

Analysis of Wawa

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Executive Summary

This report conducts an in-depth target market, competition, environmental, and SWOT analysis of Wawa. This report focuses on Millennials and Generation X as the main consumer market, whose standards include value, convenience, affordability, and quality food. The biggest competitors of Wawa are Sheetz and 7-Eleven. In contrast to the competitors, Wawa's weaknesses include lack of presence in some domestic locations and all international markets, regional concentration, dependence of fuel sales, and operational challenges. Its main strengths include innovation and technology, customer loyalty, fresh food selection, and convenience offering. The main threats for Wawa include competitive pressure, technological disruption, health and wellness trends, and future economic factors. Lastly, the main opportunities for Wawa are digital transformation, expansion of stores, diversification of offerings, and partnerships and collaborations.

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Mission, Vision, and Goals

Before Wawa was known as a full-service convenience store that provides fresh food, coffee, beverages, and fuel, it was known for its dairy products. George Wood founded Wawa Dairy in 1902 in Delaware County, PA. The Wawa Dairy produced and delivered certified Wawa milk to the doorsteps of homes throughout the Philadelphia region. However, the first Wawa Food Market opened on April 16, 1964, in Folsom, PA. This allowed the opportunity for Wawa to start offering food and beverages, such as hoagies and coffee. In 1982, Wawa separated the deli from the checkout counter, which offered a speedier service. With the much faster service, Wawa was seen as a convenience store for on-the-go consumers. Before Wawa created a new slogan, their slogan was “People on the Go – Go to Wawa Food Markets.” Also, for those on-the-go consumers, Wawa started to provide gasoline and diesel fuel at their locations in 1996. Therefore, Wawa’s vision is to deliver convenience, customer satisfaction, community engagement, and innovation.

In order to achieve their vision, it is important for Wawa to maintain customer satisfaction. Beyond fulfilling customer’s orders, Wawa expresses that their mission is to be “committed to fulfilling lives every day and creating meaningful personal connections that make a real difference in the lives of [their] customers, [their] associates, and the communities [they] serve” (Wawa Inc., n.d.). Wawa wants their stores to be seen as more than just a place to go get food, coffee, and fuel.

In 2004, Wawa created a new campaign slogan “Gottahava Wawa.” This slogan suggests to consumers that going to Wawa is not only an option, but a necessity when it comes to convenience stores. Overall, Wawa’s goals are to value people, delight customers, embrace change, do the right thing, do things right, and passion for winning (Wawa Inc., n.d.).

Target Market Analysis

According to Numerator (2023), the Wawa Retailer Snapshot proves that Wawa has multiple target markets (Numerator, 2023). However, Wawa aims to attract on-the-go consumers. That contains commuters and travelers. Wawa also attracts local residents, professionals, students, and families. Because Wawa is only operating in Pennsylvania, New Jersey, Delaware, Maryland, Virginia, Washington D.C., and Florida (Swindlehurst, 2023), it only attracts people on the East Coast. Wawa's demographics is every age, such as Gen Z, Millennials, Gen X, and Baby Boomers. Though, it seems that Wawa mostly targets Millennials and Gen X. Millennials are known as the generation born between 1981 and 1996, with the age range of 28 through 43 years old. Generation X ("Gen X") is known as the generation born between 1965 and 1980, with the age range of 44 through 59 years old. The reason that Wawa mostly targets Millennials and Gen X is because most people in those generations are on the go. Whether they are commuting to work or soccer moms before practice. For example, during lunch time, most of the customers are construction workers, road workers, or other working professionals during their lunch breaks. Since lunch breaks are typically thirty minutes long, Wawa is convenient to these workers between the hours of 11am-1pm. Not only does Wawa have convenient meals for these workers, they also supply fuel. People that travel to work can take advantage of the gas stations to fill their tank.

