



Background...
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Whole Foods Acquires Wild Oats (A)
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Wild Oats
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Welcome to Whole Foods Market. We're happy to welcome you to Hexagals.

Whole Foods Acquires Wild Oats (A)

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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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