



WOODMAN'S
MARKETS

EMPLOYEE OWNED



National Grocers Association
2022 Case Study Competition



ngaf NATIONAL GROCERS ASSOCIATION
FOUNDATION

CAL POLY
SAN LUIS OBISPO

Inventory Management



Phase

4

Coupons curated to promote abundantly stocked items

Coupons for future purchases of items that had failed to be fulfilled in customer orders



Reallocate Warehouse Space



Phase
3

Tracking most commonly purchased
items across online shopping carts



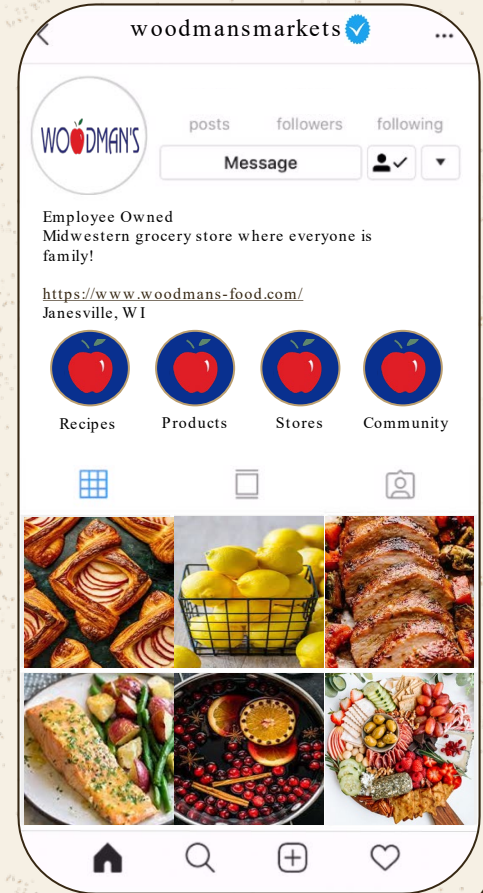
Allocation of warehouse space
for online only bulk product



Marketing Tools

71% of consumers are more likely to purchase products based on social media

83% of people use Instagram to discover new products and services



No added cost

Canva

\$12.99/month



Hootsuite

\$29/month



SurveyMonkey

\$25/month

Customer Growth & Retention

Phase
4

Encourage
existing
customers to
become exclusive
to Woodman's

Gain new
customers
through
integrating a
promotional
program


WOODMAN'S
• MARKETS •

Customers #1 Choice
for Grocery Shopping
Experience



83% said loyalty
programs make
them more likely
to continue doing
business with
certain companies.



49% of consumers
agree they spend
more after having
joined a loyalty
program.

Welcome to the Family



Phase
1

Tailored coupons on
products that customers
already love and ones
they'd love to try

WOODMAN'S
Family Card



In-store and online
promotions with everyday
savings and special
birthday discounts

Three easy ways to save:

1. Scan Barcode at checkout
in-store
2. Enter phone # at checkout
in-store
3. Apply your coupon cart
online

Collecting Customer Data



Phase 2

Sign up for the Woodman's family Card either in store or online in 3 simple steps:

1. First and Last Name
2. Email and Phone Number
3. Date of Birth

The smartphone screen shows the 'Shop WOODMAN'S .com' logo at the top. Below it, the text reads 'Sign up for the Woodman's Family Card!' followed by 'First & Last Name' with a text input field. Below that is 'Email:' with a text input field, 'Phone #:' with a text input field, and 'Date of Birth:' with a text input field. At the bottom is a red 'Submit' button.



Solution Outline



WOODMAN'S
Family Card

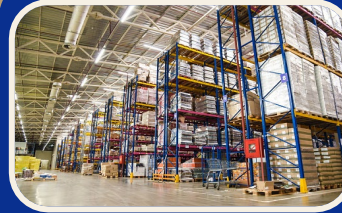
Phase 1

Promoting and rolling out the Family Card



Phase 2

Analyzing Woodman's customer data



Phase 3

Re-allocating warehouse space and optimizing online order tracking



Phase 4

Inventory management through customized promotions