Wawa tries to provide psychographic expectations of value, convenience, affordability, and quality food. They value their customers by going beyond filling customer's orders and trying to fulfill lives every day. Wawa also supports their surrounding communities. They are "committed to bringing friends and neighbors together with events and supporting the

organizations that drive [their] communities” (Wawa Inc., n.d.). Being open 24 hours, 7 days a week is how Wawa is convenient. They provide access to food, beverages, and essential items whenever their customers need it. With the convenient access, Wawa offers their customers quality products. Wawa has a variety of freshly prepared options at all locations. Many consumers continue to go to Wawa because of their affordable prices. According to Its Yummi (2024), Wawa’s built-to-go orders range roughly between \$3 to \$10. Overall, Wawa values their customers with convenience and offering affordable, quality food.

Competition Analysis

Based off product and service offerings, some of Wawa’s competitors are Sheetz and 7-Eleven. Sheetz is Wawa’s biggest competitor because they are consistently compared to each other, especially in the state of Pennsylvania. Wawa is based in eastern Pennsylvania, while Sheetz is based in western Pennsylvania. Sheetz is also known as a convenience store that provides fresh food, beverages, and fuel. Their mission is to “provide fast, friendly service and quality products in clean and convenient locations” (Sheetz Inc., n.d.). Regarding Millennials and Gen X, Sheetz acknowledges that their customers don’t have the time to run all over town for the things they need. So, Sheetz offers them the things they need when they need it. Plus, Sheetz promotes lowest priced cigarettes/tobacco allowed by law. In response to the increase in federal excise taxes on tobacco products, Sheetz Inc. guaranteed the lowest allowed price on cigarettes at their convenience stores. States set a “minimum level on cigarette prices, and selling the products under those levels is illegal” (Convenience Store News, 2009). This is beneficial for Millennials and Gen X given that as of June of 2023, 44% of smokers are Millennials and 36% of smokers are Gen X (Bashir, 2023). Compared to 29% of smokers being Gen Z and 28% of

smokers are Baby Boomers (Bashir, 2023). The executive vice president of marketing for Sheetz Inc., Louie Sheetz, promised their customers that they “won’t pay a penny more than the state minimum” (Convenience Store News, 2009). Sheetz continues to reinvent themselves and bring innovation to the industry. They also formally incorporated Inclusion, Diversity, Equity, and Accessibility (IDEA) into their corporate strategy (Sheetz Inc., n.d.).

The other known competitor to Wawa is 7-Eleven. 7-Eleven is the world’s first convenience store whose mission is to “deliver fast, personalized convenience – when, where, and how the customers want it” (7-Eleven Corporate, n.d.). They live by their “Values and Leadership Principles so [they] can best serve [their] customers, stores, Franchisees, and communities – every single day” (7-Eleven Corporate, n.d.). 7-Eleven is the home for the iconic products of Slurpee and Big Gulp drinks. Also, 7-Eleven Inc. “operates a robust family of banners and brands, including Speedway, Stripes, Laredo Taco Company, and Raise the Roost Chicken & Biscuits locations throughout the United States” (7-Eleven Corporate, n.d.). Unlike Wawa and Sheetz, 7-Eleven has locations across the United States. 7-Eleven has grown significantly over the years, yet they remain laser-focus on innovation to meet the needs of customers.

Psychographic Expectations of Generation X and Millennials	Competitive Offerings	Wawa	7-Eleven	Sheetz
Convenience Gen X and Millennials value efficiency and ease of access Core Benefit Efficiency and ease of access	Kiosks:	Yes	No	Yes
	Mobile App:	Yes	Yes	Yes
	Digital Payment Option:	Yes	Yes	Yes

	Order Ahead:	Yes	Yes	Yes
	In-Store Pickup:	Yes	Yes	Yes
	Offers Delivery:	Yes	Yes	Yes
<p>Transparency Gen X and Millennials value clear information on what they are consuming, reasonable pricing and corporate social responsibility.</p> <p>Core Benefit Health appreciation, clear pricing/promotions, and environmentally friendly.</p>	Ingredients:	Yes	No	No
	Pricing:	Yes	Yes	Yes
	Sustainable:	Yes	No	Yes
	Quality of products and service:	Yes (high quality food and polite service)	No (low quality food and inattentive service)	Yes (High quality food and attentive service)
<p>Individuality Both generations value innovation and brands that offer a variety of products and services.</p> <p>Core Benefit Differentiation and constant improvements of services and products</p>	Novelty:	Yes (constantly making new improvements and new offerings)	No (Relies on consumer favorites)	Yes (technology integration and new menu items)
	Offer consumer feedback options:	Yes	Yes	Yes
	In room dining option:	Yes	No	Yes

