**Global Business Management**

Week One: Assignments Are Complete and Graded. See Below

Week 1 Short Answer - International Strategies

A company's external environment affects its international operations.

The text identifies three categories that a company must consider when implanting international strategies. They are (1) physical factors, (2) social factors, and (3) competitive factors.

* Investigate a specific company’s external environment with regard to all three categories mentioned above.
* Provide a brief description of the company.
* What were the strategies?
* How did the company implement the strategies?
* Were there failures? Successes?
* Be as specific as possible. Include references when needed.

Submit your answers using the ANSWER template (MS WORD document).

**Resources:**

* [Week 1 Short Answer Template-v1Preview the document](https://wilmu.instructure.com/courses/19372/files/1771517/download?wrap=1)
* [Rubric - Short Answer (100 points)Preview the document](https://wilmu.instructure.com/courses/19372/files/1771375/download?wrap=1)

Submitted Assignment: Grade 96%

Name: Mary Butler

Directions: A company's external environment affects its international operations. The text identifies three categories that a company must consider when implanting international strategies. They are (1) physical factors, (2) social factors, and (3) competitive factors. Investigate a specific company’s external environment with regard to all three categories mentioned above. Include references as needed.

1. Provide a brief description of the company.

Wawa, Inc (Wawa) operates a chain of convenience retail stores in the US. The company's product portfolio comprises freshly brewed coffee, frozen blended beverages, bottled beverages, lattes, hot chocolates, soups, sides and bowls, hoagies and sandwiches, salads & wraps and snacks. Wawa markets its own products under Sizzli, Wawa, Built-to-Order, Hot-to-Go and Ready-to-Go brands. Wawa stores also provide fuel retail services and surcharge free ATM services to its customers. The company also provides credit cards and fleet cards that allow its customers to earn reward points for availing discounts and offers through its stores. It operates convenience retail stores and gasoline stores in Pennsylvania, Delaware, New Jersey, Virginia, Maryland, Delaware and Florida states of the US. Wawa is headquartered in Wawa, Pennsylvania, the US (About Us, n.d.).

1. What were the strategies?

Wawa, consistently innovates and expands to remain relevant in the market. Here are a few examples from 2016 to 2018.

Year: 2018

* In January, the **company** started its Grubhub Delivery in New Jersey, Philadelphia, Bethlehem and Ardmore, Pennsylvania US.
* In March, the **company** launched second **Wawa** Reserve Variety Coffee.

Year: 2017

* In March, the **company** opened its three new stores in Palm Beach country, Florida.
* In May, the **company** developed mobile ordering option for its **Wawa** reward members through its mobile application.
* In July, the **company** launched the new delicious Cold Brew coffee.
* In May, the **company** announced mobile ordering option for all Wawa reward members through the **Wawa** app.
* In July, the **company** Introduced Cold Brew Iced Coffee and started selling in its retail store chain.

Year: 2016

* The **company** entered into a partnership with Comcast to deliver free WiFi across 700 East Coast Locations.
* In November, the **company** opened its 100th store in Brandon, Florida.
* In November, the **company** opened its 500th fuel store in Pennsylvania, the US.

(Wawa Inc. (n.d.). Database: MarketLine/Medtrack Company Profiles)

1. How did the company implement the strategies?

Wawa’s main strategy has been slow growth with a heavy focus on brand strength. They have great employee benefits and opportunities for advancement. This keeps their staff motivated which translates to consistently excellent customer service. Even though Wawa has over 850 locations, somehow, they keep the local convenience store atmosphere. The key to Wawa’s success is brand/customer loyalty. Currently all of the stores are strategically placed throughout Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Florida, and Washington, D.C. This keeps their geographic footprint extremely saturated.

1. What were the failures?

Recently, Wawa experienced a data breach that exposed the following customer information:

* Credit Card Data
* Debit Card Pin Numbers
* Driver’s License Information

Although Wawa notified their customers through various communication channels some say that they were warned about the potential breach yet did nothing with that information. A number of lawsuits are pending with claims that Wawa did not do enough to secure this information.

<https://www.wawa.com/alerts/data-security>

<https://www.inquirer.com/business/wawa-data-breach-class-action-lawsuit-20191226.html#:~:text=Wawa%20has%20been%20hit%20with,credit%20and%20debit%20card%20information.&text=They%20allege%20that%20Wawa%20failed,potentially%20all%20of%20its%20stores.>

1. What were the successes? Be as specific as possible.

Several highlights that make Wawa stand out from their competition are:

* Fresh variety of great coffee
* Every Wawa is pristinely clean and well stocked
* Variety of homestyle food, snack foods, pantry staples, medicine and more and more healthy food choices as well as gas
* Outstanding customer service
* Consistency throughout all stores
* Convenience of 24/7 access, even on every holiday
* Free ATMs
* They have made their stores a one stop shop

<https://www.tasteofhome.com/article/why-are-people-so-obsessed-with-wawa/>

<https://www.inc.com/magazine/201806/maria-aspan/wawa-convenience-store-pennsylvania.html>

**Week 1 Journal Entry - Country and Company Selection**

Your final project consists of creating a paper explaining the challenges of expanding your company/product into a new country. This journal entry will assist in your research.  **Select both a country and a U.S. company that you want to investigate thoroughly.**

**The company/product cannot already be present in the country**. Remember that you are going to conduct a comprehensive analysis and present an action plan on how to introduce your product. Therefore, it is important that your selections have plenty of information available.

Use this week's journal entry to identify the country and company that you are interested in researching.

* Explain why you are interested in them
* How you plan to go about your research (articles, websites, personal information).
* Make sure to select your country early as no country can be repeated. Selection will be on a first come, first serve basis.
* The following companies are excluded from use:
  + Walmart
  + Nike, Adidas, Reebok
  + McDonald's
  + Disney

Submitted Assignment: Grade 98%

Name: Mary Butler

BBM 320: Global Business Management

Week 1 Journal Entry: Country and Company Selection

The subject of my research will be Wawa, Inc. Wawa is a privately held company which started in Pennsylvania in 1803. Since then have continued to innovate and re-invent the brand to meet the needs of the socio-economic needs of the community. Their willingness to evolve with the world around them points to their leadership’s forward thinking. This dedication to continually grow become a community staple inspired me to learn more about their operations and determine whether an international expansion is possible.