**Marketing 3.0**

**Adoption of variety: Wegmans is a Healthy Life**

As a leader in your market, Wal-Mart is a great threat for supermarkets. The only differentiation of its competitors is a regional more convenient shop of them, due place of situation. This differentiation went through crisis recently, as Wal-Mart has adopted the strategy of creating regional markets. Without a strong difference and variety, it will be difficult for its competitors to justify their high prices in regard to low prices of Wal-Mart.

For facing this challenge, many competitors tried to increase variety/differentiation, and thus change lifestyle of buyers. Wegman Food Markets is a good example. Wegmans, a chain of supermarkets that promotes a lifestyle for more healthy life, was considered as the Best enterprise to work in year research of magazine *Fortune.* It helps its employees in developing a more healthy lifestyle. Wegmans is also considered as one of the best business of marketing creation of shop experience, through its extensive area, including pharmacy, cosmetics, video, laundry and library also for children.