Microenvironment Analysis

Microenvironment is the “factors or elements in a firm’s immediate environment which affect its performance and decision-making” (Monash Business School, n.d.). These elements include publics, suppliers, competitors, marketing intermediaries, and customers. Public stakeholders are any group that has an actual or potential interest or impact in the organization’s ability to achieve its objectives. An important public stakeholder for Wawa is the surrounding communities where each Wawa store is located. Back in 2012, Wawa was planning to open a store in a town in Pennsylvania. When the idea reached the borough, the residents “collected more than 1,100 signatures on a petition opposing the store, and residents have voiced their concerns about the situation” (Flanders, 2012). The concerns that the residents expressed was that the new Wawa would increase loitering, traffic congestion, and noise and light pollution. Another big concern was that to build the new Wawa, there would be possible destruction of several historic structures in the town. This all led the residents to protest the idea of building the Wawa in their town. This move negatively affected Wawa, given that they were not allowed to open a store at that location. These types of situations can continue to affect Wawa in the future.

Suppliers are firms and individuals that provide the resources needed by a company and its competitors to produce goods and services. One of Wawa’s suppliers is The Coca-Cola Company. Many of the beverages that Wawa offers are Cola-Cola products. Also, the Coca-Cola Company has a product that is known as the Coca-Cola Freestyle. This is a beverage dispenser with Coca-Cola products. This machine offers a large selection of flavors and beverage combinations in a single unit. The Coca-Cola Freestyle “provides a vast array of services to help ensure a seamless and easy operations” (Coke Solutions, 2023). Having this product in the stores will positively affect Wawa by enhancing their beverage offerings and engage with customers. In

2020, research found that “70 percent [of people] who go to quick-service restaurants like or love the machine... Also, 60 percent of consumers preferred to self-pour because they felt safer or liked to customize their drink” (AWS, 2021). With Wawa having this touchless pour experience, it will encourage customers to try new drinks, like Sprite Peach, only available on the Coca-Cola Freestyle machine.

Competitors are the organizations who serve similar products and/or services to the same consumer base. A competitor of Wawa is Sheetz. Sheetz is currently planning to expand to double their area footprint. Over the next three to five years, they expect to open 30 new locations. However, “Sheetz Inc. is solidifying its position in western Pennsylvania” (Convenience Store News, 2022). With that being said, Wawa should not be negatively affected by this expansion. With Sheetz wanting to focus on their position in western Pennsylvania, this allows Wawa to keep their territory in Eastern Pennsylvania. In fact, Wawa “recently announced an expansion into the central Pennsylvania is 40 possible stores” (Gleiter, 2022). So, Wawa might eventually dive into Sheetz’s territory. This can cause conflict of interest between these two companies with the long-term expansion plan.

Marketing intermediaries are companies that help promote, sell, and distribute its goods to final buyers. A marketing intermediary for Wawa is the social media platform TikTok. TikTok “offers a unique opportunity for businesses to connect with potential customers through user-generated content. According to a Business Wire survey, user-generated content highly impacted 79% of user’s purchasing decisions” (Ghatak, 2024). This is an opportunity for Wawa to reach potential customers who would be interested in their products and services. When TikTok is used for business marketing, it doesn’t look like marketing because of its content vibe. Therefore, Wawa can use TikTok to reach Gen Z because they do not like to be bothered with general ads.

Gen Z prefers the content and influence type of advertisements. It is important to encourage Gen Z to go to Wawa too because it will potentially increase Wawa's revenue.

Customers are individuals and households that purchase hospitality services. One of Wawa's current consumer markets is Millennials. According to The Columbus Dispatch (2018), Millennials tend to make fewer trips to the grocery stores. Instead, they buy their food at convenience stores (Malone, 2018). This trend will positively affect Wawa because their Millennial consumers will continue to come to their stores. It's not that Millennials don't want to cook, "they are looking for someone else to do the cooking for them" (Malone, 2018). Gen Z may also adapt to this mindset in the future, which will benefit Wawa.

