

# New X Location for MOM's Organic Market

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# Answer Poll Question

# MOM's Organic Market-Maryland



**10** locations currently open in Maryland



**Organic Sales:** About two thirds of overall store sales are organic. Produce sales are 100% organic.



**Annual Sales:** More than \$10 million a year



After 3 decades, MOM's has stores in four states and DC, employs 1,000+ people, and has created a culture centered on the **Purpose: To protect and restore the environment.**

## Sprouts Farmers Market



John Mackey  
Co-Founder & CEO

## Whole Foods Market



Jack Sinclair  
CEO

# Our Competitors

## Organic Food Consumers

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**Age**

**Gender**

**Income**

**Population**

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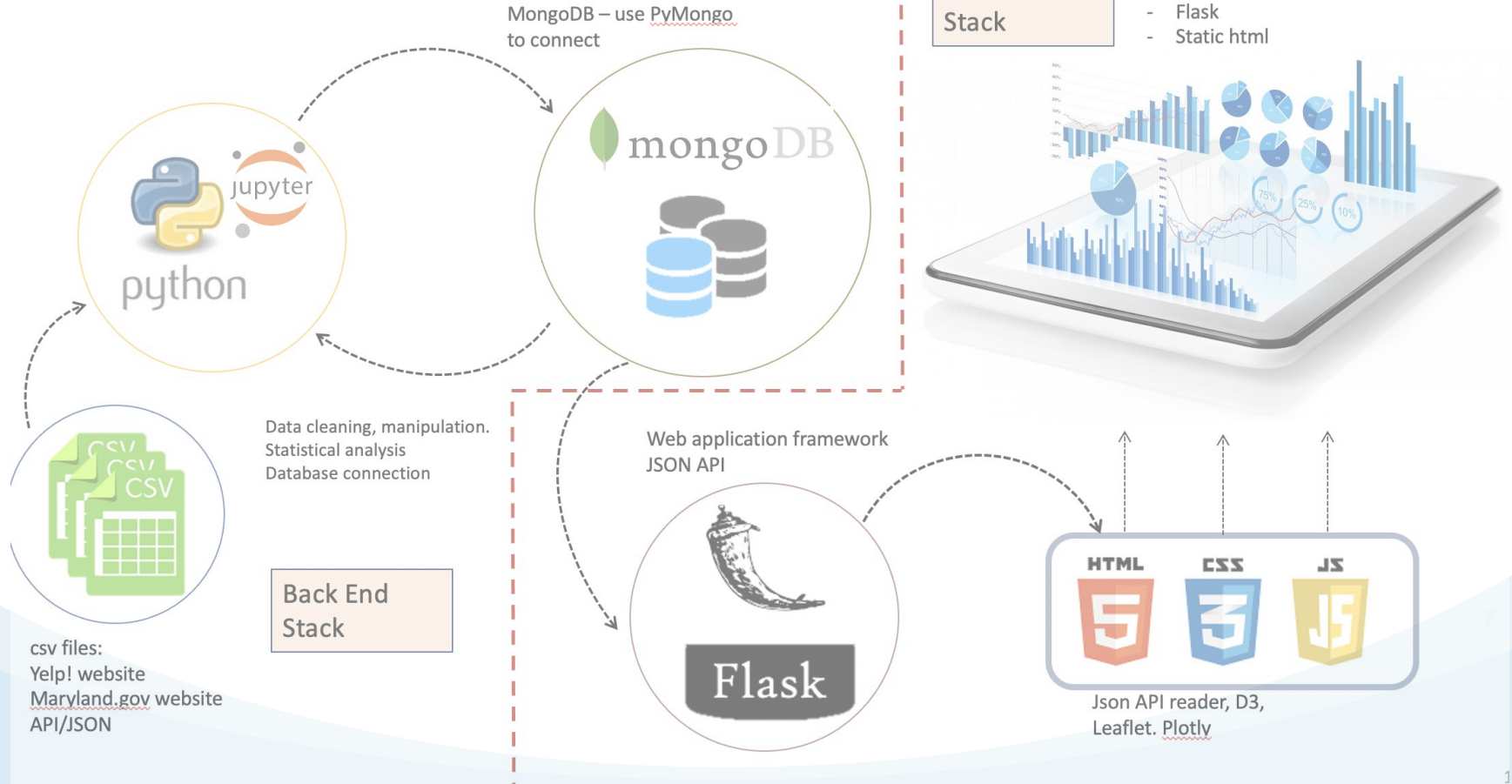


New Location:

# Consumers at X Location



# Coding Approach





# Data Analysis



## Summary/Conclusion

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**THANK  
YOU**