



Bryce Huelsman, Shorouk Nedal Albalbese, Elizabeth Young, Chris Kidwell, Russell DeVane, Zhi Li

Whole Foods

- ▶ Founded: September 20, 1980, Austin, TX
- ▶ Founders: Mark Skiles, Renee Lawson Hardy, Craig Weller, John Mackey
- ▶ Used to be called: SaferWay
- ▶ Started: borrowed \$45,000 from family and friends to open the doors
- ▶ Expansion: 1984
- ▶ CEO: Walter E Robb IV
- ▶ Number of locations: 431

Introduction & Major Strategic Issue



Natural/ Health Food Supermarket



8th Largest Drug Retailer (US, 2013)



#2 retailer on Twitter with 4 million followers



Promote the vitality and well-being of all individuals through high quality and health factors



How to continue growth and manage expansion through acquisition and building new stores, while maintaining quality and meeting USDA health standards

Core values



External Environmental Analysis



Driving forces in industry

- ▶ Sociocultural drive for healthier and more wholesome food
- ▶ USDA laws regarding chemicals and produce
- ▶ Quality and taste/health factor of produce
- ▶ Price: affordable and available
- ▶ Market share – competitive advantage
- ▶ Loyalty & brand attraction
- ▶ Accessibility of stores and range of products, including ingredient factors (gluten, etc.)

Market Analysis & Key Competitors

- ▶ International health store and organic industry (UK, Europe)
- ▶ Growing industry – 3% increase in 2011, 10% prior year
- ▶ Organic foods generated estimated \$35 billion in sales
- ▶ Comprises 5-6% of total U.S. retail sales in 2013
- ▶ Sales dependent on quality and competitive advantage
- ▶ “Wellness” and health-conscious trend impact drives growth
- ▶ Belief of positive environmental impact