Macroenvironment Analysis

Macroenvironment is "the broader societal forces that impact a company's ability to operate and succeed in the market" (Study Smarter, n.d.). These factors include competitive, demographic, economic, natural, technological, political, and cultural forces. Competitive forces are "factors and variables that threaten a company's profitability and prevent its growth" (BDC, n.d.). Bargaining power of suppliers is one competitive force that can affect Wawa. The bargaining power of suppliers is "the mirror image of the bargaining power of power of buyers and refers to the pressure that suppliers can put on companies by raising their prices, lowering their quality, or reducing the availability of their products" (CFI Team, 2023). Price negotiation is one thing that can affect Wawa. If the suppliers negotiate higher prices for their products, it can affect Wawa's profitability. However, economic downturns or fluctuations in consumer spending can impact Wawa's sales and profitability. "A moderate inflation rate is needed in the economy for companies like Wawa inc to flourish. This will also help the business grow and

work positively towards increasing consumer confidence, and consumer spending trends” (Pestel).

Demographic forces “relate changes in human populations. This included population size, density, age, gender, occupation, and other statistics” (Marketing Insider, 2017). Urbanization “is the process through which cities grow, and higher and higher percentages of the population come to live in the city” (National Geographic, n.d.). As the years go on, the world is becoming more urbanized. As of today, “more than half of the global population lives in urban areas, up from around one-third in 1950 and projected to increase to around two-thirds in 2050” (United Nation, n.d.). With the continuous rise of urbanization, it will benefit Wawa because the common sight for Wawa stores is in both urban and suburban areas. Wawa will be able to expand even more when urban areas continue to grow.

Economic forces “relate to factors that affect consumer purchasing power and spending patterns” (Marketing Insider, 2017). Over the recent years, we have noticed the price of gas going up and continuously changing. With the rise of gas prices, it can be a drag on the economy. This is because when gas prices go up, that means “each of us pays more at the pump, leaving less to spend on other goods and services” (Folger, 2021). It is known that “gas is an important input for transportation, which directly impacts households as they drive” (Folger, 2021). When consumers are spending a large amount of money at the gas pump, it discourages them to go into the convenience stores and spend more money. Likewise, since gas is getting more expensive, consumers may stay home and eat in rather than wasting their gas on transportation to get a meal at a convenience store. This presents Wawa the opportunity to “aim to give cheaper options to the average person and companies” when it comes to fueling up at

their stores (CoPilot, 2023). Wawa will continue to provide ways for consumers to save money on their commutes by offering rewards to make the gas price cheaper.

Natural forces “impact the natural resources which are needed as inputs for business or for an economy at large” (Marketing Insider, 2017). Climate change is “already well visible by increasing air temperatures, melting glaciers, decreasing polar ice caps, rising sea levels, and increasing desertification” (Meteoblue, n.d.). Also, climate change can cause “more frequent extreme weather events such as heat waves, droughts, floods, and storms” (Meteoblue, n.d.). Extreme weather, such as hurricanes or blizzards, can disrupt customer traffic, use of gas station, and possible temporary closure. For instance, Hurricane Sandy affected the Mid-Atlantic region of the United States in October of 2012. Because of this hurricane, “Wawa said at the time that it had to close 157 stores” (CPS Daily News, 2013). Seven of those stores didn’t open back up until the end of March in 2013. This trend of climate change can negatively affect Wawa by interrupting the services they provide and the way they operate.

Technological forces “relate to factors that create new technologies and thereby create new products and market opportunities or threats” (Marketing Insider). As technology has continued to improve over the past decade, the use of self-checkout has grown. Self-checkout kiosks are “built specifically to be able to scan items and process payments” (REDYREF, 2022). In recent surveys, it shows that “over half of Gen Z and Millennial shoppers prefer self-checkout over traditional manned register” (Wolff, 2024). Seems as though “shoppers prefer the technology’s speed, as well as shorter lines and the ability to bag their own items” (Wolff, 2024). This trend will benefit Wawa as they start to install more self-checkout kiosks at their stores and will attract Gen Z and Millennials.

