

# Central Market *Business Plan*

**It's more than a market!**

August 2023



*Presented by Invoke Solutions, Oakdale CA*



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*A local General Store offering quality organic and clean products procured from local growers and suppliers. More than a market, this venue will include a fresh pressed juice bar, bistro, art gallery and more.*

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Central Market, Oakdale CA

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# Executive Summary

Central Market, Oakdale CA

## MISSION

*To simplify the buying experience of clean, organic foods, to help our customers live healthy and nutritiously superior lives.*

## VISION

*To offer a one of a kind general market in Oakdale, CA featuring a juice bar, bistro, art gallery, and event space.*

## The Product

A local zero waste grocer providing access to affordable, clean, and healthy food by offering the finest quality organic produce, the freshest juice, and the purest locally sourced meats. The market will be complemented with a bistro and juice bar to offer more than just a shopping experience.

## The Leadership

Jessica Rhoton comes with 5 years small business start-up experience. Nicole Tongue comes with a BA in Economics and 20 years business development and marketing experience.

## The Overall Industry

From always-on mobile and web experiences to seamless in-store integration, their demands force grocery retailers to look at customer experience, supply chain, data and more to stay ahead of a transformation curve that was already accelerated by the pandemic.

## The Competitors

There are currently four other major grocers in town. The two smaller grocers Sons Farm Fresh produce stand and Bloomingcamp Ranch bake shop are in the same niche, however none are zero-waste grocers.

## The Financial Status

Central Market wants to raise \$750 thousand to begin its operations. So far, we have raised \$200 thousand of our target. Financial resources will be focused on the market buildout, capital investments, and inventory.

## Future Plans

Expansion to other locations in Stanislaus County through franchise opportunities.

# The Organization

Central Market, Oakdale CA



**JESSICA RHOTON**  
**Chief Executive Officer**

Jessica brings more than 20 years' experience in the food service industry. As an entrepreneur Jessie has been involved with small business start-ups for the past 7 years and has been providing fresh pressed juice to her own clients for the past four years. She is passionate about small towns and their big communities, hence the desire to open Central Market. [\(See Article\)](#)

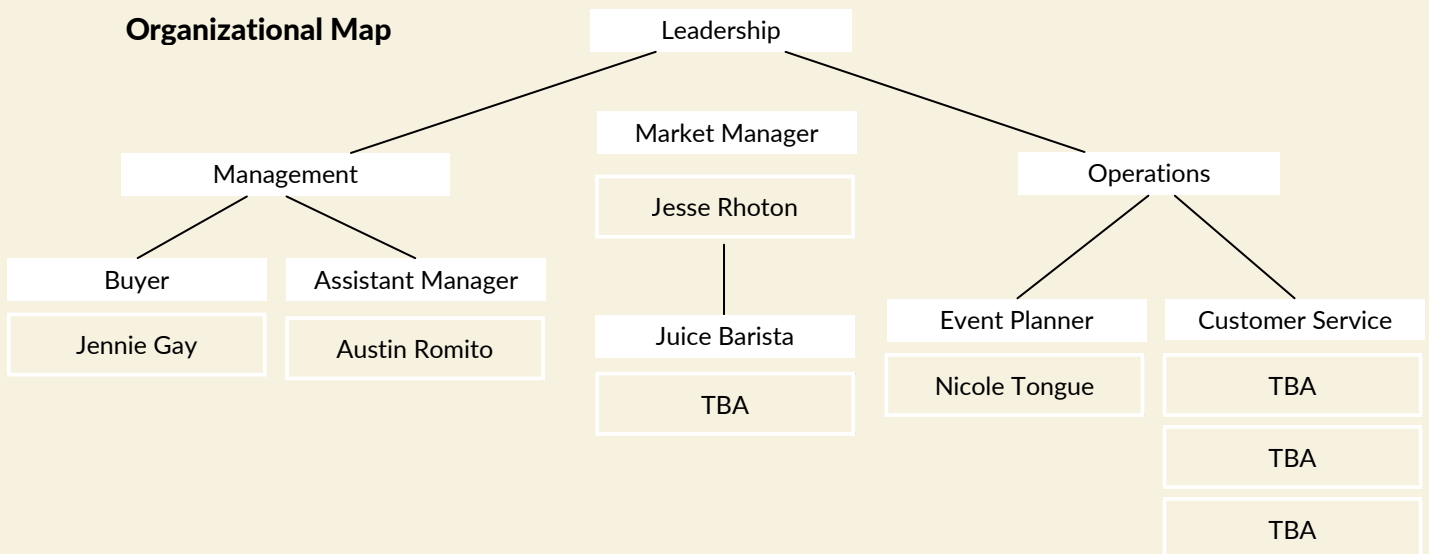
**NICOLE TONGUE**  
**Business Consultant**

Nicole brings more than 20 years of Marketing and Business Development experience. She received a BA from Regis College and her MBA from Phoenix University Online Programs. She currently provides consultative marketing and business development services for several New England and Oakdale, CA businesses ranging from mom and pop to multi-million-dollar organizations. [\(See Article\)](#)

**JENNIE GAY**  
**Buyer**

Jennie received her bachelor's degree in business administration and management from California State University and have more than 15 years experience in the consumer-packaged goods industry. Following her graduation, Jennie worked her way from Account Manager to District Manager with Gallo Sales Company and is currently working as a branding specialist for a private label of SaveMart Companies.

