

Analysis of Diversity and Inclusiveness

By Ashley Britton

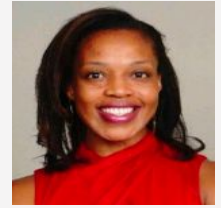


MISSION & VALUES



"The mission of Trader Joe's is to give our customers the best food and beverage values that they can find anywhere and to provide them with the information required to make informed buying decisions. We provide these with a dedication to the highest quality of customer satisfaction delivered with a sense of warmth, friendliness, fun, individual pride, and company spirit."

MANAGEMENT TEAM



Not much public information about official team

Private company, but also decentralized



Only three CEO's in company's history

Joe Coulombe (founder), John Shields and Dan Bane (current)



More than half of team consists of white males, and only one WOC (not including Regional Presidents)

Kenya Friend-Daniel (National Director of Public Relations)

TARGET AUDIENCE



From then...

“Well-educated, well-traveled and adventurous middle class citizen who was more likely to experiment with food and drink”

...to now

“Singles, couples, and small families with its comparatively small package sizes, eschewing large families and bulk buyers”



DIVERSITY & INCLUSIVENESS EFFORTS

Compensation and Benefits:

- Retirement plan
- Health insurance (\$85 per month)
- Paid time off

Opportunity

- Promote based off performance
- Inclusive to those with disabilities

Culture

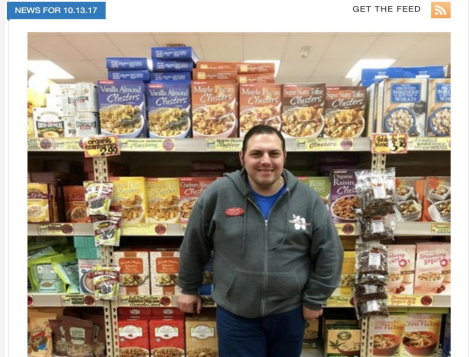
- Flexible with scheduling
- Foster an environment that reflects "diversity of our neighborhoods."
- Value communication open and honest communication with the Crew → "Their ideas make us better."



RECOGNITION



TRADER JOE'S RECEIVES DISABILITY EMPLOYMENT AWARD



**# 1 BEST
EMPLOYERS FOR
NEW GRADUATES**

2019

(Forbes)



**#92 BEST
EMPLOYERS FOR
WOMEN**

2019

(Forbes)



**#121 BEST
EMPLOYERS FOR
DIVERSITY**

2020

(Forbes)

THINGS TO FOCUS ON



While there are accomplishments strongly aligned with the Trader Joe's mission and its set of core values, there are still more actions that need to be taken by the company:



More diversity in management

Chief Officer of Diversity and Inclusion

Stronger representation of minorities on executive team

Broaden target audience

New store locations in more neighborhoods

Heavier emphasis on advertising healthy food at cheaper prices

More food diversity

More options for alternative diets

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