

## **Trader Joe's Assignment Case Questions**

- ❖ **How do firms in the supermarket industry make money?**
  - **Please conduct a financial ratio analysis using the data in Exhibit 2. How do the results reflect the different strategies pursued by those four firms?**
  - **What do the results say about how firms in this industry can deliver strong financial returns in different ways?**
- ❖ **What are the key sources of Trader Joe's competitive advantage?**
- ❖ **What are the main threats to Trader Joe's competitive advantage? Is their advantage sustainable?**
- ❖ **How would you modify Trader Joe's strategy moving forward?**