**Organizational Map**



# Business *Description*

Central Market, Oakdale CA



## Healthy Living Made Possible

Central Market was created to respond to the health crisis in the US by offering the finest quality organic foods, the freshest juice, and the purest dried goods locally sourced. Our products are all sourced locally and are made in the USA. Most items will be supplied by Northern CA farms and local businesses, while some will be provided by growers and small businesses throughout the United States.

## What is a zero waste grocer?

Our zero-waste grocery store will stock the same foods consumers normally buy, just not individually packaged. Shoppers will take home their pantry items, meat, cheese, and produce in their own glass jars or other reusable containers supplied by Central Market.

Our criteria for the products we stock include:

- Ethically-Sourced
- Simple Ingredients
- Plastic-Free Packaging

# Product *List*

Central Market, Oakdale CA

1

## **Dried Good Refillery & Natural Food Grocer**

Locally-owned-and-operated, Central Market will nurture a commitment to community. With an insatiable desire to offer premium perishables, unbeatable service, delectable treats, prepared foods, and more, it's no wonder that good memories will start here.

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2

## **Fresh Pressed Juice Bar**

Fresh, natural, organic, and locally harvested fruits and vegetables, blended to offer daily fresh pressed juices, smoothies, salads, freshly baked breakfast items, and the convenience our customers need and the flavors they love.

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3

## **Outdoor Bistro**

The brick covered walkway between the Central Market and gym will be transferred into a garden retreat for Central Market customers to enjoy their fresh pressed juices, freshly baked goods, and a publication purchased at the bookstore.

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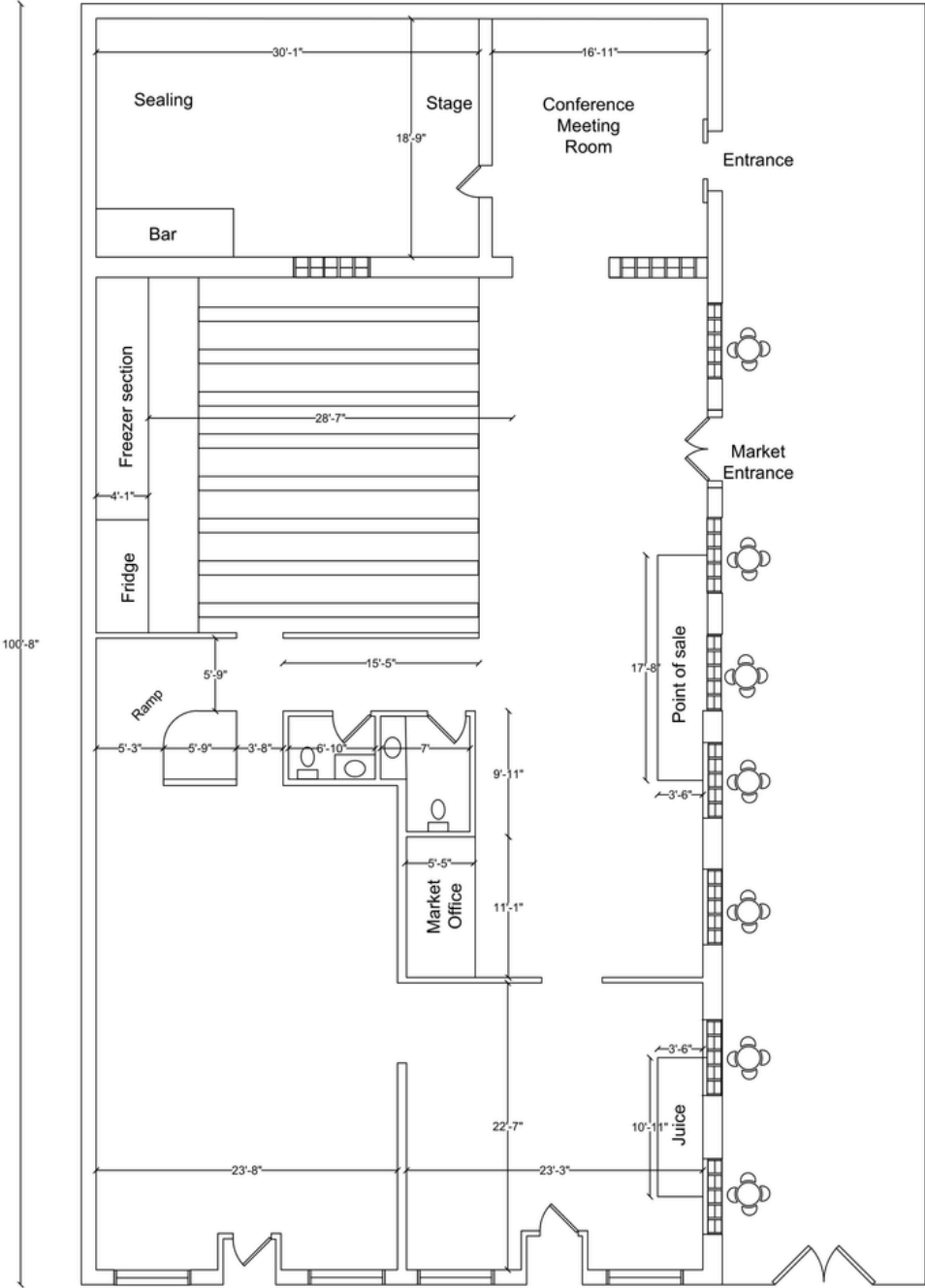
4

