

Marianne DeMarco

COMM 775

Assignment One

### **Whole Foods Market**

Mission

#### ***Whole Foods, Whole People, Whole Planet***

“emphasizes that our vision reaches far beyond just being a food retailer. Our success in fulfilling our vision is measured by customer satisfaction, Team Member excellence and happiness, return on capital investment, improvement in the state of the environment, and local and larger community support.”

History

Whole Foods Market was founded in Austin, Texas, when four local businesspeople decided the natural foods industry was ready for a supermarket format. Whole Foods founders were John Mackey and Renee Lawson Hardy, owners of Safer Way Natural Foods, and Craig Weller and Mark Skiles, owners of Clarksville Natural Grocery. The original Whole Foods Market opened in 1980 with a staff of only 19 people. It was an immediate success. At the time, there were less than half a dozen natural food supermarkets in the United States. Much of the growth of the company has been accomplished through mergers and acquisitions. After many trials and tribulations including the worst flood in 70 years devastated the city of Austin, Whole Foods Market began its expansion out of Austin, first to Houston and Dallas and then into New Orleans with the purchase of Whole Food Company in 1988. Then they eventually expanded to the West Coast and then to Manhattan in 2001. Whole Foods is now International having stores in Canada and the United Kingdom.

SWOT – (Strengths, Weaknesses, Opportunities, Threats)

- Strengths
  - ranked among the most socially responsible businesses
  - *Fortune* magazine's annual list of the "100 Best Companies to Work For" every year since the list's inception in 1998, most recently at No. 5 in 2007
  - CEO John Mackey was named to Barron's list of the world's best CEOs, which recognizes 30 top corporate leaders
  - 2005 revenue, Whole Foods Market is the fifty-fifth largest retailer in the United States
  - most groceries stores have a limited selection of natural and organic foods
  - leader in the natural and organic food movement in the US
  - each store is customized including in store chefs and open kitchen and prepared food station

- Weaknesses
  - Premium products at premium price
  - Whole Foods will need to expand its product line so it too can be the one-stop-shop location where customers can get all of the food and household items they need.
  - Whole Foods store design, layout, and décor vary from store to store, market location to market location.
- Opportunities
  - If Whole Foods wants to increase its market base and expand out its niche market, a more in depth advertising strategy will become necessary with unified regional/national marketing campaigns on TV, radio, billboards, print media, etc.
- Threats
  - Wal-Mart has recently moved into the organic and natural foods markets greatly expanding its organic and natural foods product offerings. Wal-Mart is able to offer these organic and natural foods and products in the low-cost category at prices that Whole Foods will not be able to directly compete with.
  - Whole Foods is not a low cost provider; organic and natural foods are more expensive in general. It has earned the nickname “Whole Paycheck” and is seen as offering healthy food for the wealthy highlighting the food gap between rich and poor.

## References

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



## Jet Blue

### Mission

***Jet Blue's mission is to provide comfortable, friendly travel and low fares.***

Above all else, JetBlue Airways is dedicated to bringing humanity back to air travel. We strive to make every part of your experience as simple and as pleasant as possible. Unfortunately, there are times when things do not go as planned. If you're inconvenienced as a result, we think it is important that you know exactly what you can expect from us. That's why we created our Customer Bill of Rights. These Rights will always be subject to the highest level of safety and security for our customers and crewmembers.

### History

Jet Blue's origins date back to 1993, CEO David Neeleman was the owner of Morris Airline. His successful strategies there brought him around to creating Jet Blue in 2000. Jet Blue Airways took to the air on February 11, 2000 with the inauguration of service between New York City's John F. Kennedy International Airport and Fort Lauderdale, FL. In 2001, JetBlue began a focus city operation at Long Beach in Los Angeles County, California, and another at Logan International Airport, Boston in 2004. It also has focus city operations at Fort Lauderdale, Oakland International Airport, and at Washington-Dulles, as well as Orlando International Airport. The airline mainly serves destinations in the United States, along with flights to the Caribbean, the Bahamas, Bermuda, and Mexico.

### SWOT – (Strengths, Weaknesses, Opportunities, Threats)

- Strengths
  - JetBlue is the only U.S. airline to be 100% ticket less
  - JetBlue is the only airline to install security cameras in passenger cabin for customer and crew safety
  - JetBlue is first U.S. airline to install bullet-proof cockpit doors across its fleet
  - Television sets in each seat
  - Customer Service
  - In October 2007, JetBlue was named the number one U.S. domestic airline by *Conde Nast Traveler* magazine's "Readers' Choice Awards" for the sixth year in a row.
  - On June 17, 2008, JetBlue ranked 'Highest in Customer Satisfaction Among Low Cost Carriers in North America' by J.D. Power and Associates. A Customer Satisfaction Recognition Received for the Fourth Year in a Row.
  
- Weaknesses
  - Stocks are down

- Public Relations crisis after last year's February snowstorms
  - Fuel Costs may cause ticket prices to increase
  - Hard to get booked on other major airlines when there are delays
- Opportunities
  - Customers are more likely to recommend their airline. Customers are their biggest salespeople
- Threats
  - Fuel Costs at an all time high

#### References

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

[http://en.wikipedia.org/wiki/JetBlue\\_Airways](http://en.wikipedia.org/wiki/JetBlue_Airways)