Business Strategy Responses

Name

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**Response 1**

Hello Young. Great post. I enjoyed how you presented your ideas. I must commend the choices that you made to talk about their strategies. Dollar General is perhaps one of the most popular businesses that utilize the low-cost strategy. I have observed that many businesses that use such a strategy usually have a select few items. Having more selections will increase their operating costs. Apple is another famous company famed for its differentiation strategy. The company has stayed true to its roots ever since the first iPhone and has not changed its strategy to accommodate trends.

**Response 2**

Hello Scott. Thank you for your post. The companies that you selected are solid choices. Good job. I enjoyed the different companies that you decided to tackle and not focus on companies like Apple. Walmart, as you have stated, might start cutting its costs soon. The main reason being competition from companies like Aldi and Lidl. These retail companies have identified a gap, and they are attacking it aggressively. Walmart might suffer if it does not do anything. Nike, on the other hand, is one of the top sports brands in the world. The company has differentiated itself from competitors in the quality and pricing of its products.