## **Event Room/Art Gallery**

An art gallery that converts into a room for special events; including but not limited to wine tastings, painting classes, small family celebrations, book club meetings and more. Local artists will be featured and their paintings will be available on consignment.

# Market *Floorplan*

Central Market, Oakdale CA



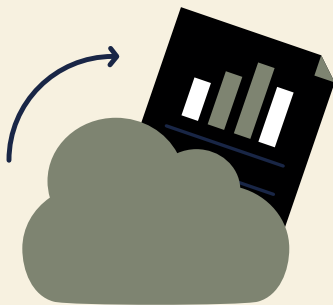
122 S. 3rd Street,  
Oakdale.CA

Market floor plan

# Competitor *Analysis*

Central Market, Oakdale CA

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• first zero waste market in Oakdale, CA</li> <li>• juice bar</li> <li>• bistro</li> <li>• bookstore</li> <li>• dried goods refillery</li> <li>• convenient downtown location</li> <li>• historical building</li> <li>• our suppliers are local, hence we are less impacted by the disruption in food chain</li> </ul>	<ul style="list-style-type: none"> <li>• start-up business in conceptual phase</li> <li>• 4 major grocers</li> <li>• 2 local markets</li> <li>• no prior benchmark to measure our success</li> <li>• funding</li> </ul>	<ul style="list-style-type: none"> <li>• increased tourism numbers</li> <li>• 175 new homes</li> <li>• bulk products offering</li> <li>• package-free groceries appeal to eco-minded consumers who prioritize sustainable products and mission-based businesses</li> </ul>	<ul style="list-style-type: none"> <li>• four long-term grocers in Oakdale, CA</li> <li>• we are a start-in a competitive food market</li> </ul>



## Beyond Calls and Texts

Grocery e-commerce sales grew 30% globally during the Covid pandemic and shopper expectations seem to have risen just as much. From always-on mobile and web experiences to seamless in-store integration, their demands force grocery retailers to look at customer experience, supply chain, data and more, to stay ahead of a transformation curve that was already accelerated prior to the pandemic. The good news? When done right, these changes create a continuous loop of operational efficiencies and customer loyalty that increase in value over time. Central Market management has developed standard operation procedures to address the new consumer demands.

# Market *Analysis*

Central Market, Oakdale CA

## Unique Proposition

Our American made and produced philosophy aligns with the pride of the Cowboy Capital of the World. Consumerism in Oakdale and surrounding areas leans toward a preference for ethically and American made. Recent studies indicate that purchasing sustainable and organic goods ranks higher in importance for most households throughout Stanislaus County and the Bay Area. Gen X consumers' preference to shop sustainable and organic brands increased by nearly 25% and their willingness to pay more for sustainable and healthy products increased by 42%. Our zero waste grocery store is the first of its kind in Oakdale, CA.

## User Persona

Stanislaus County Population: 546,235  
50.9% Female Residents ages 18-65, Medium Income \$83,158

	<b>Goals</b> <ul style="list-style-type: none"><li>• college grad</li><li>• management job</li><li>• healthy home</li></ul>	<b>Challenges</b> <ul style="list-style-type: none"><li>• hectic schedule</li><li>• heavy workload</li><li>• putting everyone else before herself</li></ul>
<b>Lisa Johnson</b> 45 years old, married with two children, and owner of an at home online business.	<b>Likes</b> <ul style="list-style-type: none"><li>• pop music</li><li>• modern art</li><li>• Japanese food</li></ul>	<b>Dislikes</b> <ul style="list-style-type: none"><li>• musicals</li><li>• spicy food</li><li>• disorganization</li></ul>
She is driven and focused on achieving her goals while making an impact in the community she lives/works.	<b>Personality</b> <ul style="list-style-type: none"><li>• motivated</li><li>• bubbly</li><li>• organized</li></ul>	<b>Products She Enjoys</b> <ul style="list-style-type: none"><li>• convenience of Amazon</li><li>• anti aging skin care</li><li>• broken in cowboy boots</li></ul>

# Marketing *Plan*

Central Market, Oakdale CA

## Reaching Up and Out

We will establish our brand and reputation as Oakdale, CA premier provider for quality organic and natural goods through a comprehensive digital and traditional marketing strategy. Our comprehensive marketing plan will start with market research through a market survey for both Oakdale and Stanislaus County residents, followed by a detailed strategy for responding to survey results.

