

Strategies Lowe's Company can use to GROW from a Billion Dollar Company to a Trillion Dollar Company like Alphabet Inc

Meta description

Growing a company or any business from one level to another can be difficult, and taking it to the point where it is valued at a trillion dollars can almost seem impossible. However, there is nothing impossible, and Lowe's company can grow from a Billion-Dollar company to a trillion-dollar company, just like Alphabet Inc.

Introduction

Lowe Company Inc. is one of the leading companies that is widely known for dealing with home appliances that serve over 19 million customers in the United States of America and Canada. It is situated in Mooresville, North Carolina. Lowe company is a billion-dollar company that does not only deal with a single line of business but also operates in over 2,300 homes through improving hardware stores that began by retailing;

- Horse tack
- Groceries
- Dry goods
- Sewing notions

Other than the home appliances, the company also retails;

- Lawn and garden
- Tools and Hardware
- Building materials

Lowe's company also has a website, Lowes.com and lowesforpros.com that they use to sell their products and services. They also have mobile appliances that their target audiences use to log in and get their preferred services and needs.

The Foundation Lowe's Company

The history of Lowe's company starts in 1921 when Lucius Lowe opened a hardware store in his little North Wilkesboro, North Carolina, town. He also offered building materials, dry goods, food, and sewing supplies. He named it simply "Lowe's North Wilkesboro Hardware" without realizing it would be more than a tiny, typical hardware store. From 1921 to 1940, he worked diligently in his store until his death. After that, the store was given to his daughter Ruth, who similarly did not keep it for long before selling it to her brother Jim.

Within three months of Jim Lowe and his brother-in-law Carl Buchan agreeing to run the company together, Buchan built a third Lowe's store in Asheville.

Category	Products
Appliances	Crafting machines and accessories, appliance parts and accessories, dishwashers, freezers, and ice makers.
Automobile manufacture	Automobile accessories, automobile maintenance, auto hardware, auto accessories and auto cleaning.
Animal welfare	Livestock provision, habitations, livestock grooming, and refuse supplies.
Electrical	Batteries, cable and wire connections, conduit and conduit fittings, doorbells
Building supplies	Ceilings, columns, concrete, cement and accessories

The company then received tremendous growth in its revenue, growing sales from 4.1 million dollars in 1952 to 27 million dollars the year 1959. In addition, the company consisted of a team of 344 associates running several 15 stores across the country.

The Growth of Lowe's Company

Lowe's Company has grown from being an ordinary hardware store to becoming the second largest most preferred home improvement company over the years after Home Depot. As of now, it is the 9th largest retailing company in the United States.

This growth has been attributed to some development strategies which include;

1. A calculated approach toward expansion
2. Understanding what grabs a customer's attention
3. Having a thirst to grow
4. Minimizing risks with a presence in multiple markets

A calculated approach toward expansion	This involves periodically setting growth goals for instance achieving 600 stores and then 2000 stores. Lowe's has developed hundreds of additional stores, established massive distribution centers, and purchased the Eagle brand. By focusing on one area at a time it has managed to keep track of its
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	growth and sustainability, hence quickly achieving growth goals.
Understanding what grabs a customer's attention	This involves directly targeting its customers, investing heavily in enticing them to enter its stores, and then developing an experience that lures them into purchasing the products. Despite fierce competition in the home improvement sector, Lowe's has consistently maintained its lead by knowing its customers
Having a thirst to grow	Lowe's growth has been achieved by the company's drive to never have satisfaction with current success and always find new ways to excel. In addition to surpassing its own potential thus far, the company is also anticipated to continue growing in the years to come.
Reducing risks by being present in several markets	The company's main goal has been expanding outside of the US and possibly into other countries. Applying several appropriate tactics at once and using the appropriate strategies at the appropriate times are two methods Lowe's uses to reduce risks.

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Reinventing the retail experience through technology

Lowe's company's appearance seems to be quite encouraging because of its steady growth over the years. Its adoption of technology has contributed to the company's great performance by having:

- A strong digital base
- Lowe's Total Home strategy, including complete solutions for various homes
- The company's pro-business

Over the years, Lowe's has been making investments in its omnichannel capabilities to fuel growth. The areas include:

1. Boosting user experience and improving their fulfillment
2. Expanding the online assortment

Through its websites like Lowes.com, the company has managed to provide services that resonate well with customer's designs and lifestyles. The company's management has also been enhancing the pick-up in-store experience to simplify processes and advance technology. In the

first quarter of fiscal 2023, this type of improvement was able to give speedier fulfillment as well as a 400-basis point gain in pickup in-store customer satisfaction scores.

The online sales accelerated with 6% comparable sales growth, hence accounting for more than 10% sales penetration. This kind of growth was supported by higher Pro sales coming from advanced Pro digital experience with the latest tools and personalization. Additionally, Lowe's is growing its do-it-yourself (DIY) online experience by making it much simpler for customers to envision, estimate, and purchase materials for home improvement projects.

In addition, Lowe's management team has been able to launch Pro online business tools. The company is focused on the enhancement of Pro offers, online and across its stores through:

1. Deeper inventory quantities
2. Intuitive store layout
3. Improved service level
4. More Pro national brands

The company's Pro business is expected to continue propulsion with enhanced service offerings, a Pro loyalty program, and improved in-stock inventory. The management also expects Pro to exceed DIY for the current fiscal year whereby the Pro services still stand strong and the Pro backlogs remain steady.

Conclusion: the promising future of Lowe's company

Growing a company or a business from one level to the other is never easy let alone taking it from a point of Billion dollars to a point where it is considered a trillion-dollar company.

Developing strategies, however, makes it easier for a company to be able to grow from one level to the next. A premeditated approach towards enlargement for instance, where Lowe's company has periodically set growth goals like achieving 600 stores and then 2000 stores. In addition, it has also set up huge distribution centers, opened hundreds of stores, and managed to acquire an Eagle chain.

Lowe's company management must therefore strategize more methods to ensure that it becomes the world's number one home improvement retailer. It remains well-positioned to capitalize on the demand by its customers in the improvement market, supported by investments in technology, and strength in its Pro business and merchandise category.

