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COMM 775

Assignment Three

Corporate Image

Products

The Whole Foods Market's business is to sell the highest quality foods at the most competitive prices possible. Quality is evaluated in terms of nutrition, freshness, appearance, and taste. They provide high quality natural products in an environmentally conscience way.

Products include:

- Floral
- Pet products
- Household products
- Organic & socially responsible clothing
- 365 organic/ 365 everyday value
- Whole Body: nutritional supplements and vitamins etc
- Whole Kids
- Whole Catch
- Whole Treat
- Whole Ranch
- Whole Kitchen

Personnel

Whole Foods Market recruits the best people to become part of their team. They empower their employees to make their own decisions, creating a respectful workplace where people are treated fairly and are highly motivated to succeed. They look for people who are passionate about food. Team members are also well-rounded human beings. They play a critical role in helping build the store into a profitable and beneficial part of its community.

Their goal is to focus on the company's core values on a daily basis. The core values are as follows:

- Selling the highest quality natural and organic products available
- Satisfying and delighting customers
- Supporting team member happiness and excellence

- Creating wealth through profits and growth
- Caring about our communities and environment

Retail outlets

Whole Foods Market is rapidly expanding through acquisitions.

- There is no standard store design model
- It is customized to fit the size and configuration of the particular location and community in which it is located.
- Stores are located in large metropolitan areas where most of Whole Food's target customers are located
- Dense areas, in educated communities which have awareness of the benefits of healthy living

Servicing

Whole Foods core competencies include the following:

- Provide the highest quality natural and organic foods
- Conveying to the customer the high quality of product
- Offer a healthy lifestyle and unique experience in the stores
- Caring about communities and environment

Advertisements

Whole Foods spends little on advertising. They rely on word of mouth and customer referrals. They spend less than .5% of sales on advertising and marketing. They do not send direct mail due to low return, as well as, the fact that it conflicts with their environmentally conscience image. Their goal is to have excellent customer service so that their advertisement will concentrate on word of mouth from their loyal consumers.

Promotions include:

- Word of mouth
- Personal selling
- Educated employees
- Workshops, tours and product tastings

Publicity

Whole Foods does little television and print ad promotion. They focus on personal selling. They receive publicity from their promotional events.

Whole Foods Market receives television news publicity from the following:

1. Whole Foods receives a large amount of publicity regarding discussions of them becoming a monopoly in the Natural Foods industry.
2. Other publicity includes the fact that they are one of the few companies that stick to their original core values.
3. They are also one of the largest companies who purchase wind energy.
4. Due to the current economy, Whole Food receives “negative” publicity through mentions of them being called “Whole Paycheck” which is a reference to their higher prices

References

<http://www.wholefoods.com/>