Negotiating the Path of Abraham

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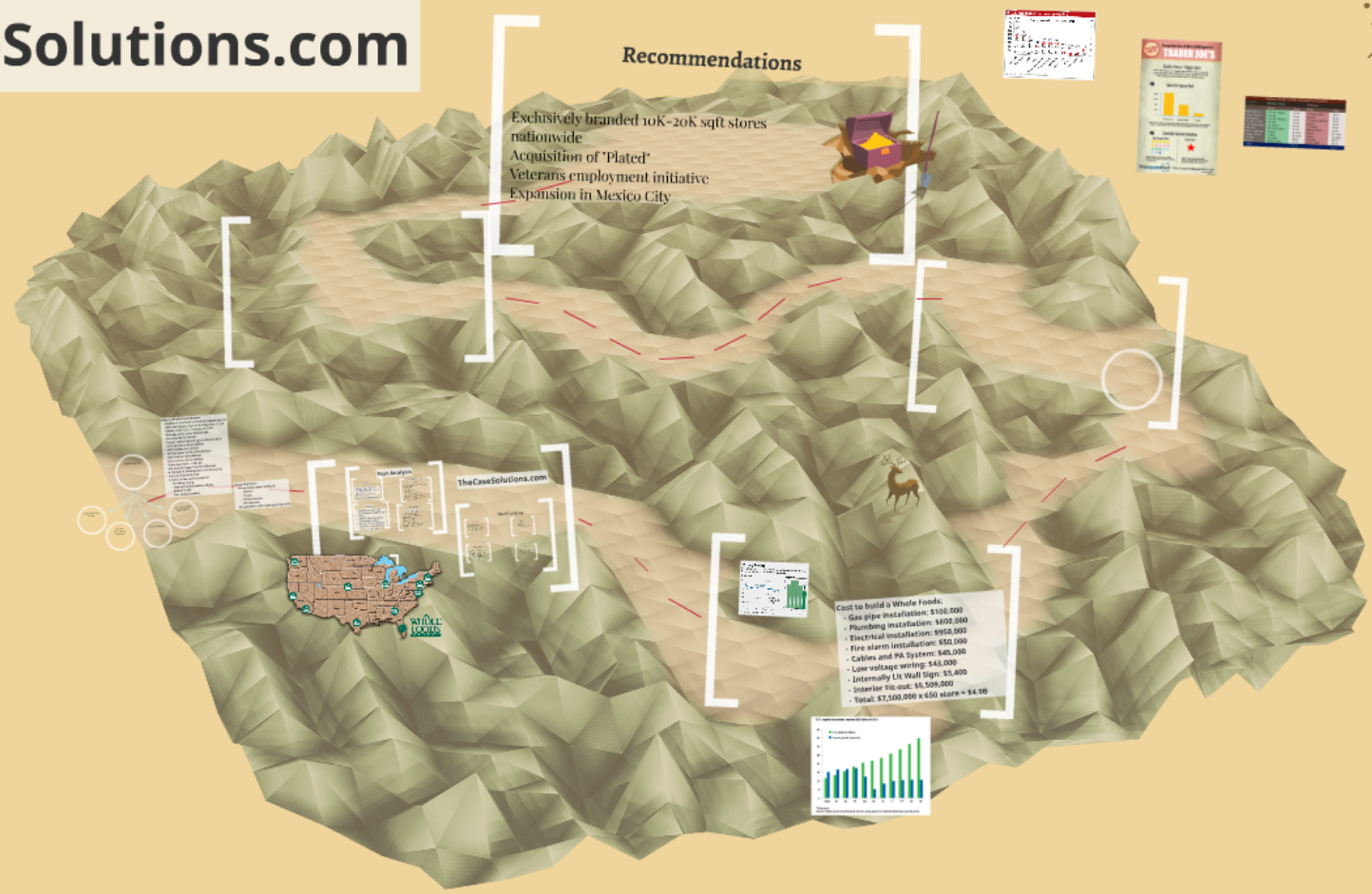

