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.