## The 4Ps of Marketing

<b>Product</b> Juice Bar, Bistro, Organic Foods, Dry Goods, Fresh Baked Goods	<b>Price</b> Great Pricing, Incentives, Memberships
Central Market Juice Bar and Grocer will be established in a busy location in Oakdale, CA. Oakdale is a city of 24K individuals and serves as the gateway to Yosemite National Park and Sierra Nevada Foothills from Highway 120. Tourism numbers are up 107% for 2022 from 2019 and are expected to increase to 112% by 2024.	Quality organic and fresh foods historically cost more than foods containing preservatives, due to a shortened shelf life. To reduce costs, we will offer our products based on weight. Our shoppers will also be provided with membership incentives to promote customer loyalty.
<b>Promotion</b> Google Ads, Print, Social Media, Email, Search Engine, Radio & TV	<b>Placement</b> Storefront, Website, Events
We have developed a comprehensive marketing strategy for both online and offline outreach. Our integrated, multi-channel marketing plan will consist of a branded look across our marketing platforms. We will work with local, and regional journalists and writers to share our brands story.	Our products will be positioned in our storefront in Oakdale, CA. You may also find our products at local farmers markets and special tourism events. Our products will also be available for purchase online with local pick-up or delivery.

# Financial *Plan*

Central Market, Oakdale CA

## Capital Requirements

Our goal is to raise 750k to cover costs for buildout, capital investments, inventory and to cover operational costs.

	Value	Percentage
Site Buildout	\$150,000	38%
Product Inventory	\$100,000	25%
Misc Start Up Costs	\$149,800	37%
<b>TOTAL</b>	<b>\$399,800</b>	<b>100%</b>

## Financial Outlook

Based on projected sales growth of 20% yr over year.

US\$	FY'23 @ 50%	FY'24 @70%	FY25 @ 100%
Revenue	\$1,145,700	\$1,569,900	\$2,224,200
Expenses	(876,159)	(\$1,106,607)	(\$1,346,559)
Profit	\$269,541	\$463,293	\$877,641
Dividend per investor at 5 equal buy-in @150k	\$53,908	\$92,658	\$175,528

# Start-Up Expenses

Central Market, Oakdale CA

## START UP INCOME

Small Business Loan (SBDC)	\$300,000.00
Investor Funding	\$300,000.00
Crowdfuning	\$0.00
Grants	\$75,000.00

**TOTAL \$675,000.00**

## START UP EXPENSES

Equipment	Cost	Qty	Subtotal
Rent (3 months)	\$4,500.00	3	\$13,500.00
Juicer	\$2,000.00	3	\$6,000.00
Register	\$1,300.00	2	\$2,600.00
Dishwasher	\$2,000.00	1	\$2,000.00
Toaster Oven	\$6,000.00	1	\$6,000.00
Under Counter Fridge	\$3,500.00	1	\$3,500.00
Equipment/Displays	\$25,300.00	1	\$25,300.00
Furniture Fixtures	\$10,900.00	1	\$10,900.00
Ice Machine	\$2,500.00	1	\$2,500.00
Dry Goods Inventory			\$20,000.00
Refrigerated Goods			\$13,000.00
Juice Supplies			\$2,000.00

Buildout	Cost	Qty	Total
Construction	\$150,000.00	1	\$150,000.00
Signage	\$2,000.00	1	\$2,000.00
Permittig			
Manager Salary	\$36,000.00	6 months	\$36,000.00
Marketing	\$18,000.00	6 months	\$18,000.00
Inventory	\$100,000.00	1	\$100,000.00

