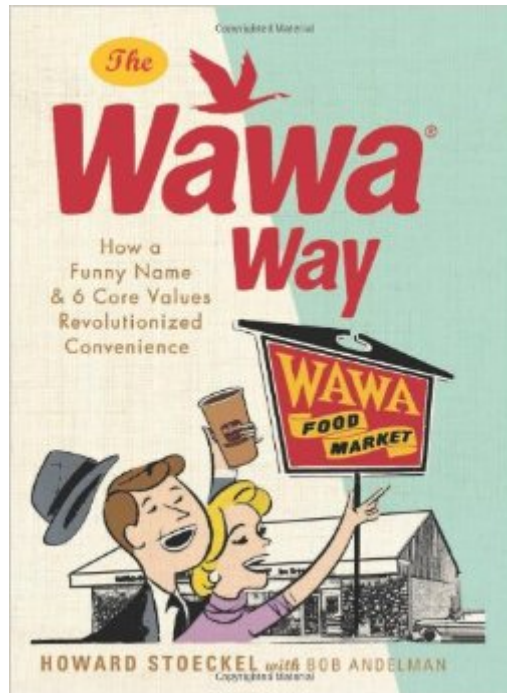# The Wawa Way: How A Funny Name And Six Core Values Revolutionized Convenience

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 Wawaâ ™s growth, development, and expansion. Itâ ™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 ecer-expanding chain of 24-hour convenience stores headquarted 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 â œhelped writeâ • books for CEOs of other â œinnovatedâ • 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 the 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.

The Wawa Way: How a Funny Name and Six Core Values Revolutionized Convenience Jokes : FUNNY JOKES AND RIDDLES FOR KIDS: Jokes: Jokes for kids: Jokes for kids free (Jokes, jokes for kids, Joke books, funny books, funny jokes, jokes free, books for kids) Art Williams: COACH: The A. L. Williams Story: How a No-Name Company, Led by a High School Football Coach, Revolutionized the Life Insurance Industry Modern Collectible Tins Identification & Values: Identification & Values Rotisserie Chicken Cookbook: 101 hearty dishes with store-bought convenience The Rotisserie Chicken Cookbook: Home-Made Meals with Store-Bought Convenience Turning Convenience Stores Into Cash Generating Monsters A Marriage of Convenience: Contemporary Christian Romance (Alabama Brides Book 1) Lean Six Sigma: and Lean QuickStart Guides - Lean Six Sigma QuickStart Guide and Lean QuickStart Guide (Lean Six Sigma For Service, Lean Manufacturing) Children's book: " Kate and Bob, Don't Lose Hope": Animal stories Turtles,Rhymes, Values, Preschool -Picture Book age 2-8, kids eBook (Funny Bedtime Stories ... .Beginner Reader& Early learning -Series 7) Lean Six Sigma: The Ultimate Beginners Guide - Learn Everything You Need To Know About Six Sigma And Boost Your Productivity! (Lean, Six Sigma, Quality Control) Lean Six Sigma: The Ultimate Guide To Lean Six Sigma With Tools For Improving Quality And Speed! (Lean, Six Sigma, Quality Control) Childrens picture book:"BRUCE THE MOOSE & BO":Bedtime story:book for kids(Beginner readers)values(Funny)Rhymes(Animal story series)Early learning:Preschool ... 1(Children 4-8)Adventure Education Children's picture book:"BRUCE THE MOOSE & JENNY"(Bedtime story)Beginner readers level 1(values)Funny(Rhymes)read along-Animal story:Mammals book,Early ... Preschool(book for kids)Children's 4-8 Children picture book:"Bruce the Moose & Peter"(Bedtime story)Beginner reader level 1(values)Funny(Rhymes)read along-Animal story:Mammals:bugs

spiders,Early ... learning(Preschool kids book)Children's 4-8 Children's Books: Don't Think You Can't; (audio book download)How children succeed?(Funny Picture books),(Kids books-Social skills-Self esteem-Values) ... Bedtime stories for Beginner readers 1) Children's picture book:"THE SNAIL WHO FORGOT THE MAIL":Bedtime story(Beginner readers)values(Funny)Rhymes(Animal story series)Early learning(Preschool ... 4-8(Adventure & Education) (BOOKS FOR KIDS) The Baby Name Wizard, Revised 3rd Edition: A Magical Method for Finding the Perfect Name for Your Baby Memes: Funny Pokemon Memes Awesome Collection (Unofficial) (Funny Memes and Pictures) Funny Aliens: 36 Funny Doodles of Aliens and Animals to Make Your Day (Stress-Relief & Meditation)