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# Case Study Analysis

## Whole Food Market

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# 1

## History, Development and Growth

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# History

- The Whole Foods Market is one of the most renouncing companies in the natural food industry in US. Whole Foods Market, started their journey as a grocery store in 1978, this store been established by John Mackey.
- Through the acquisition, merger, joint venture and purchase of other companies who provide various products to the consumer market. Now with this strategy they are expanding their business area as well as territory.



# Development

- The company develops the idea of segmentation in the consumer market. The brilliant idea of the Whole Foods Market is to provide organic fresh food to the consumer as a part of the environmental sustainability as well as providing goodwill to the consumer.

# Growth

- **Whole Foods Market expanding their business day by day. In this case by analyzing it we found that Whole Foods Market purchased several companies like Allegro Coffee Company in 1997, Pigeon Cove in 1990 which is a sea food company. For the development and growth of the company they also merge and jointly venture with other company to have a synergy.**





# 2

## The Company's Internal Strength & Weakness

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# The Company's Internal Strength

- The company encourage team based environment to make independent decisions regarding to its operations. Each team consists of seven employees that compensate EVA bonus and receive options. The company has built a sense of purpose among its employees that 90 percent team members always enjoy their jobs. Team members are excellence and happiness, return on capital investment, improvement in the state of the environment and local and larger community support. The company has a unique fourteen page code of conduct document that has addresses the expected and desired behavior employees. Employee is the company's internal strength.

# The Company's Internal Weakness

- Whole Foods mainly carries on both natural and organic food as the product has undergone a strict test to determine if they are Whole Food materials. Only 3percent of US farmland is organic. As a result if there is a rapid increment in demand there will be a supply shortage of organic foods as a result price will increase and it will lead lower competitiveness of whole food market.





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## Nature of The External Environment

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# Competitors

## Trader Joe's Company

Tactics is expanding its presence and product offering while maintaining high quality at low price. It has 215 stores, primarily on the west and east coast of US.

## Wild Oats Market

This competitor had no experience on this industry and highly rely on employees. The company is committed to strengthening streamlining its operations in an effort to continue to build the company. The product offerings range from organic foods to traditional grocery merchandise.

## Stop 'N Shop

Has incorporate natural foods sections in their convention.

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# Other Factors

- The disposable income has been increased of the urban singles
- They became more health conscious and that given an opportunity of expanding natural food market.
- According to 2001 survey, American spends 7.2% of total income for food purpose which is the second large percentage of expenditure.
- Today the current industry follows the trend of making the shopping an experience.
- With the growing percentage of women working outside of the home the traditional role of homecooked meals, prepared from scratch, has changed. As fewer women have the time to devote to cooking, consumers are giving way to the trend of convenience through prepared foods. Scales of ready-to-eat meals have grown significantly.



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## SWOT Analysis

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# Strength

1. The business strategy of Whole Food Market is its Précised position that they are managing it efficiently. This is a kind of strategically development towards future rapid growth.

# Weakness

1. Only 3% of US farmland is organic. As a result if there is a rapid increment in demand there will be a supply shortage of organic foods as a result price will increase and it will lead lower competitiveness of whole food market.
2. Whole food market failed to find out the competitive niche from the market as a result competitors enter into the market to give a hard competition to whole food market



# Opportunity

1. Providing friendly working environment.
2. As a whole food market expanding their business in more and more religious so their gaining is not only US market but also European market.
3. The shift in population preferences, increase in disposable income and mobility lead to the preference of consumer in favor of consumer market.

# Threat

1. Whole Food Market is now not only a supplier of organic foods in consumer market. There are other competitor arising with same organic food concept as a result it create a major threat for Whole Food Market.





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**The Kind of Corporate Level Strategy  
Pursued by The Company**

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# The Kind of Corporate Level Strategy Pursued by The Company

- Whole food markets basically provide high quality food with low price structure. It improves customer offering differ by geographic reason and local firm specialties because it motives the customer to enhance strategic competitiveness by selecting and managing a group of different competitive business like “Proneto Markets” and “Wild Oats”.
- “Proneto Markets” generally present or maintaining high quality at low prices based on niche markets. A low cost structure allows offering competitive prices or maintaining with its margin. On the hand while oats increase competition or rely heavily on their employs to learn the industry.
- Its product basically offers organic foods to traditional grocery merchandise as their more flexible in their product offerings or to promote products through sales while their larger grocery chain. The industry is characterized by low margin and continuous downward pressure on prices made evident by coupons weekly special





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## The Nature of The Company's Business Level Strategy

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# The Nature of The Company's Business

## Level Strategy

- **Diversification:**  
As the competitor increase their market size and the growth rate of competitors such as Traders Joe's is only 3.40 % behind. So, it will be a major thread for the Whole Food Market. As a result, Whole Food Market diversified the market in European Countries, such as U.K.
- **Retentions of Market Share:**  
Written the market share as organic food concept is rapidly expanding and fulfill the market demand competitors are arising from different horizon to reduce competition Whole Food Market introducing the new product in their outlets. To retain the customers Whole Food Market always keeps a quality standard above the level of quality specified in the code of conduct and that must have to be performed by the team members of Whole Food Market.





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## The Company's Structure and Control Systems and How They Match Its Strategy

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# The Company's Structure and Control Systems and How They Match Its Strategy

- **Company's Structure:**

Whole Food Market is surrounded by cultural opportunities under which every retail outlets are formed increase outlets there are 72 to 391 team members where manager in the team leaders and under manager team leaders are congesting of 11 team members.



# The Company's Structure and Control Systems and How They Match Its Strategy

- **Control System:**

Whole Food Market maintain code of contact that must be performed in operation period to entwining the Whole Food Market System from the production to the retail outlets to ensure the availability control the foods that are encountered from the suppliers and the customers to be free from prescribed other additives that in order to collect the fresh whole some and safe to cut food. Promote organizing grown food and provide to have heavily life of consumers.

# The Company's Structure and Control Systems and How They Match Its Strategy

- **How they match strategy:**

The company ensures its diversification through the entry in the U.K. market and also introduces three private level products.



# The Company's Structure and Control Systems and How They Match Its Strategy

- **Retention of customer:**

n case of retaining market share they are ensuring quality standards and maintain an affordable pricing strategy. They also provide a donation of 5% of its after tax profit to the non-profit organizations to ensure the social promotion in favor of whole food market. They also expand their sales and increase their market share by acquiring the other growing industry that lead to the rapid growth of the whole food market.



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Recommendation

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# Recommendation

- The company provides 5% after tax profit to the non-profit organization for the promotion of organic food on recommendation is to increase 5% to the amount of monthly 8% to 10%.
- The recommendation is to increase productively and product line that will create more value delivery to the customer and they will like of the idea of one stop purchasing.
- By increasing, the supply of organic foods through building awareness to the fairness and get a competitive pricing advantage by decreasing the price levels.

A dark, atmospheric night scene. A large, bright full moon with a blueish-purple glow on its right edge dominates the upper right. Numerous birds are silhouetted against the moon, appearing to fly in a flock. In the lower left, a dark, jagged silhouette of a castle or tower stands. In the lower center, a bridge with several arches is visible, partially obscured by mist or fog. The overall color palette is dark with warm, orange-brown tones from the moonlight.

# Thank for Watching

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