

Whole foods: a whole-istic strategy

Business, Strategy



1. Define Whole foods' " product". How does it deliver value to customers?

The Whole Foods Market chain was the first retailer in the United States offering products to its customers that are natural (grown without being treated with growth hormones or antibiotics) and 'certified organic'. The product of Whole Foods are organic, natural and gourmet foods, taking into account the environment as an important factor, and making of the earth the first priority. They're not a company selling cheap products but they're a company selling quality and health to their customers. They're not giving importance to business, but to quality and satisfy their customers. Whole foods is not only taking care of their customers but also of the environment and of our planet.

Whole foods deliver value to their customers by selling the highest quality natural and organic products available, satisfying and delighting their customers, supporting team member happiness and excellence, creating wealth through profits and growth, caring about communities and the environment, creating ongoing win-win partnerships with their suppliers and promoting the health of their stakeholders through healthy eating education.

2. Organic food are becoming very popular. Many chains, including Wal-Mart, have begun offering and expanding their selection of organics. Does this pose a competitive threat to Whole Foods?

Wal-Mart represent a big threat to the Whole Foods stores, because it is starting to offer organic products at lower prices and if consumers start to see this in Wal-mart they're going to start buying in there, but now in the USA all Products sold as " Organic" must now meet the requirements of the USDA Organic Rule, and every product must under a number show how

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organic is their product, that could be an advantage for Whole Foods because it can show that the quality meet the prices that they have, and for Wal-Mart could be a little difficult to have such quality product at such a low price. . With respect to Whole Foods' targeting and positioning strategies, what challenges will the company face in the future as it continues to grow and expand? As it grows and expand it's difficult to the market of organic food to keep all of these demand as far as it has Whole-Foods, it is also very difficult to satisfy the expectations of all the customers using such a high quality level in each of the products. For high quality products it is important to take care of every item that comes out to the market, and it is so expensive for Whole Foods to do that so it is going to reduce quality.

It is also important to know that Whole Foods incomes are flattening and net income is plummeting. And this is all going to create a debt for Whole foods and making such expensive products, they must cut costs to make the company more profitable. 4. In some places, Whole Foods is commonly known as " Whole Paycheck" While the firm has clearly positioned itself away from pricing issues, can it avoid this element of the marketing mix forever? Why or why not?

It can avoid them by giving lower prices to their customers, but it's difficult because they're offering organic quality products, which in countries like the United States are very expensive to afford. It is very difficult to overcome this situation but Whole Foods is doing well by offering more discounts, increasing lower-priced store brands, advertising products they sell at a good value and organizing budget-focused store tours. This could be a major move

for Whole Foods to create a new image of their market. . What other trends in the future of retailing do you think will have an impact on Whole Foods? The economy have it cycles but in the other hand it gives some trends like it's people taking care of their health, there is a lot of people with their awareness and their consciousness and how lifestyle plays into the role of health. There's a million of people realizing they want vitality in their lives. And these are big trends. These are shifts that people are not going to go back from.