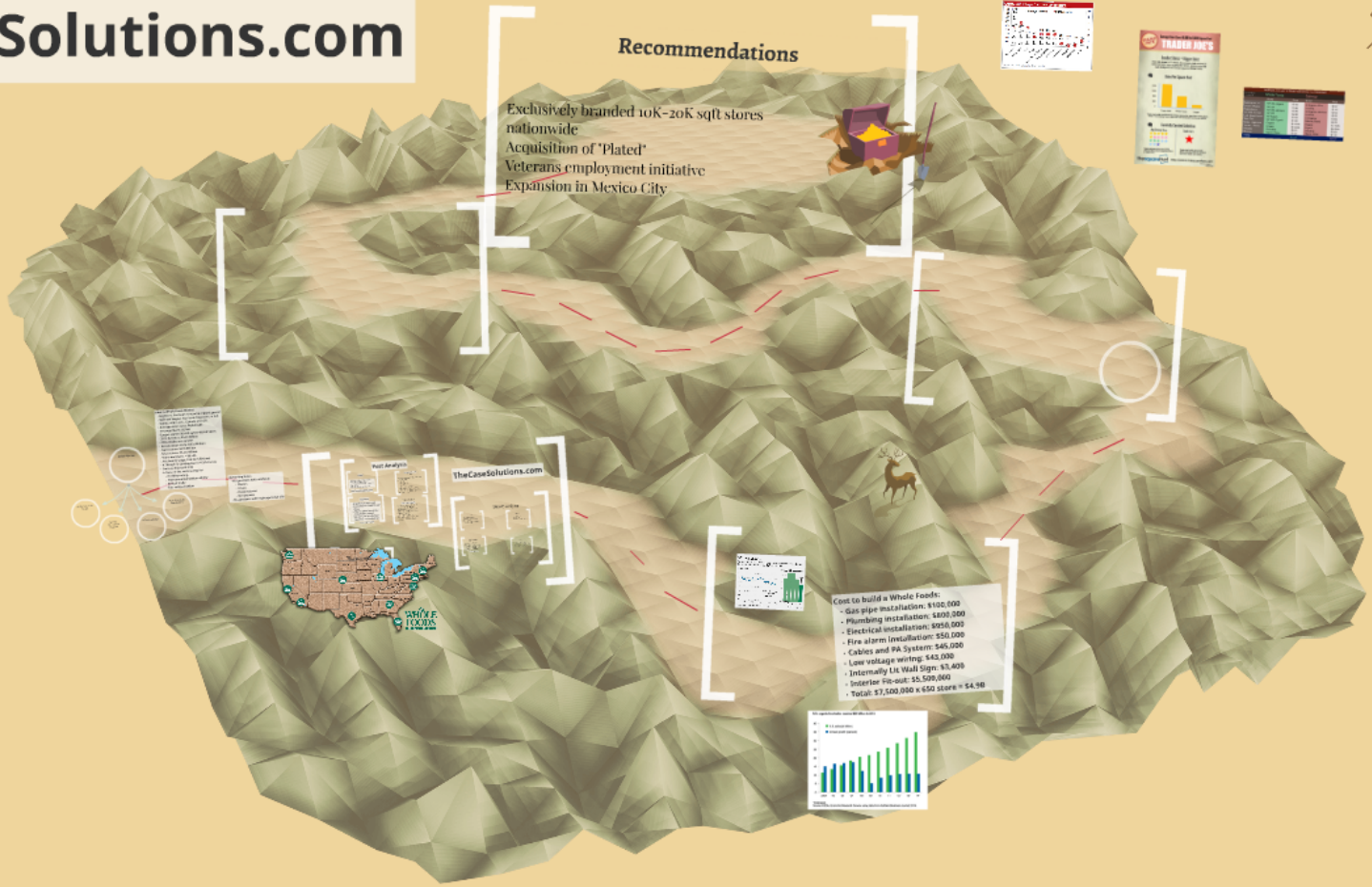


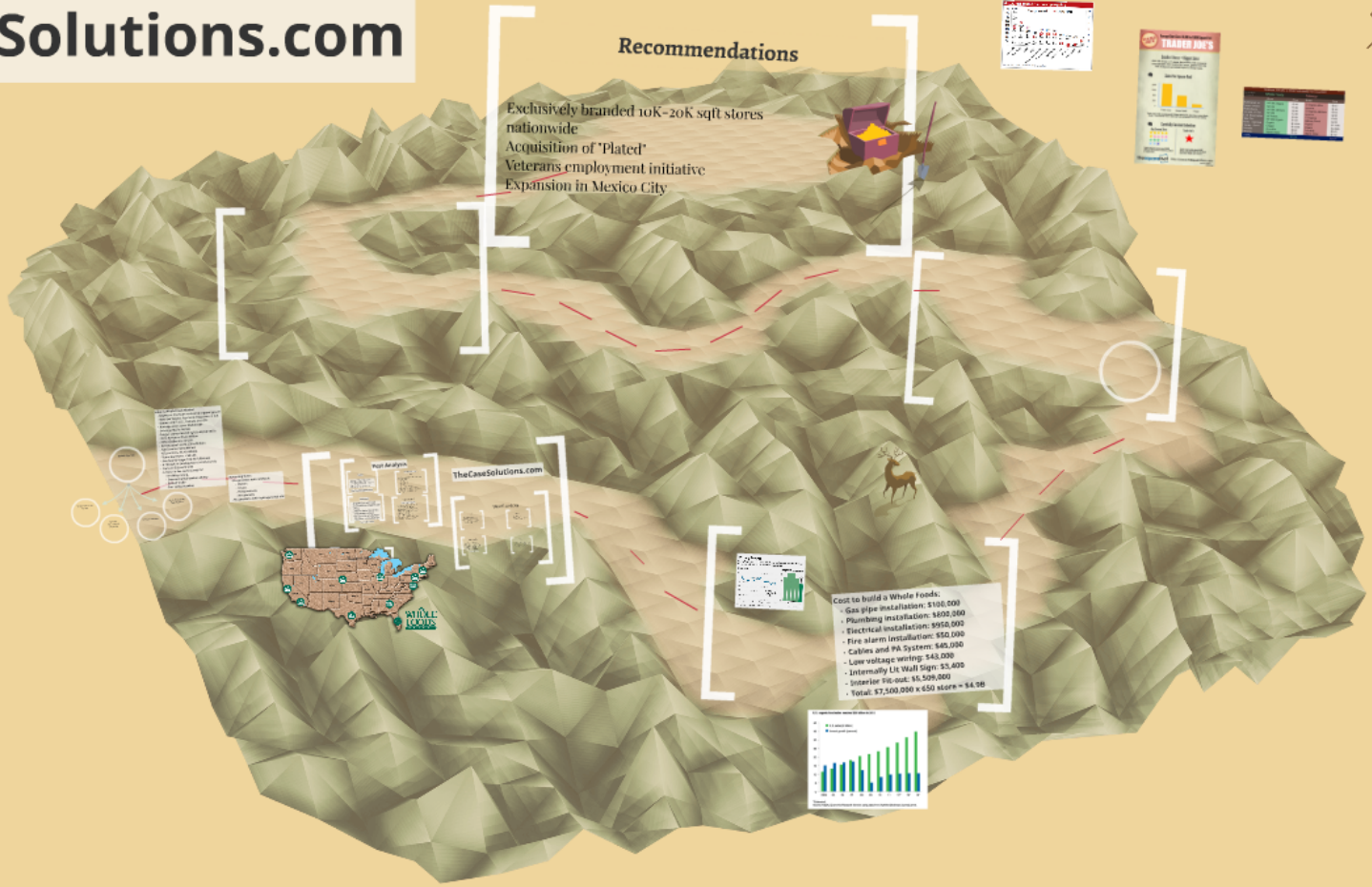
Negotiating for Fertilizer

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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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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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Social

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

Technological

- 1,200 messages per day across 870 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

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SWOT Analysis

Strengths

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

Weakness

- Wide geographic range
- Low revenue per store or belt
- Overhead/operating management

Opportunities

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

Threats

- Non-traditional retail expansion
- Aggressive pricing of super centers
- Proliferation of e-commerce.com
- Sustainability thought



WHOLE FOODS MARKET

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