

Wegmans case study

Business



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BUSTER**

Case Study on Wegmans Supermarkets:

Wegmans is one of the most successful chains of *supermarkets* in the US belonging to a family or a private owner. Wegmans was founded in 1916 by Walter Wegman, who can be called the pioneer of the retail business on the market of food products. Wegmans concentrates on the sale of the food products, mainly vegetables and fruit and is known for the high quality of its production. The company sells its products in supermarkets and megamarkets, providing clients with the opportunity to wander about the vast area of the store choosing all possible food products they wish.

Wegmans is famous for its healthy food products dwelling on the sale of the organic vegetables and fruit in order to attract the customers who care about their health and shape. In addition, Wegmans struggles for the name of the healthy supermarket, because it refuses to sell cigarettes and other products containing tobacco. The company does not have an enormous number of the supermarkets like its rivals and now there are only 83 supermarkets in the US. The owner does not plan to broaden the company and promote it into the international market. In fact, Wegmans is known in the whole country and the supporters of the healthy organic food are its major customers.

The company has its own brand and its products often attract clients due to their price. Wegmans offers products cheaper than other supermarkets and it increases its popularity among these types of stores in the US. The investigation of the secrets of development of Wegmans will be quite useful for every student, because if one learns the experience of a successful

company, he can borrow this information and techniques for the foundation of his own business in future. Before researching the case on Wegmans the student is supposed to get to know about the background of the company, learn about the owner, the activity of the company, the type of products, marketing, policies, etc. All these facts will be useful for the research of the case connected with Wegmans. The student has to analyse the problem of the case in detail learning about the cause of the problem and its consequences for the company.

Finally, the student should solve the case about supermarkets professionally and summarize it adequately. When one has troubles while writing a case study, he can apply for the support of the Internet and read a free Wegmans supermarket case study example analyzed by the professional writer in the appropriate way. With the help of a free Wegmans organizational culture case study sample the student finds answers to the questions related with formatting, argumentation, composition and editing of the text.