

BALANCING SOCIAL MISSION AND GROWTH

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Company History

- Established in 1980 by John Mackey
- Now the largest organic/health food conglomerate in the US
- Competitors include Trader Joe's, Sprouts, Safeway, Kroger
- Emphasis on superior food quality, effective store management/labor relations, and streamlined logistics
- Two main challenges during the course of expansion included environmental regulation of products and distribution

Challenges

- Embracing growth while maintaining social mission
 - Addressing perceived authenticity of social mission in a changing marketplace
 - Focus on suitable acquisition candidates to continue upwards growth trend
- Criticism from organic and local food activists

"To help create an organization which manifests love, joy and happiness."

A large white circle is centered on a green background. The background has a subtle, repeating pattern of giraffe heads in a lighter shade of green. The white circle is thick and serves as a frame for the text.

Strategies for Managing Challenges

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