


Chapter 7

Mid-Atlantic Hardware and Outdoors Emporium

Lord Dordunoo

 <https://orcid.org/0009-0007-7395-2677>

Marymount University, USA

ABSTRACT

The Mid-Atlantic Hardware and Outdoors Emporium (MAHOE) is a regional hardware and supply store chain. Considering aspirations to broaden its market reach and establish a presence in neighboring states such as Virginia (VA), Maryland (MD), and North Carolina (NC), MAHOE recognizes the necessity to diversify its product offerings to cater to the burgeoning outdoor recreation market. This case study delves into MAHOE's strategic evolution as it expands beyond its traditional roots. Through a comprehensive analysis of demographic trends, consumer preferences, and economic indicators, this study highlights the strategic imperative for MAHOE to adapt and innovate in response to evolving market dynamics. The study underscores the gainful opportunity for MAHOE to benefit from consumer preferences and expand its market reach.

INTRODUCTION

The convergence of demographic shifts, lifestyle preferences, and economic factors underscores the strategic importance of diversifying the product offerings of Mid-Atlantic Hardware and Outdoors Emporium (MAHOE). As societal emphasis on health, wellness, and leisure pursuits intensifies, the outdoor recreation market has grown significantly. The 2022 Outdoor Participation Trends Report highlights a substantial increase in activities such as hiking, camping, fishing, and gardening, particularly in the Mid-Atlantic and Southeast regions, including Virginia (VA),

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Maryland (MD), and North Carolina (NC) (Outdoor Industry Association, 2022). This trend presents MAHOE with a lucrative opportunity to expand its market reach and capitalize on evolving consumer preferences.

Despite the growing interest in outdoor activities, there remains a gap in the literature concerning the specific strategies regional hardware and supply stores can adopt to enter and compete in this burgeoning market segment effectively. Existing studies primarily focus on large national retailers or niche outdoor stores, leaving a void in research about regional players like MAHOE. For instance, Smith and Miller (2019) emphasize the overall growth in the outdoor recreation market but need to address how regional chains can leverage this trend. Similarly, Tribe (2020) discusses consumer behavior trends in outdoor activities without providing insights into the operational strategies needed for regional expansion.

This research is significant because it has the potential to fill this gap by exploring the strategic adaptations required for MAHOE to thrive in the outdoor recreation market. This study aims to provide actionable insights that can guide MAHOE's product diversification and market entry strategies by examining current trends, consumer preferences, and competitive dynamics. This research is crucial for understanding how regional stores can remain competitive and meet the rising demand for outdoor products, ultimately contributing to the broader literature on retail strategy and market adaptation.

Furthermore, recent data underscores the economic potential of this market. The outdoor recreation economy, which MAHOE can tap into, generated \$689 billion in consumer spending in 2021, with significant contributions from the Mid-Atlantic and Southeast regions (Bureau of Economic Analysis, 2021). This economic backdrop, combined with demographic trends showing an increased inclination towards outdoor activities, makes the topic of MAHOE's strategic expansion both timely and relevant.

In summary, this study addresses the gap in the literature by providing a comprehensive analysis of the strategies that MAHOE can employ to successfully diversify its product offerings and expand into the outdoor recreation market. The study will offer valuable insights into how regional hardware and supply stores, like MAHOE, can capitalize on shifting consumer preferences and achieve sustainable growth by leveraging current research, trends, and statistics.

PROBLEM STATEMENT

As MAHOE expands its regional presence into neighboring states, diversifying its product line becomes paramount to meet the rising demand for outdoor recreation products. The 2022 Outdoor Participation Trends Report revealed a significant surge in outdoor activities across the Mid-Atlantic and Southeast regions, including

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