artificial flavoring (Wilson, 2023). Consumers may not like the idea of being misled into thinking they were consuming the brand that they thought they can trust. Nonetheless, Aldis was ordered to pay \$10 million in damages on behalf of all California consumers who purchased the cereal bars in the last four years (Pagán,



2023). With our client being familiar with lawsuits, this may put our client in danger of dissatisfying consumers, who may switch to another brand they know they can rely on.

Backlashes are very common in the business industry which may lower consumer satisfaction and harm a company's reputation. These unfavorable encounters may result in a drop in customer loyalty and trust, ultimately impacting sales and profitability. ALDI continues to exploit cruel supply chains, such using battery cages for laying hens and gestation crates for pregnant pigs, which has led to protesters seeking change in our clients supply chain in the United States (Animal Equality, 2023). ALDI unwillingness to abandon these inhumane confinement practices has damaged the company's brand and angered customers who care about animal welfare. Unlike its US counterpart, ALDI in Germany has proven that it is dedicated to advancing and protecting animal rights. For example, ALDI in Germany has demonstrated a commitment to upholding and advancing animal rights, as evidenced by their ethical supply chain practices (Animal Equality, 2023). We suggest that our client should take the same approach as ALDI Germany as they are committed to protecting animal rights.



Figure 24

Aldi could be forced to remove popular 'copycat' product from its shelves.



ALDI snow globe gin, left, next to the M&S original.

Figure 25

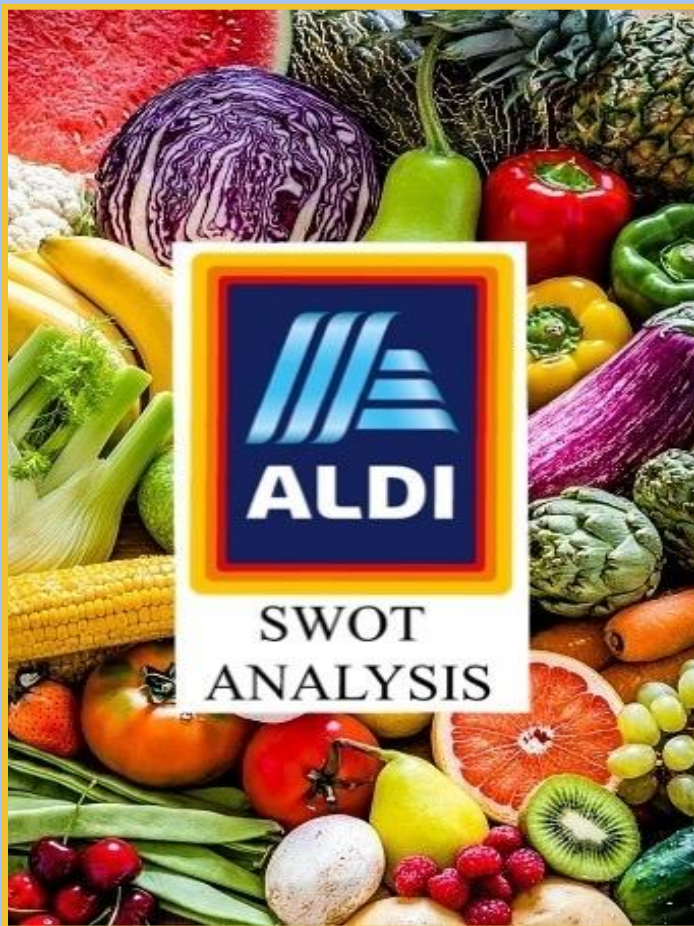
Animal Equality



Petition for ALDI ban cages for animals.



SWOT ANALYSIS



Strength: Low price, private labels, efficiency, and limited selection.

Weaknesses:

Smaller stores, lack of brand recognition, and lack of geographical presence.

Opportunities:

Expanding globally, increasing brand recognition.

Threats: Regulatory changes, competition and recession.

Our clients strengths are low prices, private labels, efficiency, and having limited selection. Firstly, by delivering their low pricing based on their higher-quality products than other grocery stores, they symbolize the company's approach (Gibson, 2023), which gives consumers the comfort of knowing they can shop as much as they want without going over their



budget. With the use of symbolizing their company's approach this will help maintain the company's relationship with its loyal customers. Furthermore, they maintain their offerings of low prices by providing its customers with private labels (Gibson, 2023), which are widely recognized to be less expensive. As being considered an efficient company, their brick-and-mortars are set to be deeply efficient. For example, their merchandise are displayed in boxes inside their brick-and-mortars while customers are required to bring their own bags (Gibson, 2023). This strategy maintains their brick-and-mortar stores and enhances the shopping experience for their customers. Lastly, due to having limited selection among their products, they are able to maintain their costs low and provide a more efficient shopping experience for their customers (Gibson, 2023). This company is able to streamline operations, cut costs associated with overhead, and provide a more efficient shopping experience for its customers by concentrating on a limited selection of products.

