Team F

Evelyn Y., Lorraine M., Arlene R., Tracy G.

**Lowes Companies, Inc.**

1. Company Summary

A. Vision

B. History

C. Growth

D. Mission

1. Products and Services

A. Products and Services

B. Competitive Comparisons

C. Sourcing

D. Technology

1. Market Analysis

A. Market Segmentation

B. Needs

C. Trends

D. Growth

E. Competitors

F. SWOT

1. Strategy and Implementation

A. Marketing Strategy

B. Promotion Strategy

C. Sales Strategy

1. Financials
2. 2013 Financial Releases
3. Annual Reports
4. Investors – Stocks, Shareholders
5. Projection
6. Conclusion
7. Concerns
8. Recommendations

\*\*Explanation of the outline:

**Company Summary**- this is an overview of who and what the company does.

**Product and services**- what they sell,

**Market analysis**-the type of business it is, what market it’s in and how it is changing.

**Str. & implementation**-strategic position, how to make the company successful,..Etc.

**Financial**- where the company stands, (profits and loss)