**Whole Foods to Acquire Wild Oats**

## **Discussion Questions**

1. Who are the competitors for Whole Foods?
2. Do you consider traditional supermarkets to be competitors for natural and organic supermarkets?
3. How would you characterize the competition between Whole Foods and Wild Oats?
4. What barriers to entry exist for natural and organic supermarkets? If Whole Foods were to raise price, could entry prevent monopoly power?