

* keep its prices low by sourcing its products in low-wage countries and by offering a very basic level of service
* offer the lowest prices possible by being more efficient
* they also offer little in the way of additional thrills to customers, but pass the cost savings on to them
* They are able to keep prices low through a division of labour that allows it to hire and train inexperienced employees
* It also relies on few managers who typically earn higher wages
* everyday low prices to attract customers
* offer products at a cheaper rate than competitors on a consistent basis
* due to its large scale and efficient supply chain
* source products from cheap domestic suppliers and from low-wage foreign markets