Strategic Plan Part 3: Balanced Scorecard and Communication Plan

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| Shareholder Value or Financial Perspective Balanced Scorecard | |
| Market share | Whole Foods can expand their market of the overall industry for the new division by concentrating on increasing new clients through publicizing on the web, email, radio (billboards or ads). |
| Revenues and costs | Keeping the cost of goods low to stay competitive with other rivals. Cost of Goods sold and Occupancy cost with the new division. |
| Profitability | The idea for the new division is not to only generate profit, but to create value for all of our major stakeholders. The reasoning for the success of our new division is, because we are a uniquely mission driven company. |
| Competitive position | Whole Foods will gain a competitive position by focusing on drastic price changes, and the focal point of ensuring food is fresh to local suppliers, and combined with smart operations, that is what sets the company apart from its competitors. |

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| Customer Value Perspective Balanced Scorecard | |
| Customer retention or turnover | At Whole Foods we have the customer loyalty program. When customers purchase an item, they will receive points and in return offers and rewards. |
| Customer satisfaction | Is to greet and ask the consumer if they needed anything else within the store in case they did not find a particular item they were looking for. |
| Customer value | The new division will delight, nourish, and satisfy our customers. Customers are our most important stakeholders in our industry, and they are basically the lifeline to our business. |

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| Process or Internal Operations Perspective Balanced Scorecard | |
| Measure of process performance | The division will ensure team leaders are set against other team leads to compete amongst each other. This will allow room for improvement in performance for the new division to stay competitive. |
| Productivity or productivity improvement | This new division has implemented, “Voxware,” “One of the best reasons for deploying voice in the warehouse is that it can help companies optimize what they already have and see huge productivity gains without making any other costly additions to their supply chain,” (Hamilton, 2014). |
| Impact of change on the organization | The change in the new division should allow growth and optimization for our consumers to shop with ease and convenience while enjoying the new amenities. |

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| Learning and Growth (Employee) Perspective Balanced Scorecard | |
| Employee satisfaction | The new division will ensure that employee’s happiness is number one which allows the employee to share our mission and value. Also, appreciation days are provided to our employees to show them that we care. |
| Nature of organizational culture or climate | The nature of the business is to ensure that the atmosphere is positive and that our employees feel like a team to understand this, because that contributes to the brands strength. |
| Technological innovation | Technological innovation has been implemented throughout the company to help the employee’s feel empowered by allowing the consumer to pay by using their phones to pay for their purchases without having the hassle of holding their card out. |

Business Model and Strategic Plan Part III: Balanced Scorecard and Communication Plan

The strategy for balanced scorecard is a technique that is utilized by all organizations. The balanced scorecard builds up the associations' imperative destinations, distinguish key patterns, make rational assumptions, and decide the risk factors with the new division. This paper is based Whole Foods new division balanced scorecard and correspondence arrangement, which specifically adjusts to the vision, mission, and values of Whole Foods and their SWOT investigation and production chain analysis.

**Strategic Objectives**

Financial Perspective

* Whole Foods can expand their piece of the pie for the new division by concentrating on increasing new clients through publicizing on the web, email, and possibly radio advertisements. Whole Foods will likewise showcase their information through blogging and allowing easy access to consumers to download recipes.
* With minimal equipment and space needed for the new division; the estimated investment and time for this project could be low-cost-effective, because of the occupancy and space needed that already exists within the store; the business could negotiate the cost with the manufacturer company to lower the cost pending the sale of the products in the new division.
* Whole Foods whole idea of, “Fresh organic foods” is what we are known for, and to ensure that our consumers receive the best service from their local neighborhood friendly store. The emphasis to ensure that the consumer has a great experience is what will separate us from the competitors.

**Customer Value Perspective**

* This new division will allow consumers to talk about the new space with the new amenities, and with the agenda to ensure that consumers with satisfaction, nourishment, and delightfulness will have a great impact of gaining and retaining customers.
* Whole Foods mission is to help the consumer feel at home…family store to where you can mingle go to shop for fresh foods at your local store, and with the new division this will allow the consumers to sit around and enjoy the amenities implemented.
* As a consumer purchases an item, they want to feel that they are getting something back in return, but not just the experience but offers that allow them to come back to the store and they are rewarded for making Whole Foods their number one store to shop and eat at.

**Process or Internal Operations Perspective**

* Within the new division the program, “Voxware” will allow for better communication and less confusion to process items within the warehouse faster. This will let the team leaders know exactly what needs to be done with purchases orders and to maximize cost when inventory needs to be updated.
* With this new division, Whole Foods will be able to capitalize space and allow consumers more seating to enjoy the amenities and options provided to them when shopping. Also, online blogging allows consumers to download recipes to a healthier lifestyle.
* The new division implemented should give Whole Foods a popularity boost, which then in return gains more profit. This should give plenty of option to grow and expand globally over the world.

**Learning and Growth (Employee) Perspective**

* Employees will have, “Appreciation Day” this will show the employees that the company within the new division cares and plans on showing them that their hard work will not go unnoticed.
* With the new attraction and amenities implemented into the new division; this should attract more customers to the organization, whether it’s still to check out the blogs online for recipes or utilize the spacing in the area, which is affordable and low cost to have a good time.
* This new trend to offer rewards to consumers should go viral and be talked about, “word of mouth” so to speak when a consumer purchase an item they will receive an offer that will help them save in the long run when they return the next time around.

**Communication Plan**

Purpose: The purpose of the new division is to provide more space availability and offer a nice relax environment to our consumers to feel like they are at home.

Audience: The particular audience that will appeal to the new division sector, will be of all diversities and cultures, there isn’t just one main audience to attract here, because this is for everyone and anyone.

Channels of Communication: Each avenue of correspondence will be used in any case, the business sector marketing uncovered that advertising this administration on sites that are vigorously populated with buyers, for example social media, emails, and online blogging. There will be some free examples for the consumer to test out the flavors and decide which would be best to sell for the new division.

**Conclusion**

Whole Foods is in prime position to fire up their new division, and the balance scorecard provides the organization with the objectives that are significant in making the thought a reality. From a financial related point of view, revenue and expense is a concern in view of the low-mid cost it required to support the project, however, in the event that a sensibly valued manufacturer is contracted with the organization, it will profit by their competitive position with the agreement that is made. The new division is advantageous for buyers so consumer loyalty can be viewed as a quality for the organization, and the new administration will help client maintenance. Measuring the execution of the system is not basic, but rather by observing the quantity of objections. Workers will meet the task of advancing the new division as a result of the praise they will get, and organization will satisfy its mission statement of purpose.

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