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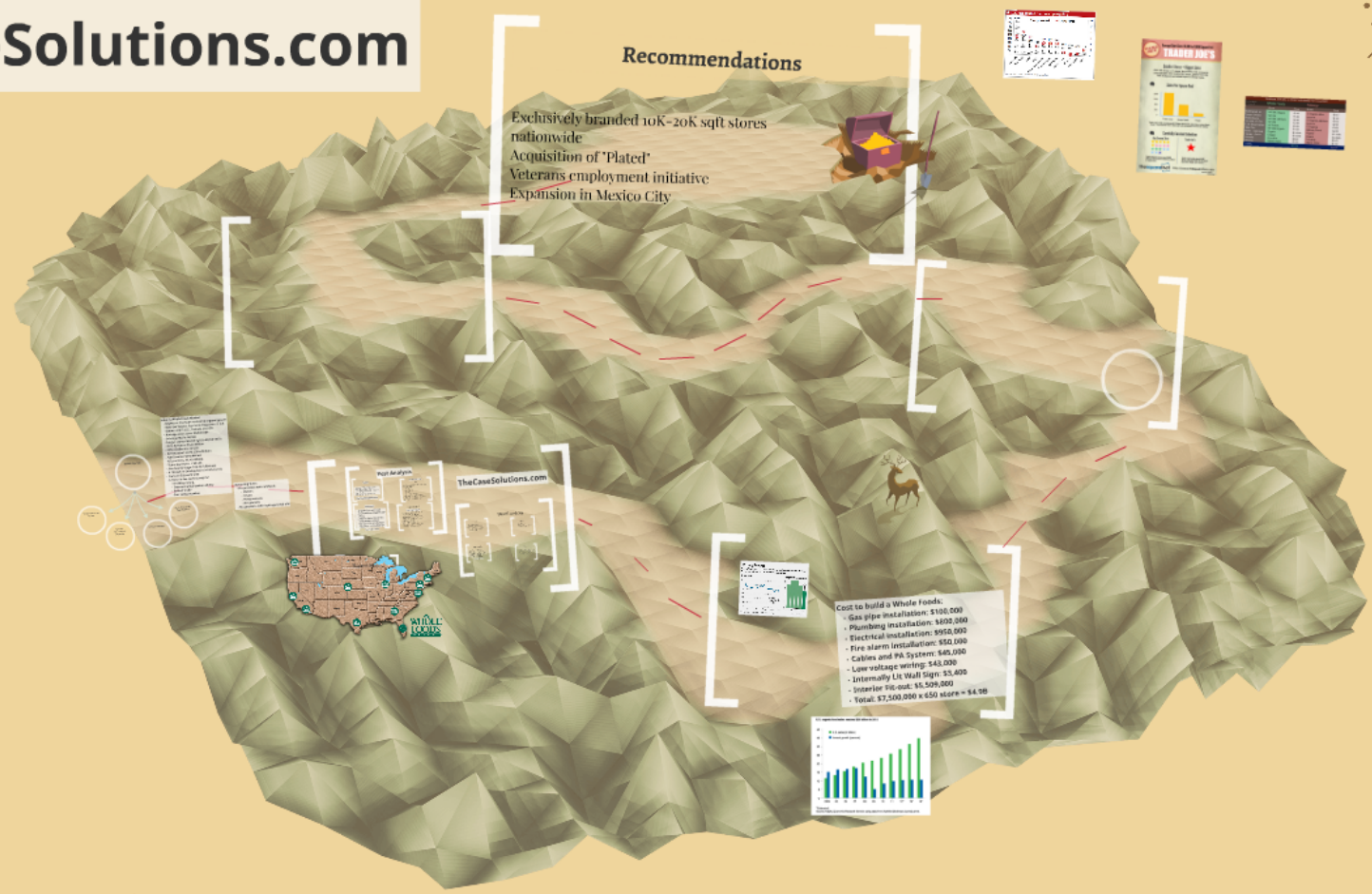

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Pest Analysis

Political

- FDA sets standards for "Organic"
- FDA does not define "Natural"
- NAICS codes a "Stop & Go" same as a supermarket
- Tax incentives for supermarkets

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Social

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- Heightened awareness of healthy eating
- Millennials value
  - health
  - sustainability
  - organic
  - local & ethical trade
- Food purity and safety concerns
- 2.3M U.S. households live +1 mile from supermarket and have no car

Economic

- Organic food cost more
- U.S. wealth and median age rising
- WFM exclusive brands are competitively priced
- Eating health is only more expensive in the short run

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Technological

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- 1,200 messages per day across 830 social media channels
- Foot print of 9M on Facebook, Twitter, Instagram and Google+
- 4M Facebook 'Likes'
- 4.5M Twitter Followers
- Rewards card program in select markets offering discounts

SWOT Analysis

Strengths

- Brand - quality & gourmet
- Market share - natural & organics
- Premium locations
- Dominates social media in industry
- Loyalty card program

Weakness

- '90s & upscale' image
- Low revenue per square foot
- Recently fired secretary management

Opportunities

- Increased market share
- Increased economies of scale
- Data mining from loyalty cards
- Deliver the brand nationwide
- International expansion

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Threats

- Non-traditional retail expansion
- Aggressive pricing of super retailers
- Expected increase in commodity costs
- Southwestern U.S. drought

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