**Objective(s):**

**ACTIVITY: Retail Comparison of Value-Added Services**

Students will analyze the logistics operations of a specific retail company for value-added services that maintains competitiveness in the industry

**TN State CTE Standard: Trends #20**

Analyze case studies of the logistics operations of various retail companies to see how they plan for and adjust their operations to remain competitive with companies such as Amazon, Wal-Mart, and Kroger.

**Grading**

Activity is worth 100 points and will be graded based upon completion.

***Scenario***

Developing a sustainable **competitive advantage in supply chain** requires a focus on creating value in a company. A **supply chain** needs to be viewed as a "value **chain**," in which all participants are truly integrated and share a common vision of goals, processes and information sharing. Supply chain can be a strategic asset to support a company’s innovation, quality, customer service and cost.

As consumer preferences have become more personalized and timelier, a company sometimes needs to offer services beyond its “core competencies” to keep present customers from going to the competition or to attract and retain new customers. These are called “value-added services” and can help give your company that competitive edge that is needed today to catapult sales to a new level. Value-added services can expand your product offerings, getting products on the shelfs, managing inventory more efficiently, and manage transportation costs.

You are a Logistics Consultant for a company that specializes in value-added services. You have been assigned a company to evaluate to see how they plan for and adjust their operations to remain competitive in the marketplace. During your evaluation, you will need to compare your specific company to a major competitor. For example, if you are assigned Target, you will compare it to Wal-Mart.

You will need to complete the following research:

1. Research and study the current products, operations and service offerings of the company
2. Outline the competition from another company that is your main competitor
3. Outline the value-added service(s) provided by both your company and that of your competitor (set this up in table)
4. In your opinion, write a statement on a value-added service your company could offer in the future that will make them more competitive in the marketplace

Email your completed activity to [kavasschs@gmail.com](mailto:kavasschs@gmail.com)