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	Strengths	Weaknesses
	1. Strong commitment to innovation and customer service. Partnership with self-checkout system QueVision has reduced customer checkout wait times from 4 minutes to 30 seconds on average.	1. 53% of Kroger's stores do not contain fuel centers. Fuel sales account for approximately 20% of Kroger's total sales.
	2. Possesses a diverse portfolio through its ownership of fine jewelry stores, traditional supermarkets, convenience stores, pharmacies, and food processing plants.	2. Kroger has failed to respond to the emerging online market. Kroger does not possess an online retail outlet.
	3. Kroger completed a stock acquisition of Harris Teeter on January 28, 2014. This acquisition allows Kroger to further reach new markets such as Washington D.C., the Southeastern, and the Mid-Atlantic regions.	3. Low market share in the pharmacy segment as Kroger only has approximately 1,500 locations nationwide.
Opportunities	SO Strategies	WO Strategies
1. Statistics have shown that qualities such as convenience and fast checkouts account for 28% and 30% of overall sales, respectively.	1. Expand the presence of time saving technologies such as QueVision into all store formats in order to increase customer satisfaction through reduced wait times (S1, O1)	1. Create a new online pre-order and in-store pickup program that allows consumers to shop from work or home in order to save time for busy customers. (W2, O2)
2. Increasing trend towards online shopping. 75% of consumers say that they shop online for products and services.	2. Further diversify Kroger's portfolio by creating an online marketplace that allows customers to pre-order groceries (S2, O2)	2. Increase the location frequency of Kroger's fuel stations in order to enhance quicker, one-stop shopping for customers (W1, O1)
3. Due to the implementation of Obama Care, an additional 25 million Americans are expected to receive health insurance for the first time in 2014. This has the potential to boost Kroger pharmacy sales.	3. Capitalize upon the emerging pharmaceutical market by installing Kroger pharmacies in the newly acquired Harris Teeter locations (S3, O3)	3. Develop and attach more pharmacies to existing Kroger locations in order to take advantage of the increased customer base due to Obama Care (W3, O3)
Threats	ST Strategies	WT Strategies
1. Amazon recently created a division entitled Amazon Fresh. This segment specializes in online grocery shopping and individual	1. Capitalize upon the acquisition of Harris Teeter, a more upscale grocer, and maintain higher prices in these locations in order to offset	1. Develop an online program to rival that of Amazon Fresh. Allow customers to pre-order, prepay, and then pick up in-store (W2, T1)

