

# Business intelligence in the company's management practices

Business



## NAKAP Consults with Whole Foods

### Introduction

The Introduction/Overview should introduce the reader to the consulting firm and the company being analyzed. It should include an overview of the Company being analyzed.

### Executive Summary

NAKAP is a consulting firm that looks into analyzing of Whole Foods. They have above 300 stores in North American and United Kingdom with a team of above 54, 000 people participating in its success regime. The paper throws light on the organization structure, the SWOT analysis, operations and sales and analysis of NAKAP. Whole Food Market had been experiencing heavy rise in profits since Jan 2001. The hard work of its team members and strong leadership at the helm of affairs helped the company prosper. Whole Foods products include only natural and organic products. These products include everything from produce, bakery items, cheese, coffee, meat, seafood, body products, supplements, wine, floral, house hold cleaning products and pet products. Their marketing is being taken care by a team of 45 proficient marketers and the employee pool is a rich in expertise and a diverse pool. All in all, Whole food has a solid ensemble in all areas of its management.

### Organization Structure

#### 2. Organizational Structure

The Organizational Structure section can include a chart but should include an explanation of the company's organizational structure and how that

impacts the company's performance.

Whole Foods Market depends on organizational structure to ensure performance that would impact employees and customers. Since January 2001 Whole Food Market has experienced increase in sales, profits, and stock prices. The success of the company has flourished from the hard work of team members and strong leadership throughout the company.

The Executive Team, also known as the E-Team, consists of the Ceo, Co-Ceo, Company President, Vice President of Growth and Development and the Financial Officer. These five leaders work together to improve the company's performance and production through decision making. Unlike many companies, Whole Foods' E-team discusses and debates their ideas until they all come together in agreement as a team. In doing so, they are able to provide the company, customers and team members with the proper attention and performance needed.

Co-CEO Walter Robb and Company President A. C. Gallo, are responsible for operating the company's marketing process, purchasing products from suppliers and vendors, and distributing products to all twelve regions. These twelve regions include: United Kingdom, Southern Pacific, Northern California, Pacific Northwest, Rocky Mountain, Southwest, Midwest, South, Florida Northeast, Mid Atlantic and North Atlantic. Within these regions there are over three hundred stores, five commissaries, nine distribution centers and over fifty-four thousand team members. Robb and Gallo's goal and commitment is to purchase and distribute from local vendor and suppliers quality products that will attract customers to shop at local Whole Foods stores. When customers are satisfied with products this makes an impact on

the company which in turn produces growth, productivity and prosperity. As the years continue to move forward, E-team will keep working together as a collaborative leadership team to influence and lead Whole Foods Market into remarkable growth and success. Because of its well developed structure, Whole Foods Market will continue to make great impact on customers, employees and suppliers.

## SWOT ANALYSIS

### 3. Strategies (Overview and brief SWOT analysis)

The Strategies section should include a SWOT analysis as well as a description of strategies the company employs. A good overview of a SWOT analysis can be found at

(SWOT Strategy)

#### Strengths

Selling the highest quality natural and organic products.

Satisfying and Delighting our Customers.

Supporting Team Member Excellence and Happiness.

Creating Wealth and Profits

Caring about our communities and our environment.

Creating Win-Win Partnerships with Suppliers.

Promoting the health of stakeholders through healthy eating education.

#### Weaknesses

Consumers being misinformed about the benefits of eating organic.

Many Americans are unable to see the effectiveness of eating organic due to

them thinking that organic food are expensive

### Opportunities

Consumers have become more heart and health conscious. Whole Food has to be available to take advantage of this target market. The commitment to high quality service and items that Whole Foods has made available for purchase causes an increase in the items that are non-organic.

Sponsoring various events in the city to establish brand recognition and gain more consumers thru our “ Whole Planet” mission.

Take advantage of customer reward card trend. This can be done by offering this program to existing and new customers.

Establish effective marketing program that will allow consumers to immediately think organic.

### Threats

Funding for Organic Agriculture being cut by \$270 million dollars. (This could result in a decrease in product, an increase in price per unit, and quality of service for items due to increase in funding.

Increased competition from competitors in the supermarket industry that are providing various organic products.

Many consumers are in a position where they are forced to save money thus causing decreased spending on organic items.

### Whole Foods - Operations, Products & Services

#### 4. Operations, Products and Services

The Operations, Products and Services section should cover all of these topics.

According to its website Whole Foods has over 300 stores in the United

States, Canada and the United Kingdom, with nine distribution centers and approximately 54, 000 employees, 30 members on the Leadership Team and a Board of Directors of eleven. Their national offices are in Austin, TX where they opened their first store in 1980. The one operating segment of Whole Foods is natural and organic foods supermarkets. The fiscal year 2011 opened in October 2010 and as of November 2010 Whole Foods has added two stores and have 15 additional stores in their 2011 fiscal year plan.

(Yahoo Business)

WholeFoods drives its company with its seven core values at the forefront of their business at all times.

The seven core values are, selling the highest quality natural and organic products available, satisfying and delighting customers, creating wealth through profits and growth, creating wealth through profits and growth, caring about communities and environment, creating ongoing win-win partnerships with suppliers and promoting the health of stakeholders through healthy eating education. (Core Values)

Whole Foods products include only natural and organic products. These products include everything from produce, bakery items, cheese, coffee, meat, seafood, body products, supplements, wine, floral, house hold cleaning products and pet products. Whole Foods sells their own line of products as well as products from multiple suppliers. All organic products sold by Whole Foods must be certified by a USDA-accredited certifying agent. (Whole foods market)The Company also has a team of buyers and auditors visit all farms and facilities they buy from to ensure quality of the product. The company is also dedicated to the environment and implementing processes to be green

as much as possible. One of the ways they are able to be green is the buy locally. Many products such as produce and vegetables sold at Whole Foods are bought from local farms.

