

RESEARCH

Safeway's organizational culture



Safeway is a Canadian supermarket chain of 213 full service supermarket stores in Western Canada; 199 in-store pharmacies and 62 fuel stations, 10 liquor stores, four primary distribution centres and 12 manufacturing facilities.

Safeway 3410 Kingsway, Vancouver





Safeway's organizational culture

Safeway's members and employees main goals are:



1. Make every customer happy
2. Provide high quality products.
3. Keep the prices low
4. Keep growing and becoming better every day



So, Safeway is a large supermarket store which provides different kinds of products on quite low prices. (f.e. all sorts of beverages, fresh fruit and vegetables, just cooked food, meat, fish and etc.)

Also it provides such services as:

ATMs

Fuel Stations

Pharmacy

Starbucks



Safeway has an advantage over other stores in Canada thanks to:

- 1.The huge number of stores.
- 2.The big famous name “Safeway” originally coming from the US.
- 3.Beautiful and expensive decoration of the store.
- 4.Enormous variety of products and services.