**TOTAL \$399,800.00**

# Profit & Loss Projections

Central Market, Oakdale CA

	May-24	50% Volume Jun-24	Jul-24	Aug-24	70% Volume Sep-24	Oct-24	Nov-24	6 Volume Dec-24	Jan-25
<b>STARTING BALANCE</b>	\$275,200.00	\$297,661.75	\$316,599.50	\$275,200.00	\$313,807.75	\$352,015.50	\$275,200.00	48,336.75	\$421,473.50
<b>EXPENSES</b>									
Cost of Goods Sold (70%)	-\$39,200.00	-\$39,200.00	-\$39,200.00	-\$54,880.00	-\$54,880.00	-\$54,880.00	-\$78,400.00	78,400.00	-\$78,400.00
Utills	-\$1,500.00	-\$1,500.00	-\$1,500.00	-\$1,500.00	-\$1,500.00	-\$1,500.00	-\$1,500.00	\$1,500.00	-\$1,500.00
Cleaning/Maintenance	-\$300.00	-\$300.00	-\$300.00	-\$300.00	-\$300.00	-\$300.00	-\$300.00	-\$300.00	-\$300.00
Repairs	-\$200.00	-\$200.00	-\$200.00	-\$200.00	-\$200.00	-\$200.00	-\$200.00	-\$200.00	-\$200.00
Rent	-\$4,500.00	-\$4,500.00	-\$4,500.00	-\$4,500.00	-\$4,500.00	-\$4,500.00	-\$4,500.00	\$4,500.00	-\$4,500.00
Sales Liability	-\$427.25	-\$427.25	-\$427.25	-\$427.25	-\$427.25	-\$427.25	-\$427.25	-\$427.25	-\$427.25
Property Liability	-\$510.00	-\$510.00	-\$510.00	-\$510.00	-\$510.00	-\$510.00	-\$510.00	-\$510.00	-\$510.00
Marketing /Events	-\$3,000.00	-\$3,000.00	-\$3,000.00	-\$3,000.00	-\$3,000.00	-\$3,000.00	-\$3,000.00	\$3,000.00	-\$3,000.00
Loan Installment	-\$3,700.00	-\$3,700.00	-\$3,700.00	-\$3,700.00	-\$3,700.00	-\$3,700.00	-\$3,700.00	\$3,700.00	-\$3,700.00
<b>PAYROLL</b>									
Market Manager	-\$6,000.00	-\$6,000.00	-\$6,000.00	-\$6,000.00	-\$6,000.00	-\$6,000.00	-\$6,000.00	\$6,000.00	-\$6,000.00
Floor Manager	-\$5,000.00	-\$5,000.00	-\$5,000.00	-\$5,000.00	-\$5,000.00	-\$5,000.00	-\$5,000.00	\$5,000.00	-\$5,000.00
Cashier (3)	-\$7,200.00	-\$7,200.00	-\$7,200.00	-\$7,200.00	-\$7,200.00	-\$7,200.00	-\$7,200.00	\$7,200.00	-\$7,200.00
Payroll Taxes	-\$1,476.00	-\$5,000.00	-\$5,000.00	-\$5,000.00	-\$5,000.00	-\$5,000.00	-\$1,476.00	\$1,476.00	-\$1,476.00
<b>INCOME</b>									
Juice Bar	\$35,875.00	\$35,875.00	\$35,875.00	\$48,825.00	\$48,425.00	\$48,425.00	\$69,750.00	69,750.00	\$69,750.00
Sales 2200 sf @ \$12/sf	\$56,000.00	\$56,000.00	\$56,000.00	\$78,400.00	\$78,400.00	\$78,400.00	\$112,000.00	12,000.00	\$112,000.00
Sublet Rent	\$2,100.00	\$2,100.00	\$2,100.00	\$2,100.00	\$2,100.00	\$2,100.00	\$2,100.00	\$2,100.00	\$2,100.00
<b>Misc Income</b>									
Space Rental	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Art Commissions	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00
Online Sales	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>TOTAL</b>	<b>\$297,661.75</b>	<b>\$316,599.50</b>	<b>\$335,537.25</b>	<b>\$313,807.75</b>	<b>\$352,015.50</b>	<b>\$390,223.25</b>	<b>\$348,336.75</b>	<b>21,473.50</b>	<b>\$494,610.25</b>

This P & L reflects the opening balance AFTER capital expenses have been incurred.  
 This P & L does not reflect 8% increase in sales throughout summer months to reflect tourism purchasing.  
 This P & L does not reflect liability insurance or other unknown costs.  
 This P&L does not reflect the first 6 months of rent are \$0.00  
 Online sales will start in QTR 2

# Future Plans & Milestones

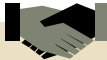
Central Market, Oakdale CA



**2024**  
Achieve targeted goals for year one.



**2025**  
Develop expansion plan based on QTR 1-4 revenues.



**2030**  
Establish partnerships and franchise opportunities.



**2035**  
Expand operations with 1-2 new store locations.



## Long Term Goals

Our goal is to expand operations where opportunities for a second juice bar or market is possible through franchise opportunities.

# Appendix

- A. Feasibility Study
- B. Market Survey
- C. Market Survey Results
- D. List of Suppliers
- E. List of Grocery Products
- F. Profit & Loss (projection)



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Contact us for  
*further inquiries*



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## Appendix A: Feasibility Checklist

The most crucial problem we have faced in starting our new business and capitalizing on an apparent opportunity is determining the feasibility of our idea. Getting into the right business at the right time is simple advice, but advice that is extremely difficult to implement. The high failure rate of new businesses indicates few ideas result in successful business ventures, even when introduced by well-established firms. Many entrepreneurs strike out on a business venture convinced of its merits, but they fail to evaluate its potential. The following is a personal evaluation list and considerations we have made considering our business idea. We designed it to screen out ideas that are likely to fail before investing extensive time, money, and effort in them.

