

Management



Management Natural Groceries have adopted a number of policies that ensure that the stores focus on strategy execution. One of the company's leading strategies is to ensure a constant supply of genetically engineered food. They ensure this through continues studies and success in developing GMO crop systems. In this context, it is evident that this firm primarily focuses on conserving both the natural environment and human life through improving their welfare by supplying healthy and quality natural food. Therefore, the company's policies that empower actions are derived from this idea. These policies include providing the products at affordable prices, offering nutritional education, conducting community outreach projects, and offering adequate customer care services (Raphael 31). The policy of improving nutritional education is appropriate in the implementation of other strategies because it ensures that the local communities learn the benefits of healthy eating. This will significantly reduce risk factors for health problems such as obesity, cancer, cardiovascular disease, and diabetes. The company achieves this through the organization of education seminars, for both consumers and future clients, which educates about the benefits of genetically engineered food products (Raphael 33). This policy is significant because it has facilitated the implementation of public awareness campaigns.

The provision of distinct, but satisfying customer care services, in a well-organized and shopper-friendly manner, is a policy that aims at implementing strategies that focus on improving company-to-customer relationships. This ensures that potential customers are retained and maintained. These customers, in turn, participate in improving the quality of products through offering scientific-based pieces of advice (Raphael 39). This

policy has also enhanced the hiring the hiring of professional nutritionists who also help in improving the quality of the firm's products. The company also has a policy that focuses on ensuring the provision of standards of high quality dietary supplements, organic and natural products, which cover a number of purposes. This policy is significant in ensuring that strategies that target customer satisfaction are formulated and implemented. This also gives store managers opportunities to stock their groceries with different natural and organic products that are in-line with the community's tastes and preferences (Raphael 44). Lastly, the firm has a strategy of flexible investment in real estate. This policy ensures that new stores are opened in new regions as planned and within the stipulated budget.

The opening of more stores across the U. S. is a strategy that is targets to ensure that their products reach as many customers as possible. This firm currently has 200 groceries across the U. S., but they are planning to open up more than 2000 groceries to increase their entrepreneurial activities (Raphael 36). In the part of improving their innovative activities, this company is currently adopting improved researches to ensure that they offer new variety of GMO products through genetic engineering. This will ensure that they make a variety of all products available for its customers under one roof. This will also ensure that its competitive advantage is significantly improved since its customers will not move, to other stores, in search for other natural products. Additionally, natural groceries are directly working with farmers to ensure that fresh products meet market demands, and secure fair prices (Raphael 37). Adequate and attractive packaging and branding are means of marketing strategy to create product awareness. This improves the groceries brand names in the communities they are situated.

Works Cited

Raphael E. L. Vitamin Cottage Natural Grocers. Plor, 2013. Print.