ALDI's four main areas of weakness are smaller size brick-and-mortars, lack of brand recognition, limited online presence, and lack of geographical presence. They're brick-and-mortars are known to be smaller which contributes to their company's approach. Yet, they have the risk of being overcrowded in their brick-and-mortars due to space constraints, which could dissatisfied customers (Gibson, 2023). For example, their operational costs are substantially cheaper, which explains why their brick and mortar stores are arranged to be



smaller (Scinto, 2023). Another weakness they experience is consumers not being familiar with their private labels whether they were a low end or high end shopper. Additionally, because their products are under a private label, they are viewed as low-quality goods, which could be the reason why consumers aren't familiar with their private labels (Momin, 2022). Last but not least, their operational decisions have left them vulnerable to lack of geographic presence. For instance, the reason for their reduction in their geographical presence is that they mostly operate in wealthy nations like the United States (Momin, 2022). Their restricted geographic reach may make it more difficult for them to grow and enter new markets in the future.

Opportunities could influence how one can better their business and can even transform a weakness into a strength. The supermarket chain is the biggest retailer in the retail sector, which explains why a lot of well-known supermarkets are growing globally. For example, Walmart is one of the approximately one million supermarkets that operate worldwide, providing customers with a one-stop shop for everything they need on a daily basis. (Mordor Intelligence, 2023). The company can take the opportunity like Walmart to expand globally which could benefit their revenue and boost their profits. Second, this can help them in attracting and acquiring in new consumers from new locations where they haven't yet developed a market. Additionally, increasing brand recognition is another opportunity that the company should take a chance on (Gibson, 2023). The company will attract more consumers if they were to better their



advertisement. This can benefit them because consumers will be able to identify the company through its advertisements whether it's visual or audible.

The last part of the SWOT analysis is the discussion of the two main threats that the company faces which are competition and recession. However, they face competition with Walmart due to the fact that both companies provide similar services as our client (Momin, 2022), which could pose a threat to them because consumers may end up favoring the rival over our client. Lastly, they face a threat from other retailers having the use of technological advancements that consumers would most likely prefer (Momin, 2022). After all, shopping online is more convenient due to the fact that consumers can shop from the comfort of their own home.



Key Competitors

When you run a successful company, you face challenges such as competition. Our client Aldi has competition with Walmart due to the retailer being known for its low-cost. The retail chain is known for having affordable prices and a wide selection of needs such as food, household goods, and more. (Madhav, 2022). Moreover, Walmart consumers may find it beneficial that they can make a purchase online, but customers should be aware that grocery items prices are higher online than in-stores. Madhava (2022) claims that “Walmart.com offers cheaper prices than Aldi, but its grocery prices are higher. Aldi is the better choice if you are on a tight budget!” These effective consumer-drawing strategies has made Walmart a competitor to Aldi due to the fact that Walmart offers the same benefits to its consumers, which is low prices. However, Walmart may offer lower prices but their key goal is having customers shop and give in on the lower-markup on groceries, while a customer may include a higher-markup items in their purchase. (Fuscaldo, 2023). This is convenient for customers because this gives them the advantage to do their shopping all in one. Additionally, customers can save even more on essential products when purchasing private brands such as that Walmart supplies. Customers have a variety of selections when choosing brands like Sam's Choice, Equate, and Great Value. (Connolly, 2023), these products are renowned for being cost-effective for consumers on a tight budget. Sam's Choice sells a wide range of commodities such as coffee beans, frozen seafood,



breakfast meats, sauces, and much more, Great Value offers hundreds of household and grocery items, while Equate offers personal and health care products. (Connolly, 2023). These generic name brands have become successful and have impacted the Walmart business in a positive way. For example, Walmart's private-label brands Great Value and Equate have been top ranked. 72.7% of U.S. consumers have purchased from the brand Great Value, while 51% of U.S. made purchases from the brand Equate. (NACS Daily, 2022). It is safe to say that these generic brand purchases will continue to increase. Mileva (2023) claims, “Almost 40% of high and middle-income shoppers buy private label items. Because of this, private label brands are becoming more important for retail stores, and Walmart is at the front of the pack.” Walmart should expect to see a rise of consumers purchasing more of these generic-brand products, along with new consumers. This may be competing for Aldi’s due to the fact that Walmart shares similarities such as low prices, deals, and private label brands.