### *Preliminary Analysis*

We realize our personal limitations and are seeking appropriate assistance where necessary (i.e., marketing, legal, financial). Our feasibility study included gathering, analyzing and evaluating information to help us to determine: "Should we go into business?" Answering this question involved a preliminary assessment of both our personal and project considerations. We also ran financial statistics acquired from competitor businesses, trade and industry associations, private companies, banks, universities, and government agencies.

### *General Personal Considerations*

Questions we have addressed:

- Are our personality characteristics such that we can adapt to and enjoy small business ownership/management? **YES**
- Do we like to make our own decisions? **YES**
- Do we enjoy competition? **YES**
- Do we have willpower and self-discipline? **YES**
- Do we plan ahead and get things done on time? **YES**
- Can we take advice from others? **YES**
- Can we adapt to changing conditions? **YES**

*Financial, physical, and emotional, strains were also considered.*

- Do we have the physical stamina and emotional strength to handle a business? **YES**
- Do we understand that owning your own business means working 12-16 hour days, maybe six days a week and holidays? **YES - several of us already own our own business.**
- Are we prepared to lower your standard of living for several months or years? **YES**
- Can we afford to lose your savings? **YES**

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## *General Project Description*

1. We have developed a business description.
2. We have a list of the products/services we want to sell/offer.
3. We have defined our target market.
4. We understand why someone would solicit Central Market.
5. We have found the perfect location.
6. We have a list of suppliers.
7. We know who our major competitors are.
8. We know the labor and staff required to provide our products/services.

## *Requirements for Success Are Met*

We have determined our idea meets the basic requirements for a successful new business venture. Our Market serves an under-served need of affordable healthy food alternatives. Our Market serves an existing market where demand exceeds supply, especially with the current interruption in food distribution. Offering local products from local vendors places Central Market at a huge advantage. That advantage being the purchase and sales of our products and goods from local suppliers, therefore avoiding any interruptions in our food supply chain.

## *Major Flaws*

Our number one flaw is the lack of capital requirements for entry into our industry. We are certain the combined resources raised from our Kickstarter and investors will overcome this number one obstacle. There are no restrictions, monopolies or shortages that would render production unavailable. There are no extraordinary circumstances that would make financing hard to obtain, There are no potential detrimental environmental effects and we have our own in-house staff to effectively market our brand.

## *Desired Income*

We have made considerations for reasonable salary expectations and time commitment requirements to Central Market.

1. We have established salary expectations based on job descriptions.
  2. We are prepared to earn less in our first 1-3 years.
  3. We have established minimum income requirements.
  4. We understand what financial commitment is required for our business.
  5. We know what ROI to anticipate based on our investment.
  6. We are aware of our previous salaries.
  7. We know the average ROI in our industry.
-

## *Preliminary Income Statement*

1. We are fully aware of the business income and expenses. We have constructed a projected profit and loss statement.
2. We are aware of the normal markup in this line of business. (The dollar difference between the cost of goods sold and sales, expressed as a percentage of sales?)
3. We have calculated that the average cost of goods sold as a percentage of sales is 80%.
4. We anticipate our average inventory turnover OVERALL will average 12.5.
5. We are NOT a conventional grocer. We will be offering other retail items, a featured juice bar, a small bistro, wine bar, and more. Therefore, we anticipate a larger profit margin at least 6-8%.
6. We anticipate the average expenses as a percentage of sales at 90%.
7. Having factored in best guess objectives, we feel our projected profits are attainable.

## **Market Analysis**

### *Customer Base*

1. *We feel we can* realistically draw customers from Stanislaus County and take advantage of tourism numbers throughout the summer.
2. With an average salary of \$83,158, Stanislaus County is in the 82th percentile in income with an average family size four and average age of 34.3 years.
3. The current population of 546,235 is growing at a rate of 0.56%/year.
4. Our consumers tend to buy small and local.
5. Quality and price of our products and service is extremely important to our target market.
6. With the diversity of our products/services we know we can appeal to the entire market.

### *Competition*

1. Our major competitors are Raleys, Savemart, Costless, and Grocery Outlet.
2. As consumers of our competition, we are extremely familiar with factors concerning their price structure, product lines (quality, breadth, width), location, source of supply, promotional activities and our own perception as consumers.
3. We are not aware of any new competitors or competitor's plan for expansion.
4. No general stores of our type have gone out of business lately.
5. We are familiar with the sales and market share of the competition.
6. Whereas our Central Market is entirely unique, we are not in direct competition with any other grocer. We are "More Than a Market" in that we will be offering a bookstore, a juice bar, an art gallery, bistro, wine bar, and miscellaneous retail items.

