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BA100

12/14/2020

1. What are Toys “R” Us’s strengths, weaknesses, opportunities, and threats?

Toys “R” Us have some strengths with its huge distribution network that benefits from advanced logistical systems. Toys “R” Us have so much shelf space means that the company has a strong bargaining position when it comes to buying prices from manufacturers. With every business there are weaknesses as well. Toys “R” Us has lost their number one position as a toy retailer to Wal-Mart. Due to Wal-Mart being a much larger retailer the customers sometimes can go there any buy the same toy or similar ones, sometimes at a cheaper price. As all retailers have their weaknesses, they all also have opportunities as well, Toys “R” Us have a joint ventures and strategic alliance. Toy’s “R” Us works closely with Amazon.com as well as their baby products. Toys “R” Us is a good neighbor. One good example, in 2005 they went us of their way to help the Louisiana victims of hurricane Katrina. All company’s have threats as well, in todays world there are bigger retailers such as Wal-Mart, KB toys and Target. Most toy brands are not associated with just one retailer.

2. Analyze Toy’s “R” Us’s weaknesses. How do you think the company’s strengths might be used to overcome some of its weaknesses?

I think that the stores strengths with Amazon.com and Babies R us is where the store can overcome their weaknesses, that way they can make money all year around and not depend on just the last quarter of the year during the Christmas season to make what they need for the year.

3. Analyze Toys “R” Us’s opportunities and threats. What additional opportunities can you suggest? What additional threats can you identify?

When reading all the oppotunities that Toy’s “R” Us has now I think that they have a well-built company, however I think that they could do so more. They like to donate when they can another good charity that they could add to their list would be Toy’s for Tots. There is always room for improvement in any business. I think that with todays retailer Toys “R” Us’s biggest threat will be China as they are learning more and more all the time and can make and sell the same toy that we do for a much cheaper price and people today look for that.