The services of Whole Foods are so much more than your average grocery store. When visiting the company website, [www. wholefoodsmarket. com](http://www.wholefoodsmarket.com) one will find recipes, nutritional information about products sold, special diet information, grocery lists, coupons and ways to live a healthier lifestyle.

Some of the unique services offered in the markets are a gluten free bakery, with items baked fresh daily, items such as rice, grain, flour and spices can be bought in bulk, depending on the size of the store many locations have restaurants, delis and wine bars, wine tastings, fresh fish markets, and cooking classes. The company website offers calendars by store for each of the events.

## 5. Sales and Marketing

Sales and Marketing should cover how the company markets itself and how it grows sales.

WHOLE FOODS MARKET, INC.

Sales and Marketing

Marketing

With a team of over 45 contributors, Whole Foods Market, Inc. has a very diverse group of people in charge of marketing. They are responsible for overseeing:

online marketing promotions for Whole Foods' email newsletters, website and other online channels

microfinance programs and analyzing new projects for funding

developing and communicating the company's Quality Standards and  
keeping the company current on nutritional issues

the production and purchasing side of the business for fresh produce and  
floral

IT

the National Projects Photographer who creating images for print and web  
manages advertising, social media, community outreach and brand building  
for stores

...and more.

: (L. P., 2011) . Whole Foods Market IP, L.

Sales

Sales have risen in the past five years thanks to creating the customer's  
high-quality experience. According to the website, they state the following  
are the core values, “ the soul of our company.”

Selling the Highest Quality Natural and Organic Products Available

Satisfying and Delighting Our Customers

Supporting Team Member Happiness and Excellence

Creating Wealth Through Profits & Growth

Caring about our Communities & Our Environment

Creating ongoing win-win partnerships with our suppliers

Promoting the health of our stakeholders through healthy eating education

Stock Title: WFMI (NASDAQ)

(Whole Foods Market, 2009)

A portion of the financial statement:

Sept. 26, 2010



Sept. 27, 2009

Sept. 28, 2008

Sept. 30, 2007

Sept. 24, 2006

Consolidated Statements of Operations Data(1)

Sales

\$9, 005, 794

\$8, 031, 620

\$7, 953, 912

\$6, 591, 773

\$5, 607, 376

(US Securities and Exchange Commission, 2010)

Human Resources and Finances

#### 6. Human Resources/ Finances (Overview)

Human Resources/Finances section should cover both these topics. Finances should include revenues, profits, overall size, growth, share price (if public) and any other financial facts and issues relevant to the company's operations.

Whole Foods Market is an Equal Opportunity Employer and prides itself on its diverse, multi-cultural team member base.

Whole Foods Market locations accept applications through one or more of these methods:

in-store computer kiosks

this web site

a separate selected career or applicant web site

in person at a job fair or hiring event

### Benefits

There are lots of benefits to working at Whole Foods Market. These include an open and empowering work environment, work-life balance, paid training, and our great company culture.

Whole Foods Market is unique in that its team members have the opportunity to tell them what benefits are important to them. Team members vote every three years to help determine the benefits package they offer.

Benefits include health insurance, paid time off, retirement savings and the generous store discount.

### Career Paths

Whole Foods Market seeks individuals who believe in the mission of Whole Foods, Whole People, and Whole Planet, people who are enthusiastic about food and their products, and who want to join a culture of shared fate.

Whole Foods Market mentors their team members through education and on-the-job experience. They encourage participation and involvement at all levels of the business. Team expertise is developed by fostering creativity, self-responsibility and self-directed teamwork, and by rewarding productivity and performance.

### Training and Development

Everyone has an opportunity to succeed at Whole Foods Market regardless of age, race, education, gender, etc.

Each region in their company has a regional trainer who is responsible for overseeing the orientation and training of all new and existing Whole Foods

Market team members. In addition, many of their stores have " in-store educators" or " store trainers" and many individual teams have a team trainer.

Throughout the company various learning techniques are utilized for training, including personal one-on-one, group, video, computer-based and printed study materials.

#### 2010 Finance

Total Revenue-9, 005. 8 MIL

Gross Profit-3, 135. 4 MIL

Operating Income-450. 5 MIL

Net Income-245. 8 MIL

Current Share Price-\$64. 59

#### Summary – Conclusion

##### 7. Summary/Conclusion

The paper is a comprehensive account of Whole Foods. It starts with an insight into the organizational structure of Whole Foods. The organizational structure of Whole Foods comprises of five leaders who are at the helm of affairs and who keep the company moving. They have been instrumental in the success of the company. The company has above 300 stores all over US, UK and Canada. It employs 54000 people and has a leadership belt of 30 people. It functions around its 7 core values. Whole Foods products include only natural and organic products. These products include everything from produce, bakery items, cheese, coffee, meat, seafood, body products, supplements, wine, floral, house hold cleaning products and pet products.

The sales and marketing team of the company is highly competitive. Over the course of last few years they have excelled in marketing via online marketing tool, special programs conducted all over and helped spike up sales at Whole Foods. On the HR side, the employee pool base at Whole Foods is very diverse. They are given special on-job training and helped all along. The company has performing well over the course of past few years especially since January 2001 and has demonstrated impressive financial figures.

## References

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