

## **PUBLIX SUPERMARKETS, INC.**

### **DISCUSSION QUESTIONS**

1. If you could provide a one-sentence vision statement for Publix, what would it be?
2. How would you describe its business model?
3. Who are the key stakeholders in this case? Explain how Publix manages relationships with each of its key stakeholders.
4. What are the key success factors in this industry? How well does Publix do on each of these factors relative to its closest competitors?
5. Does Publix possess any tangible or intangible resources that give it a competitive advantage against its closest competitors? What are they? Are they sustainable?
6. Describe three different ways Publix can grow. Evaluate them against each other and come to a recommendation about which one is best.
7. Do you see any major threats or opportunities coming from trends in the external environment (industry, society, technology, economic, political/legal)? How might Publix address each of them?
8. If you had money you wanted to invest, would you invest it in Publix as of the time the case was written (assuming the company would allow your investment)? Why?