Political forces “involves laws, government agencies and political action groups. These forces influence and restrict organizations and individuals in a society” (Marketing Insider, 2017). In 1990, “the Nutrition Labeling and Education Act (NLEA) was signed into law, marking the culmination of a groundbreaking effort to provide information on food labels to help consumers make better choices and encourage food companies to produce healthier food” (Food Insight, 2020). This law is an opportunity for Wawa to connect with their customers to offer simple meals and fresh ingredients for those who are working towards health and wellness goals. Wawa is “continually elevating the standards of quality across [their] entire food and beverage line” (Wawa Inc., n.d.). Also, they provide the ability to calculate nutrition and view ingredients any time. Consumers can find the list of ingredients and nutrition for any meal or beverage when they order at the kiosk.

Cultural forces are “factors that affect society’s basic values, preferences, and behavior” (Marketing Insider, 2017). Convenience culture is an example of a cultural force. Convenience culture is “how modern society is increasingly geared towards ease and instant gratification” (Ofei, 2023). In today’s world, consumers look for ways to simplify their lives. Convenience stores are a quick path for consumers to find food and drinks to satisfy their needs. Therefore, this trend can positively impact Wawa, given that they consistently look for ways to make their stores more convenient to their customers.

SWOT Analysis

SWOT stands for strengths, weaknesses, opportunities, and threats. A SWOT analysis is “a method for finding, analyzing, and documenting your company’s internal strengths and weaknesses within your control and external opportunities and threats that can affect the

realization of your marketing objective” (CoSchedule, 2023). A SWOT analysis table applied to Wawa is shown below:

<p>S</p> <ul style="list-style-type: none"> • Innovation and technology • Customer loyalty • Fresh food selection • Convenience offering 	<p>W</p> <ul style="list-style-type: none"> • Lack of presence in some domestic locations and all international markets • Regional concentration • Dependence of fuel sales • Operational challenges
<p>O</p> <ul style="list-style-type: none"> • Digital transformation • Expansion of stores • Diversification of offerings • Partnerships and collaborations 	<p>T</p> <ul style="list-style-type: none"> • Competitive pressure • Technological disruption • Health and wellness trends • Future economic factors

One of the strengths that Wawa has is innovation and technology. As technology continues to adapt throughout the years, Wawa transforms their technology to enhance customer experience. This includes kiosks, self-checkout, and the option to use mobile ordering. Customer loyalty is another strength that Wawa has. Wawa is known to have loyal customers that appreciate its consistent service, quality products, and competitive pricing. Some may know these customers as “wawaholics.” These are consumers that visit “Wawa more than once per day” (Hagley, n.d.). Another strength of Wawa’s is the fresh food selection. Wawa offers freshly prepared food, such as hoagies, sandwiches, salads, and breakfast selections. Having these options available attracts the customers who are seeking convenient and quality meals. The last strength is the convenience offerings. Along with the fresh food selection, Wawa provides a wide range of convenience products. They also have beverages, snack, and fuel, making it a one-stop-shop for consumers’ need.

Wawa's biggest weakness is their lack of presence in domestic and international markets. Wawa has been an establishment for 59 years but has not had the resources to expand out of the east coast area. With 7-eleven reaching international markets, wawa can face economic downturn. Wawa is also a gas station and can face fluctuations in fuel prices that can effect their ROI. Regional concentration is another weakness. With Wawa's present being primarily on the East Coast, it limits is geographical segmentation. Another weakness for Wawa is the dependence of fuel sales. Some of Wawa's revenue is reliant on the fuel sales. So, it is subject to fluctuations in oil prices and potential changes in consumer behavior toward alternative transportation methods. Lastly, operational challenges can be a weakness to Wawa. During periods of expansion, it can be difficult to manage a large network of stores while maintaining consistent quality and service standards.

There can be many opportunities for Wawa. One of them being digital transformation. Wawa can invest further in digital technologies to enhance their online presence. Expansion of stores is another opportunity for Wawa. They could use the opportunity to expand outside the East Coast region, including strategic locations in other parts of the United States. Another opportunity for Wawa is diversification of offerings. They could explore diversifying their product offerings by including healthier food options, specialty beverages, or cater to evolving consumer preferences. Finally, Wawa has the opportunity for partnerships and collaborations. Collaborating with other businesses or creating partnerships can expand Wawa's target audience.