In contrast to Walmart, which sells everything from food and medication to apparel and household items under a range of generic names and no-frills, Aldi sells more products that come from its own private labels. Meyersohn (2019) claims “more than 90% of the brands Aldi sells are its own private labels like Simply Nature organic products, Millville cereals, Burman’s ketchup and Specially Selected bread.” With most of their private labels products on shelves, Aldi’s private labels are known to have the fastest increase in sales based on household



necessities. Its private label household items grew by 2.3% year over year as of the second quarter of 2022. (Biscotti, 2022). These numbers reflect on how effective these products have impacted consumers and the success of the retailer itself. While Aldi sells products under its own private label, it nevertheless manages to maintain, and provide lower costs than rival stores like Walmart. Huddleston (2019) states, “Aldi has said in the past that it offers double-digit discounts compared to many of its local competitors, and CNBC Make It reported recently that many Aldi products are cheaper compared to prices at Walmart...” As a result, Aldi stands by its promise that customers will spend less and save more than they would at Walmart. Aldi has the ability to do this because the company's private-label items are less expensive since they don't have the additional expenses incurred by national brands, such as marketing and advertising. (Dean, 2022). Therefore, Aldi is able to entice customers to return to their stores for the low-cost shopping experience that may help those who are on a budget.

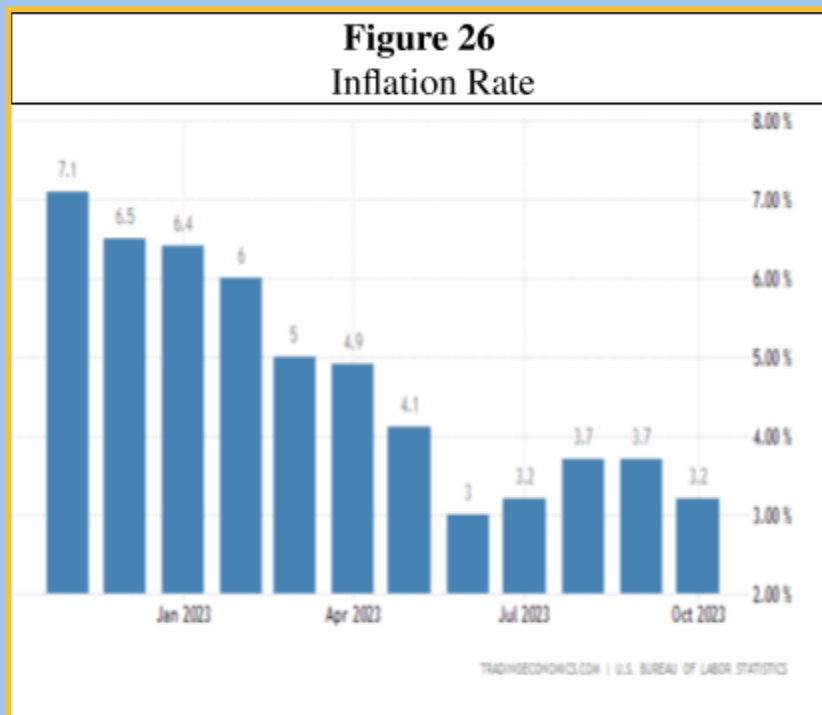


Recommendations for ALDI

Since Covid 19 consumer buying patterns and buying segments have adjusted. With the United States still experiencing high inflation rates as shown in *figure 19* the start of January 2023 year had an inflation rate of 7.1% (Trading Economics 2023). As the current rate is 3.2 % (Balfour, 2023) which is not considered high,

many consumers complain about the expense made within the household.

Food is amongst one of the most talked about items that has increased during inflation beside gas prices. Aldis, being one of the biggest cost effective supermarkets, can capitalize during this time. Using social media platforms to promote the brand can increase



visibility. For instance, while consumers complain about high prices Aldi’s can create a new challenge called “ Let Me See Your Aldi’s Bag ... “ challenge. The consumer must purchase an Aldis bag in which they will go through the store collecting any items needed for dinner. The consumer will add as many things as needed to the cart and compare the prices in Aldis with

