



Non-Profit Grocery / Food Program Assessments & Consulting

So, you want to develop and run a non-profit grocery store? Or maybe you run a number of co-ops already and are looking for your fifth location? Perhaps it's a mobile grocery bus that inspires you instead of a fixed bricks-and-sticks option? Or maybe you already operate a mobile bus but can't break even? And you're thinking: *Is it me or the market?* Once a client asked, *how much profit should a non-profit make, anyway?*

Whether you are seasoned or a start-up, we can help.

We know you have drive. You have passion. You understand and care about the community. But the project also has to be market-appropriate and viable, even as a non-profit. You need reliable and on-point data, information, and strategies. Here are a few examples of our areas of expertise:

- **Start-ups of all kinds**
- **Long-term and more recent grocery entrants already operating**
- **Varying formats**
 - Very small
 - Small
 - Medium
 - Large
 - On-line
 - Mobile
 - Delivery
 - Automated
- **Co-ops**
(single or multiple locations with varying formats)
- **Re-purposing a site that went dark**
- **Food programs**
- **Food hubs**
- **Warehouse and fulfillment centers**
- **Support programs**
 - SNAP / Double Your Bucks
 - Employment & training
 - Health & wellness
 - Community engagement strategies
- **Impact analysis**
 - On food access
 - Food system channels
 - Reducing the food desert
 - Public health
 - Economic development / the economy / jobs
- **Very detailed market analysis** report with a lengthy series of custom data, maps, and analysis – typically 50 to 80 pages
- **Shorter market analysis summary**, addressing key points and maps
- **Market snapshots and scorecards**
- **Very detailed grocer basket projections** by geographic market or customer segment
- **Grocer site identification**
- **Strategy/development/program coaching**
- **Non-profit grocery store options and best practices**
- **Corner store improvements**
- **Branded/program kiosks placed/managed within:**
 - Convenience stores
 - Hospitals
 - Churches
 - Schools
 - Large employer
 - Another location

- **CSAs**
- **Survey of current or prospective customers** – For example, could be a very detailed survey and codebook (80 or more pages) with results mapped at the block level of a particular trade area or across a city or even multiple states. Or could be shorter but still on point, abbreviated assessment. We conduct many different types of surveys, including online, planned face-to-face, and surprise intercepts.
- **Focus groups** that help identify customer perceptions, attitudes, current practices, and intentions. They provide nuance and clarity. They can help you identify language that speaks to customers, the community, and members. They plant important seeds for new product and service offerings. What are your customers saying about you? How can you sharpen your competitive edge? Find out – live – behind our one-way window at one of our lively focus groups. Or watch the video on your phone as you peddle the stationary bike at the gym. Focus group design, recruitment, moderation, and results – it’s an art and a science.
- **Mystery shopping:** Visiting stores under the pretext of a “normal customer” and reporting back on the level of service, pricing, quality of food products, merchandising, need for improvements, etc. Whether you engage us to assess your own store or those of a competitor or one you admire – or both with comparisons – the information is invaluable.
- **Community segmentation strategies.** Many communities are diverse in terms of income, age, ethnicity, culture, and other factors. We help identify, engage, and address each customer type. This includes developing behind-the-scenes data and strategy, implementing solutions, and facilitating meetings with the public, elected officials, local community organizations, and others.
- **A professional opinion** that blends different data and analysis into the assignment. This is often ideal when the promoter or developer has to present information to many different types of actors and investors (board of directors, financial institutions, local leadership, foundation, policy makers, etc.).
- **Strategic planning**
 - Agenda/goals
 - Facilitation
 - Written plan
 - Broader needs assessment incorporated into the plan
 - Board debriefing
 - Staff coaching
- **Executive briefings** – we provide special presentations and dinner or event keynotes to board and team leadership on:
 - The rise of meal kits, delivered straight from the warehouse to the home kitchen: what it means for the grocery industry
 - Millennials: what they mean to sales
 - Food: past, present, and future.
 - Food deserts and health outcomes
 - Other topics

Here we provide just a few examples of how we can help. Reach out today.