



Learn from Nordstrom

2023 Canadian Economics Business Case Competition

CEBCC

Round 1

March 25th & 26th 2023



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CLUBS**



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ACADEMY**

Recently, Nordstrom has announced its decision to wind down all its operation in Canada, due to slow business growth. After Target and Sears, Nordstrom is the third department store that has failed in Canada. You, a consultant hired by Hudson's Bay, is to develop a plan to help the company stay in business and perhaps strengthen future growth.

The management wants to know which part of their business, they need to focus on and what strategy they need to implement, in order to have the best financial results.



HUDSON'S BAY

INCORPORATED 2 MAY 1670

Industry Background

Department stores, once a symbol of the middle class, have been declining for years, along with the shopping malls they anchor in communities across North America. The coronavirus pandemic, which shocked the economy, hitting lower- and middle-income citizens the hardest by forcing them out of work and deeper into debt. The crisis also temporarily shuttered most nonessential physical retail stores and kept people at home for months, giving them more reasons than ever before to shop online at e-commerce giants like Amazon or from the smaller direct-to-consumer brands whose ads follow us all around the internet.

Objective of the case and questions to be answered:

What should Hudson's Bay do in order to survive the disruptions that the retail sector is facing and grow their business further?

Requirements:

Please refer to the 2023 CEBCC Instructions.