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## Sales

1. We ran a market survey to determine anticipated sales volume for our Market.
2. We used statistical analysis from multiple data sources to determine our sales forecast.
3. We have determined that our sales forecasts are within the industry standard.
4. Our sales per square foot is in alignment with national average.
5. We are unaware of conditions or trends that could change our sales forecast.
6. We will occasionally mark down products to reduce inventory. We will run storewide promotions and offer incentives through our loyalty card program.
7. Inventory that is not carried over will be donated to local charitable organizations offering services to families in need.
8. We plan to promote and advertise our market both online and offline. From an aggressive digital marketing strategy, press releases, newsletter, and a comprehensive loyalty program, our in-house marketing firm has an extensive marketing strategy lined up.
9. Forecast the total market share you can realistically expect—as a dollar amount and as a percentage of your market.
10. We can create several competitive advantages to achieve a good market share.
11. Our sales forecast aligns with projected sales needed to guarantee our minimum income?
12. We have the expertise of sales professionals in our ecosystem.

## Supply

1. We have created an itemized inventory list of operating supplies needed.
2. We know the quantity, quality, price ranges, technical specifications and name/ location of potential sources of supply. **(See Appendix C)**
3. We have discussed delivery schedule, credit terms and sales with each supplier.
4. The risk of shortages for critical materials or merchandise is low. We have a hybrid supplier list that protects us from potential shortages.
5. Our pricing is positioned to allow for an adequate markup.
6. Most of our supplies have an advantage relative to transportation costs, whereas they are locally produced and distributed.

## Expenses

1. We are knowledgeable with regards to necessary expenses, rent, wages, insurance, utilities, advertising, and interest.
  2. Our P&L reflects which expenses are direct, indirect and fixed.
  3. We have projected how much overhead will be needed and it is reflected in our P&L.
  4. The cost of sales will average \$18.61 per SF at monthly sales of 67K
-

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### *Miscellaneous*

1. The largest risks associated with our Central Market is lack of capital.
2. We intend to minimize the risk through fundraising efforts with Kickstarter, investors, and a low-interest small business loan.
3. The risks will not bankrupt us personally as it is established as an LLC.

### *Venture Feasibility*

1. Are there major questions remaining about your proposed venture? **NO**
  2. Do the above questions arise because of a lack of data, management skills, or a “fatal flaw” in your idea? **NO**
  3. Can you obtain the additional data and management skills needed or correct the “fatal flaw” in your idea? **We have performed due diligence with our plan.**
  4. Are you aware that there is less than a 50-50 chance that you will be in business two years from now? **YES**
-



LOCAL. ORGANIC. HEALTHY.

## Market Survey

We are performing market research to determine the feasibility of a General Market featuring locally grown and made products. We want to offer a one-of-a-kind general market in Oakdale, CA where people can shop, eat, drink, and gather. The General Market will feature a juice bar, bistro, art gallery, and event space. Our mission is to simplify the buying experience of clean, organic foods, to help our customers live healthy and nutritiously superior lives.

TAKE THE SURVEY

How many members are in your household?

How much do you spend in a month on food?

Do you live in Stanislaus County?

- YES
- NO

What is your yearly income range?

- Between \$15,000 and \$29,999
- Between \$30,000 and \$49,999
- Between \$50,000 and \$74,999
- Between \$75,000 and \$99,999
- Between \$100,000 and \$150,000
- Over \$150,000

How often do you visit local markets?

- Daily
- Weekly
- Monthly
- Rarely
- Never

What factors influence your choice of where to shop for groceries and dine out?

Quality of products  
Locally sourced products  
Variety of food options  
Healthy and organic options  
Convenience  
Supporting local business

Select all that apply. To select multiple, HOLD the ctrl key and click on your selections.

If an organic General Market were available in Oakdale, how likely are you to shop at it?

- Extremely likely
- Very likely
- Somewhat likely
- Not so likely
- Not at all likely

Which of the following features of the proposed General Market appeal to you the most?

- Juice Bar
- Bistro
- Art Gallery
- Event Space
- Locally sourced products
- Organic foods
- What type of events or activities would you like to see hosted at the General Market?

To select multiple, HOLD the ctrl button and click each choice with your mouse.

Do you think Oakdale could use a Fresh Press Juice bar?

- YES
- NO

If you answered YES, what frequency would you visit a fresh pressed juice bar?

- Weekly.
- Bi-Weekly.
- Monthly.



