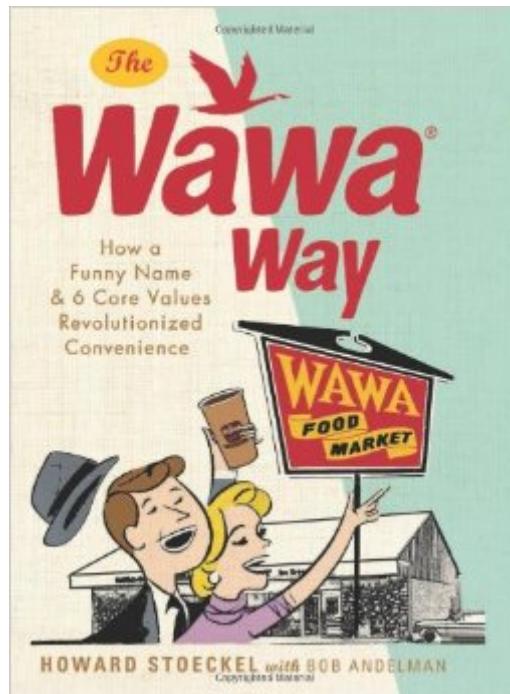


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# The Wawa Way: How A Funny Name And Six Core Values Revolutionized Convenience



## Synopsis

Wawa, a family business with a history in dairy and manufacturing, expanded into retail in 1964, offering a friendly, personal alternative to supermarkets. Since then, the convenience store grew into a well-known company that competes against the biggest industry players in the world in three areas—fuel, convenience, and food—all while maintaining their personal approach and small business mentality. Now, almost 50 years later, Wawa has opened its first store in Florida and has begun to play on the national field. How did it happen? What are the reasons for their success? Why have they been able to go up against the big guys with nothing more than homegrown talent? With a mixture of personal history and business advice, Howard Stoeckel discusses the last 50 years of Wawa's growth, development, and expansion. It's the story of how a small company with a funny name made a big difference, and all it took was a little goose sense.

## Book Information

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## Customer Reviews

Wawa is the brand name for an ever-expanding chain of 24-hour convenience stores headquartered in suburban Philadelphia with locations in Pennsylvania, New Jersey and Delaware (and moving into Florida). They are the third largest seller of brewed coffee in their market and one of the most recognizable brands in their region. The day after I post this review the company will celebrate its 50th anniversary. And in honor of that occasion the current president of the company wrote this book (with help from an author who has "helped write" books for CEOs of other "innovated" companies such as Commerce Bank (now TD Bank) and Home Depot. Based on my read-through of the 240-page hardbound volume (in typeface that is large, and easy to read) I

see the book being mostly of interest to the following groups of readers:1) First and foremost, the employees â “ both current and former â “ of Wawa. They are featured heavily in the book â “ with sidebars and photos of selected employees who either made a difference or tell why they love their employer. (One of Wawaâ ™s images is the happy employees, who get lots of benefits and opportunity for advancement within the company.2) Next in line are the Wawa customers. These are folks who go to Wawa at least every day for coffee (there are usually 5-6 types of brewed coffee at all times) and, in many cases, for gasoline. (Virtually all the new Wawa stores are being built on large plots of land outside the city limits, where they sell fuel.) And then there are the cigarette buyers. As the author points out in the book, selling tobacco at â œthe lowest price allowed by lawâ • is a controversial issue but it sure brings in the money.

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