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Whole Foods

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Whole Foods

Whole Foods was established in 1980 by John Mackey and Renee Hardy with the first store at Austin. It is the most significant natural and organic food chain of supermarkets in America today. The corporate also has stores in Canada and the United Kingdom, with Texas being the headquarters. Amazon.com acquired the company in 2017, taking over the management (Fink et al., 2019). The organization's business model is reliable, as the buyers are given the information they need about the products, transparency concerning goods sourcing, and a pleasant shopping encounter. One of the elements showing the company's model is sincere regards to the USDA. The law does not demand the retailers to have certificates for operation, but Whole Foods have ensured this and the third parties involved must also have documents.

The products offered are also of high quality, an element that differentiates the company from the rest. For example, companies like Target and Walmart have entered the organic market, but they do not outdo, Whole Foods because of its high quality. Besides, the company has a unique culture focusing on customers' experience (White, 2020). The employees are welcoming and engage with them right, making them loyal. The business model is suitable for the company based on Abell's approach, which states that three dimensions must be ensured for the strategy to be appropriate. The factors described in this theory are customers, their needs, and their competency. Abell insists that organizations must understand the customer groups, meet their demands, and become competent, like in applying recent technology to remain competitive in the market. The factors are implemented at Whole Foods, meaning the business model is dependable for its future performance.

Considering Whole Foods' external environment analysis, its model should be maintained to help future strategic planning and implementation. It is a leading organic company in the United States and operates in the UK, and Canada has attained a competitive

benefit in the market. There are many giants in this market, such as Walmart, but the organization has a reliable differentiation strategy that makes the buyers loyal. As noted above, the company focusses on buyers, needs, and competency making it flexible to implement any ideas in the future, which guarantees it a long term survival in the market.

References

- ¹ Fink, J., Fuhrmann, J., & Zhang, M. (2019). Deal Logic Whole Foods Market/Amazon. com.
- White, S. (2020). Amazon and Whole Foods: adventures in grocery shopping. *The CASE Journal*.

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