## Appendix C: Survey Results

## Appendix D: List of Suppliers

Ardis Beef | Beef

Bloomingcamp Ranch | Fresh Baked Pies

Blueland | Household Cleaning Supplies

Bombas Socks | Socks

BuddyScarf | Sustainable Animal Products

Dry Goods Refillery | Dry Goods

Earth Hero | Eco Friendly Pet Supplies

House of the Valais | Wool

Mazzeltov Farms | Goats Milk Products

MorningBrewCoffee | Morning Brew Coffee

Naturacentric Herbal Apothecary | Honey & Herbal Products

## Appendix E: List of Grocery Items

Item Description	size/uom
Wyman's Wild Blueberries	3 lb
Stumptown Coffee Holler Mtn. Whole Bean Coffee	12 oz
Raw Farm Whole Raw Milk	1 gal
Carapelli Organic Extra Virgin Olive Oil	25.36 fl oz
Applegate Gluten-Free Chicken Nuggets	16 oz
California Olive Ranch Global Blend Medium Extra Virgin Olive Oil	25.4 fl oz
Primal Kitchen Avocado Oil Mayo	17 fl oz
Free Af Drinks Company Aperio Spritz Non-Alcoholic Cocktail With Afterglow 4 Pack	4 x 8.4 fl oz
Raw Farm Raw Cheddar	16 oz
Raw Farm Raw Cream	1 pt
Bonafide Provisions Org Free Range Chicken Bone Broth	24 fl oz
Bonafide Provisions Organic Grass Fed Beef Bone Broth	24 fl oz
Diestel Family Ranch Organic Turkey Burgers Butcher Quality	4 each
Y.S. Eco Bee Farms Raw Honey	22 oz
C2O Coconut Water 8 Pack Cans	8 x 10.5 fl oz
Primal Kitchen Organic Unsweetened Ketchup	18.5 oz
Raw Farm Whole Raw Milk	0.5 gal
Organic Valley Grassmilk Raw Sharp Cheddar Cheese	8 oz
Raw Farm Whole Raw Kefir	32 oz
Uncle Matt's Organic Orange Juice Pulp Free	32oz
Raw Farm Vanilla Raw Kefir	1 qt
Raw Farm Raw Golden Kefir	1 qt
Organic Valley Raw Mild Cheddar Cheese	8 oz
Organic Valley Raw Sharp Cheddar	8 oz
Laclare Family Creamery Raw Cheddar Goat Milk Cheese	6 oz
Vital Farms Organic Pasture-Raised Large Grade A Eggs	12 ct
Belgioioso Burrata Cheese Cup	8 oz
Dave's Killer Bread Organic White Burger Buns Done Right	8 each
Van Leeuwen Honeycomb French Ice Cream	14 oz
Van Leeuwen Sicilian Pistachio French Ice Cream	14 oz
Van Leeuwen Black Cherry Chip French Ice Cream	14 fl oz
Bubbies Hawaii Mouthwatering Mango Non-Dairy Mochi 6 Pack	6 x 1.25 oz
Bubbies Hawaii Red Ripe Strawberry Non-Dairy Mochi 6 Pack	6 x 1.25 oz
Van Leeuwen Coffee Affgato French Ice Cream	14 oz
Vital Farms Pasture-Raised Large Grade A Eggs	12 ct
Sartori SarVecchio Parmesan Cheese	5.3 oz
Dave's Killer Bread Organic 21 Whole Grain Thin Sliced Bread	20.5 oz
Maple Hill Creamery Organic Grass Fed Plain Kefir	32 oz

## Appendix E: Grocery Items (cont)

Maple Hill Creamery Organic Grass Fed Whole Milk	0.5 gal
Cascadian Farm Organic Spud Puppies	16 oz
Applegate Organic Uncured Beef Hot Dogs	10 oz
Straus Organic Whole Milk Bottle Deposit:\$3.00	0.5 gal
Raw Farm Whole Raw Milk	1 qt
Alexandre Family Farms Orgniac A2/A2 Full Fat Grass Fed Extra Cream Top Yogurt	24 oz
Belgioioso Fresh Mozzarella Pearls	8 oz
imple Mills Almond Flour Rosemary & Sea Salt Crackers	4.25 oz
Simple Mills Almond Flour Fine Ground Sea Salt Crackers	4.25 oz
Nancy's Organic Grass-Fed Vanilla Yogurt	24 oz
True Made Foods Yellow Mustard With Hidden Veggies	12 oz
Sambazon Organic Berry Bliss Acai Bowl	6.1 oz
Summerhill Goat Dairy Goat Milk	1 qt
Kerrygold Pure Irish Salted Butter	8 oz
La Croix Pamplemousse Sparkling Water 8 Pack	8 x 12 fl oz
Jeff's Garden Non-Pareil Capers	5 oz
Late July Organic Sea Salt & Lime Thin & Crispy Tortilla Chips	10.1 oz
Sprouts Cubed Dragon Fruit	12 oz bag
Skinny Pop Popcorn	4.4 oz
Organicville Organic Non-Dairy Jalapeno Ranch Dressing	8 oz
Market Corner 8 Slice San Fran Style Sourdgh Bread	9 oz
Organic Valley Organic Grassmilk Half & Half	16 oz
Pacific Foods Organic Low Sodium Chicken Broth	32 fl oz
Delallo Whole Grain Rice Penne Rigate Pasta	12 oz
Boulder Canyon Kettle Cooked Canyon Cut Sea Salt Potato Chips	6.5 oz
Boulder Canyon Avocado Oil Cut Sea Salt Chips	5.25 oz
Delallo Tortiglioni Pasta	16 oz
Angie's Artisan Treats Boom Chicka Pop Sweet & Salty Kettle Corn	7 oz
Rao's Homemade Rigatoni Pasta	16 oz
Red's All Natural Organic Bean Rice & Cheddar Burrito	5 oz
Annie's Homegrown Shells & Real Aged Cheddar	6 oz
Simply Organic Mild Taco Seasoning	1 oz