One thing that could be seen as a threat for Wawa is competitive pressure. Intense competition can affect Wawa's brand, especially if competitors have similar products at a lower price. Technological disruption is another threat for Wawa. The rapid advancements in technology have produced a rise in mobile ordering and delivery services. This can disrupt the

traditional convenience store business models, like Wawa. Another threat for Wawa is health and wellness trends. Among the increase of consumer awareness of health and wellness concerns, it may raise challenges to Wawa's traditional product offerings. The last threat for Wawa is future economic factors. With economic downturns, inflation, and fluctuations in consumer spending patterns, it can impact consumer's choice to spend money on convenience items. Overall, this can cause Wawa's sales and profitability to go down.

Opportunity Identification

Based on our comprehensive research and in-depth environmental, target market, competition, and SWOT analysis, we have determined that Wawa should expand its stores outside of the East Coast, as this is an opportunity that ensures the continued growth and profitability of the business.

Opportunity Justification

Wawa should expand to the West Coast to offer strategic advantage for the company. By expanding into this market, the company will enhance its growth into a large and diverse pool of consumers and increase brand recognition. This will also allow Wawa to gain a competitive advantage over other convenience stores. The company will thrive in the West Coast market because it resonates with the culture with the brands technology advancements and the efficiency it offers.

In order for Wawa to be successful when it comes to expanding outside of the East Coast, they must consider the challenges they may face. The biggest challenge that Wawa will come across is the competition from established convenience stores and local businesses in the new

markets. Wawa would have to build their brand and effectively differentiate themselves from their competitors to gain attraction from new customers. Another challenge Wawa must consider is the regional differences. When expanding outside of the East Coast, Wawa will face differences in taste, preferences, and consumer behaviors. Adapting to resonate with the local population would be important. Lastly, expanding into a different region will cause Wawa to consider the significant financial investments. For example, to open a store in North Carolina, it will cost around \$7 million to build a 5,900-square foot store design (Davis, 2023). Wawa will have to assess the financial viability of expansion for each state, especially in different regions. Overall, Wawa will have to invest in marketing and brand-building efforts to establish brand recognition when expanding outside of the East Coast.

We need to think about the ways and how Wawa would expand to the East Coast. First is marketing and brand awareness: we will invest in marketing campaigns to build brand awareness and generate excitement about Wawa's arrival on the West Coast. Also, use different channels such as social media, advertising, and community events to engage with potential customers. For example, TikTok is a great way to do it, since we know that it has a big impact on people's daily activities and lives. The second one is collaborations with influencers and celebrities: partner with influential personalities or local celebrities on the West Coast to promote Wawa's brand and offerings through social media campaigns, events, or product endorsements. Alix Earle is a great example because she partnered with the company to make Tik Tok videos and share her experience. Through the TikTok video she expressed her excitement as she went to a Wawa location to try their freshly announced pizza option. And she shared her nostalgic connection to Wawa since she is a true "Jersey girl," who has a strong culinary art based in the state's history. Also strategic partnerships with gas stations: join forces with established West Coast gas station

companies to include Wawa convenience stores in their locations. By using existing facilities, both sides can gain from increased tourist flow. That is why we are planning on putting the first wawa in LA since it's a very tourist city around the United States and it also aligns with the way wawa works since they both are fast paced places. Another thing is that LA is very well known for being one of the cities in the United States to have more traffic. And so, this will be perfect for the gas stations to have more fresh options of food and beverages that Wawa offers.

Market Strategy Proposal

In order to move forward with Wawa's expansion into the LA market, we recommend the company enhances their nutritious product offerings. "Uniquely Californian cuisine in general tends to be trendy, changing with the "latest thing" and more than often the cuisine is healthy or based on a new super food" (Los Angeles Food Culture). Promoting Wawa's healthy, fresh, and innovative produce products will attract consumers in the LA market.

