First, you need to do a strategic analysis of Whole Foods Market. The executives want us to provide an independent, objective view of Whole Foods Market's current strategic position, including full information of Whole Foods Market's mission, vision and values. They want to identify its current set of strategic goals, and a critical assessment of the competition and the competitive environment (remote and operating environments). Also, they want to see the opportunities and threats Whole Foods is presently facing, and they need a general idea of the company's strengths and weaknesses. Whole Foods Market and ABC Company want to know if we think they should make any strategic changes or continue with the status quo. Synthesize everything you have learned, provide a final recommendation, and justify your reasoning.

Keys to the Assignment:

Do diligent research on Whole Foods Market. I have included links to various websites above.

You must perform additional research to find information on competition and general trends for opportunities and threats. For the competitive analysis, identify a minimum of three of the top competitive companies and their best-selling services or products - and justify why each is a viable competitor.

Your report should be thorough, and follow closely the outline that I have given you. The final section is the most important one. Use excellent logic and sharp argumentation skills to make your case.

Reuters Company Profile: Whole Foods Market. Retrieved on November 7, 2012 from: <http://www.reuters.com/finance/stocks/companyProfile?symbol=WFM.O>

Case study: http://pnphillip.asp.radford.edu/whole%20Foods%20Case.pdf (be sure that you do not rely on this document as your primary source of information, but be sure that you have synthesized information from multiple sources). Retrieved on November 7, 2012 from: <http://tainted-ink.net/archives/102>.

Article: Business Analysis: Whole Foods Market Retrieved on November 7, 2012 (again, do not rely on this document as a primary source of information, but be sure that you have synthesized information from multiple sources).

Whole Foods Market website: http://www.wholefoodsmarket.com/ Retrieved on November 7, 2012.

Whole Foods Market (about the company) Whole Foods Market Retrieved on November 7, 2012 from: http://www.wholefoodsmarket.com/company-info.

Whole Foods Market - Annual Stakeholders Report, 2011. Retrieved on November 7, 2012 from: http://www.wholefoodsmarket.com/company-info/investor-relations/annual-reports.