**Dollar General - Why They're Successful**

**Planning, SWOT, cost leadership**

Description: Dollar General has overtaken the competition by recognizing that the large income gap in the United States leaves a significant market of locations untouched by rival stores. As such, Dollar General’s business model focuses on selling small-ticket items to a target market of low-income consumers on tight budgets.

Please share your thoughts on the following issues as you watch a clip from the movie *Jerry McGuire*. This clip shows Jerry McGuire rethinking his company’s strategy and developing a mission statement for how he thinks the firm needs to move forward in the future.

*Use with:* <https://www.youtube.com/watch?v=pspF4a9YQ6M>

1. What are Dollar General’s strengths?
2. Describe Dollar General’s acquisition plan up until the 1990s and why the plan was reevaluated.
3. Would an economic downturn be considered a threat or an opportunity for Dollar General?
4. Describe Dollar General’s pricing and distribution strategies.
5. What is cost leadership? Is Dollar General a cost leader?