Emphasizing Wawa's commitment to offering healthier menu options like freshly made salads, lean protein wraps, fruit cups, yogurt parfaits, and veggie-packed sandwiches highlights the company's desire to encourage wellness among customers. These options showcase Wawa's emphasis on customization by allowing customers to customize their orders to their unique tastes and dietary needs in addition to meeting a range of dietary choices. Customers can design meals that meet their specific nutritional objectives, such as cutting calories, consuming less sodium, or consuming more fiber for better digestion, by selecting from a broad range of fresh ingredients, dressings, and toppings. In addition, Wawa's adaptation to customer demands in the Los Angeles market can be seen by the addition of plant-based, gluten-free, and trendy superfood components to its menu. This strategic approach not only meets the demands of health-conscious consumers

but also resonates with those who prioritize environmental sustainability. Wawa maintains its position as an excellent option for people looking for wholesome meal options in the busy city of Los Angeles by providing healthy and personalized meals.

Wawa's gas station benefits are an essential feature of their offers, emphasizing how simple it is to fill up your tank while grabbing a bite to eat. Customers like the idea of finishing several jobs at once, especially in crowded places like Los Angeles where congestion and delays are common. To provide even more convenience, Wawa may also highlight features like rewards for fuel purchases. This combo not only makes customers' lives easier, but it also demonstrates Wawa's commitment to making city life hassle-free.

We believe the first location in LA should be near Venice Beach. "One of Los Angeles's most vibrant and well-known communities, Venice attracts both local and out-of-town visitors who come for its beachfront locale and funky vibe" (California Beaches). For this expansion, we want to emphasize Wawa's Jersey shore locations that provide a beachy and convenient vibe for consumers to grab food and drink options to have on the beach. The location attracts the two types of people we are looking for, locals and tourists. The tourists will bring revenue to the location because of the familiarity and loyalty to the brand. The locals will bring new customers to the store and grow its recognition in the LA market.

To promote the first Wawa store in Venice Beach, a social media campaign will be launched on TikTok, since it already has a big influence and followers on this social media platform. TikTok will help promote the company arriving to the West Coast so that more people can know about it. We will have big LA celebrities promote the fresh and healthy options that we will offer. As well as the "famous and authentic hoagies." Since people already know about it and will want to try them. Since the first store will be in Venice Beach, we will create a hashtag

so that many people can find the location and the menu quick and can also upload their videos trying it. On TikTok, we will create short, engaging videos that showcase the unique aspects of Wawa's offerings, such as the fresh and healthy options and the famous hoagies. Use trendy music, eye-catching visuals, and humor to capture the attention of TikTok users and encourage them to share the content with their followers. Encourage TikTok users to create and share their own videos using a branded hashtag specifically created for the Venice Beach store launch. For example, #WawaVeniceBeach or #HoagiesInVeniceBeach. This not only creates excitement but also acts as social evidence of Wawa's customer attraction and popularity.

As Wawa prepares to expand its presence to the West Coast with the opening of its first store in Venice Beach, it's crucial to ensure that commitment to exceptional customer service remains at the center of the operations. Wawa must be ready to launch its first store in Venice Beach, expanding its operations to the West Coast. In order to establish a friendly environment and promote great customer experiences, to use core values and abilities to present approaches to improve Wawa's employee training program and customer service. In the employee training program is important to Provide an efficient training program covering Wawa's brand values, customer service fundamentals, and necessary job functions. As well as use simulations, interactive learning techniques, and real-world scenarios to provide examples of customer interactions and instruct employees on how to respond appropriately in a variety of scenarios. It's also important to recognize our employees' work. A good way to acknowledge their accomplishments is with personalized mentions, award presentations, and incentives like bonuses or additional paid time off. Another thing is that nowadays we must have a diverse workforce because it can reduce turnover, have better opportunities for creativity and different points of view or perspective of problem solving. Wawa must encourage inclusion and diversity

in their workforce by using proactive hiring and recruitment strategies. Also, employers should educate their staff about diverse cultures, customs, and communication styles by offering diversity training and workshops on cultural awareness. And encourage an inclusive workplace where each employee feels appreciated, respected, and free to share their special skills and viewpoints.