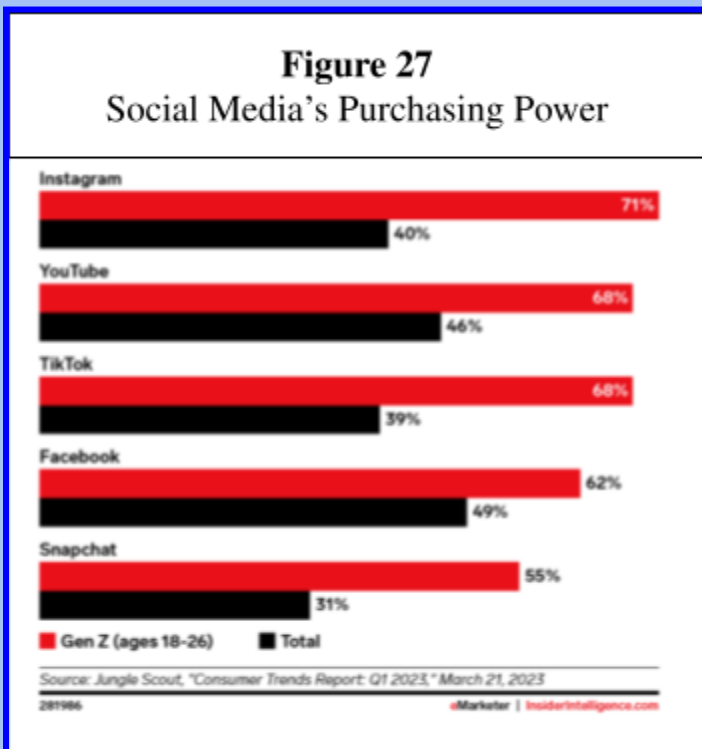


competitors like Walmart or Trader Joes. Creating this on Tik Tok will have greater consumer interaction as TikTok currently has 33.3 million US social buyers as of 2023 (Lebow 2023). This is not including places like Eurpoe who also have a huge tik tok presence. As shown in *figure 20* adding direct links to nearest Aldis or to Aldi's website for same day delivery can increase sales as Tik Toks direct buying power is currently at 68% in the United States only, no other food market based industry has capitalized on tik tok with this type of promo. Creating this challenge will create buzz for Adlis and will increase foot track in stores. The recycled bags for the challenge also promote sales for reusable bags and encourage consumers to be environmentally

friendly unlike known competitors.

Another line of revenue Aldis has not yet utilized is the use of social media and Aldi's website to promote parking lot drop off like competitors offer.

Walmart two hour curbside pick up has created a new line of revenue for target audiences who simply do not have the time to show in stores or suffer from anxiety and prefer





contactless pay. A survey with 2,012 participants showed 60% of individuals suffer from shopping anxiety since covid (Teboe 2020). Due to this anxiety “73 percent say they are shopping less at physical stores (Albrecht 2020).” Having curbside pick-up linked to every social media platform will gain consumers with shopping anxiety and Aldis curbside pick up will have a direct link on all social media platforms to the website and app in which consumers will be able to shop online and select items needed. Instagram has an autofill button which includes the consumers first and last name, address and phone number. Interlinking this feature with the Aldi’s app, will set consumers up to be able to directly begin their curbside pick up. Having apple pay option will also cut check out time as mastercard mentions “ (82 percent) view contactless as the cleaner way to pay, and contactless payments are up to 10 times faster than other in-person payment methods (Mastercard 2020)”. Lastly Aldi’s can also use their parking lots to promote deals by having a savings scavenger hunt. Once a month depending on inventory QR code stickers can be added to parking lots, each QR code will have a different discount. For one item with overage in stock consumers can be offered 10%, one free item with purchases over \$200 dollars or be offered a 50% discount of item. The use of QR code continues to grow as “ In 2022, approximately 89 million smartphone users in the United States scanned a QR code on their mobile devices, up by 26 percent compared to 2020...Usage of mobile QR code scanners is projected to experience constant growth, reaching over 100 million users in the U.S. by 2025



(Statics 2023) “. By opening up your phone camera and linking the link consumers of all ages will be able to adapt to this use of coupons. This helps the consumer use valid coupons as it will be directly downloaded to the clients phone and will disappear after it’s expiration date. However some QR codes will offer specials other QR codes will have Alid’s supermarket game to keep kids entertained while shopping. This can be called Aldi’s parking lot savings.



Conclusión

In closing Aldi's mission statement is fairness, honesty, and openness; delivering consumers with the best prices during inflation, supporting private labels overseas and giving back to those in need, shows what Aldi's stand for. The company has built its brand image off fair value however needs to further explore key concepts mentioned throughout this analysis to surpass its competition. As mentioned during the SWOT analysis, its lack of brand recognition is a weakness for our client. Building an online presence throughout all platforms will further promote brand image and increase foot traffic within brick and mortals. The use of more social media presence for charities events such as Teen Cancer Trust and Alex's Lemonade stand which helps cancer research and individuals struggling to pay for food can relieve tensions off animal fairness backlash lawsuit. Along with highlighting the company's changes to animal fairness code, Aldi's just needs to build a platform to demonstrate it's key strengths in which many Aldi's competitors lack in comparison. Aldi's is a well versed company and has expanded quickly due to it's cost effective and covent store layout. Aldi's sustainable practices and environmentally friendly code of conduct which practices solar power energy ethically source products will only lead to the continued upraise of our client since it's start back in 1913. Expanding its online presence through all social media platforms to reach further client tell will be the key to the growth of our client company name and net profit.



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