



Background...  
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Microsoft's Attempt to Acquire Yahoo: A Case in Letters  
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# Microsoft's Attempt to Acquire Yahoo: A Case in Letters

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### TheCaseSolutions.com Core Competencies

1. High quality products
2. Store Locations
3. Strong Supply Chain
4. Workforce
5. Reputation
6. Dedication to social ethics of organics
7. Decentralized structure & culture

Welcome  
to  
Whole  
Foods  
A Case Analysis  
Presented by  
Hexagals

what we will cover today!

Phase I

- Opening/Intro/background
- core Competencies & Market Info
- SWOT
- Finances

• Phase II

- Business Situation
- Alternatives & ASSESSment of Alt.
- Solution
- Implementation
- Monitor and Control

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# HISTORY/ BACKGROUND

- Whole Foods Market was founded in **Austin, Texas**, by **four local businesspeople**
- CEO was **John Mackey**.
- The original Whole Foods Market opened in 1980 with a staff of only 19 people.
- Whole foods is the world leading **natural and organic supermarket**. It offers variety of products.
- Having **264 stores in US, 6 in Canada**.
- A third of its existing square footage derived from acquisition.
- World foods have 50,000 employees with \$ 6.6 Billion of revenues.



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# VISION STATEMENT:

WHOLE FOODS, WHOLE PEOPLE ,  
WHOLE PLANET

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# MISSION STATEMENT:

Whole Foods Market doesn't have an official mission statement, but expresses it through core values:

"Our Core Values:

- We sell the highest quality natural and organic products available
- We satisfy, delight and nourish our customers
- We support team member excellence and happiness
- We create wealth through profits & growth
- We serve and support our local and global communities
- We practice and advance environmental stewardship
- We create ongoing win-win relationships with our suppliers
- We promote the health of our stakeholders through healthy eating education"

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EVALUATION OF STATEMENT

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Does it include...?		
Customers	Products/Services	Markets
Yes	Yes	Yes
Technology	Concern for survival	Philosophy
No	Yes	Yes
Self-concept	Concern for public image	Employees
Yes	Yes	Yes
Customer or product-oriented?		
Customer-oriented		

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