Wawa should consider increasing pricing when moving into the Los Angeles market because of multiple factors. Los Angeles has higher cost structures compared to the East Coast which could mean higher operating costs. “Cities on the West Coast have strong job markets, with high-paying jobs in technology, entertainment, and finance. As a result, people are willing to pay more to live in these cities because of the economic opportunities they provide. In contrast, the East Coast has a more diverse economy, with cities like New York, Boston, and Washington D.C. having a strong job market but also smaller cities and towns with more affordable housing options” (*Best Long-Distance Movers*). Higher rents, wages and overhead cost structures can necessitate price adjustments to maintain profitability. Erewhon is a convenience/grocery store that is currently trending in the Los Angeles market because of its healthy offerings and skyrocketing prices. “There are jokes about its prices and how it’s more difficult to penetrate than the United States Capitol. More earnest lifestyle influencers like Alyssa Lynch, Jordan Younger and Nicole Cogan swoon over the assortment of salubrious goods” (Berlinger). In Los Angeles has different consumer behaviors and preferences that Wawa will have to adapt to.

When it comes to this marketing strategy for Wawa’s expansion to the West Coast, there is a process when delivering this campaign. First, we discovered that opening the first West Coast Wawa in Los Angeles would be the best option based on LA’s demographics, preferences, and competition. Having the first store open in Venice Beach will target locals and tourists.

Locating the store near the beach will be convenient for those on-the-go beach goers to provide healthy and fresh items. This leads to the mechanisms, which includes establishing a supply chain tailored to the LA market. For example, sourcing ingredients and products locally and setting up distribution centers. Lastly, the workflow. Wawa would train and hire new employees to fit their customer service standards and safety protocols. Also, create new experience mechanisms, such as new design layouts and increased cleanliness to deliver exceptional service to LA consumers.

Wawa already has a mobile app, where you can order in advance and pick it up when it's ready. So, this is a great idea, since we know that LA is a fast-paced place and people are usually in a rush or don't want to wait in line for their food. Also, they can really analyze and see the menu in more detail and take their time to really know what they want. Wawa mobile app can provide users with a virtual store, allowing them to browse through digital aisles and sections just like they would in a physical store. This experience can include high-resolution images of products and detailed descriptions. Another thing is to make sure the app has features like voice commands, screen readers, and reversible font sizes so that people with disabilities can use it. Wawa shows its dedication to servicing all customers, regardless of their skills, by placing a high priority on inclusivity and usability.

Key Performance Indicators

Our goal for this marketing campaign is to increase the West Coast consumers and to inform them that Wawa is making its way to their side of the country. To ensure the overall success of our proposed marketing campaign, we recommend that Wawa sends out surveys to the consumers on the West Coast. Wawa is known for selling East Coast favorites, such as

hoagies. In order to reach the preferred taste and preferences of the consumers on the West Coast, the surveys would ask for the consumer's recommendations on how Wawa can include customizations that will satisfy their needs. Furthermore, the survey would ask for other recommendations that Wawa can add to the menu on the kiosks or on the shelves. We also think that Wawa should track the social media engagement by looking at the comments and duets on TikTok to see how people are reacting to the expansion to the West Coast. Lastly, Wawa should look at the hashtag that is created to see the number of posts there are under the hashtag and use it as another way to see the reactions from the community.

Limitations

We have identified two major limitations to this campaign. For this campaign, we plan to use TikTok to promote the expansion of Wawa. However, as of March of 2024, the “lawmakers in the House of Representatives overwhelmingly passed a bill that could ban the ultra-popular social media app TikTok” (Martichoux, 2024). This leads us to the first limitation. The ban of TikTok can be a risk for the campaign because TikTok is one of the biggest social media platforms that is highly used for advertisement. While this is a risk, we believe that using Instagram as another social media platform to promote the expansion of Wawa could be beneficial. Especially with the use of Instagram Reels. Instagram Reels can be used by businesses that want to increase their reach and brand awareness. So, using Instagram can open up more opportunities to promote the expansion. The other limitation for this campaign is brand recognition. Wawa is well-known and beloved on the East Coast, but it might not carry the same weight on the West Coast. Establishing brand recognition and loyalty in the new market could take some time. The excitement of the West Coast expansion may not live up to the expectations

we thought. If the consumers are not pleased with the expansion of Wawa to the West Coast, then Wawa should consider involving the consumers and getting their opinions on where they think the brand would succeed.

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