

# Does Size Matter?

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# The Agenda

- Does size matter?
- The strengths
- The points of weakness
- Me - The Customer
- Best of both worlds?
- The Challenge



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# Size Does Matter

Tesco

America

Madonna



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# Size - The Strengths

- Buying Power = margin benefit
- Control of own destiny = boot rather than butt
- Out-manoeuvre major competition
- Investment in the future
- Success breeds success mentality



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# Size - The Weaknesses

- One size fits all = vanilla products
- Pressure on resources/stretched communication
- Lose fleetness of foot and local perspective
- Arrogance



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# Me - The Customer

- Throw the old demographics out the window
- I am an individual rather than a pigeon-hole
- I want to lead the Joneses not keep up with them
- More independent holidays sold than package



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# Best of Both Worlds

- Massive Buying Power - Local Application
- Advantage/Triton - security blanket
- Best in Class deals across 150 operators
- Technological developments
- Specialist product marketing schemes



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# The Challenge

- Effective business planning
- Don't get stuck in the middle
- Maintaining a productive matrix



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