ALDI: Deliverable C
• **1913**: First store opened in Essen, Germany.

• **Three core values**: consistency, simplicity, responsibility.

• **ALDI Difference**:
  • Customers bring own bags/buy reusable
  • Cart rental system: prices low/eliminates wasted time.
  • Specially designed packaging: displays/saves money.
  • Modest store size/eliminating non-essential store services.
  • Not operating 24 hours/day: lowers labor, energy, rent costs (EFFICIENCY).
$16 per person per month.

Igloo is the best ESN for ALDI to implement because of its ease of communication between employees. By allowing for employees to build their relationships with others, the store will quickly become more unified and lead to better service to the customers.

Igloo enables for quick and easily task management for stores managers to use and increase productivity in their store. These smaller cluster groups can be effective for all levels of management. Communication for group projects or brainstorming in groups will be dramatically improved when Igloo is implemented.

Announcements can be easily pushed to clusters when they become available. Schedule updates, social chats, and so much more!
How it benefits ALDI

• Provide an open form of communication between other store managers.
• Centralize document management including comments, revisions, and approvals.
• The task management would allow for a supervisor to easily manage and keep track of their employees’ task.
• Opening lines of communication would allow for employees to troubleshoot and brainstorm together.
Implementing the ESN

- Promote Success Stories in videos and blog posts.
- Use Freedom instead of Force.
- Don’t Limit Their Creativity.
- Intrinsic value over extrinsic value.

- Paying Employees to use and promote.
- Expect it to take time.
- Important for the company to co-evolve with Igloo.
• Success metrics.
• TAM, UTAUT, DeLone and McLean models.
• Comparative ability.
• “Success Measurement of Enterprise Social Networks”.
• Easy to conduct, cheap, and useful in that it is beneficial to the users, system administrators, and executive management.
• 7 actions to measure collaboration and two ideas to measure business value.
• More development of the method will be beneficial before its implementation.
• Use in tandem with another common method.
• Important to support ALDI’s organization strategy as a price leader. Encourages discussions which increase innovation resulting in a lower total cost.
Thank You!

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