Publix Super Markets, Inc.

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In this paper, we will briefly account for some competitive and macro-environmental factors of Publix Super Markets.

# Competitive factors

The top rivals of the company are Costco Wholesale with gross revenue of $141,576.00M and Kroger. Other competitors are Food Lion, Kmart, IGA and CVS, and Wholefoods. Publix has supermarkets of retail throughout North & South Carolina, Florida, Tennessee, Alabama and Georgia have a wide range of customers. Publix supermarkets also provide pharmacy services as substitute service. Publix has operated and owed 9 supply centers and also has 11 manufacturing plants. Publix supermarket focuses on quality over the price but compared to the rivals, the prices are kept lower. Publix supermarkets substitute BOGO promotions and coupons which are used by rivals such as Kroger for the loyalty programs. Comparing the size range of Publix with the competitors, it ranges from 28,000-61,000 to allow the company operations in more locations. The total number of employees is 202,000 which is greater than all the competitors(*Publix-Super-Markets.pdf*, n.d.).

# Macro-environmental factors

The mission of the company is to become the best retailer of premier quality food in the world. The overall sales percentage of grocery is 85% and the overall revenue of the company has risen from 27.7 billion dollars to 34 billion dollars over the previous 5 years. The corporate structure of the company is such that the employees and associates of the company are elevated to the position of shareholder and owner. The company’s greatest strength is its customer service and secured 1 ranking for 14 years on the American Consumer Satisfaction index. Talking about the demographics about 1,136 supermarkets of the Publix are operational in the mid-Atlantic and Southeastern regions of the United States (*Publix.pdf*, n.d.). The shopping environment of the company exhibits cleanliness and an attractive appearance to grab customer’s attention. Publix is committed to raising awareness of environmental preservation by providing vehicle charging stations and offering curbside recycling outside the store. Product Quality is ensured by offering multiple house brands for natural organic and high price point products. Publix offers the facility of online grocery purchasing and delivery. Almost more than a quarter of the company is owned by the employees.

References

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