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Analysis: Publix Super Markets

By Adam Tar

GRIN Verlag Okt 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay aus dem Jahr 2011 im Fachbereich VWL - Fallstudien, Länderstudien, Webster University, Sprache: Deutsch, Abstract: George Jenkins found Publix Super Markets in 1930 ('About Publix', n.d.). He decided to take a risk at becoming an entrepreneur, and walked away from the security of a wonderful job. His store 'set not only a new precedent for cleanliness and beauty, but also the Publix standard for employee relations' ('About Publix', n.d.). He had a very friendly persona, and was known to the employees as 'Mr. George' ('About Publix', n.d.). Within the first four years, gross annual sales went from \$100,000 to \$120,000 by 1934 ('About Publix', n.d.). George Jenkins stayed ahead of his competitors by traveling the country to seek out products to send back to his store ('About Publix', n.d.). This also provided him ideas on ways that he could improve upon his store to maintain a competitive edge. In 1940, George's desire to be the best seemed almost obtainable. He mortgaged his orange grove, and put the capital toward building Florida's first supermarket, introducing technologies...


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