

# Cornell Social Business Consulting

## Sample Case 1

Your client, *Whole Foods Market Inc*<sup>TM</sup>, has recently opened its first specialty store in Syracuse, NY. Whole Foods' mission is to set the "standards of excellence for food retailers" while maintaining high standards of food quality. Additionally, the Syracuse store is seeking to provide locally sourced products from nearby farms and to reduce food waste as a means of creating additional positive social impact.

As it increases its presence in the Syracuse community, Whole Foods has asked your team to assist in the process.

1. The client wants to know how many people will visit this store on an annual basis with specific breakdowns of demographics. Among those who will visit, which segment would be most receptive to and conscious about food waste reduction?
2. How can the new store reduce its own food waste?
3. What are 3-4 ways this specialty store can leverage its new relationship with Amazon to improve its operations? For each idea, address both opportunities and potential challenges.