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WHOLE FOODS MARKET INC. SWOT & PESTLE ANALYSIS

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Company Name : Whole Foods Market Inc.

Company Sector : Retail (Food)

Operating Geography : North America, United States, Global

About the Company : Whole Foods Market is a supermarket chain based in the U.S.A and founded in 1980. The company initially formed as a result of a merger between the founding store SaferWay and Clarksville Natural Grocery.. The company headquarters are located in Austin, Texas. In 2017, Whole Foods was acquired by Amazon.com for \$13.7 billion. Its product focus is mainly on organic perishable and prepared products that include foods without artificial preservatives, sweeteners, colors, flavors and fats. The brand offers products that are non-GMO, vegan, and gluten-free. The company has also been certified by the USDA as an Organic grocer.

The company has over 500 stores located all over North America and the United Kingdom as per 2019 records. Some of the major acquisitions over the years include Wellspring Grocery, Bread and Circus, Mrs. Gooch's, Fresh Fields, Bread of Life, Amrion, Merchant of Vino and Nature's Heartland, Food For Thought, Allegro Coffee, Wild Oats Markets and Fresh & Wild. The company employs around 91,000 people as per 2020 records.

The mission statement of the company reads, "Whole Foods Market is a dynamic leader in the quality food business. We are a mission-driven company that aims to set the standards of excellence for food retailers. We are building a business in which high standards permeate all aspects of our company." The company motto reads, "Whole Foods, Whole People, Whole Planet". Whole Foods USP or unique selling proposition lies in being the world's biggest grocery chain.

Revenue :US \$15.72 billion – FY ending March 2016

SWOT Analysis :

The SWOT Analysis for Whole Foods Market Inc. is given below:

Strengths	Weaknesses
1.Healthy and strong financials 2.Strong brand presence and market share 3.Good quality and standard of products 4.High demand for organic products 5.Robust supply chain	1.Highly priced products 2.No subsidies for organic farming 3.High dependence upon North American markets
Opportunities	Threats
1.Lower priced health foods 2.International expansion 3.Horizontal expansion 4.Etailing	1.Economic downturn in North American markets 2.Expansion by existing players 3.Government rules and regulations

PESTLE Analysis :

The PESTLE Analysis for Whole Foods Market Inc. is given below:

Political	Economical
1.Engagement in public policy in United States for business interests	1.Adverse macroeconomic conditions may adversely impact business
Social	Technological
1.Health consciousness driving growth of organic food 2.Growth in popularity of grocery e-commerce	1.Leveraging technology for consumer experience and store insights
Legal	Environmental
1.GMO (genetically modified organism) product labelling 2.Strong compliance standards for suppliers	1.Initiatives for sustainable products 2.Environmental initiatives in business operations

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