**A )) Demographics}**    
x )) Primarily, a sample size regarding shopping habits of locals & commuters.    
Ex. Capitol Hill = ++Asian Products / Redmond = ++Indian Products, extra in their planogram. Besides the cultural influence this also includes the type of people, such as office workers or neighborhood full of families etc. Approx economic status of the area.

**South Everett, WA = ++Hispanic products / Asian products.**

**This area is mostly populated by Hispanic low-medium income families, who’s major area of employment is construction, handyman, and other similar jobs.**

   
**B )) Real Estate & Zoning}**    
x )) Sample of available properties & Zones = Commercial, Residential, or Industrial etc.   
Ex. Finding plots of land that support your choices regarding A & C, with why you picked.

**An idea that could perhaps bring this up to the next level is to stablish a grocery store at a mall location. The Everett mall hast several spaces for lease that could be of great use for it and it is surrounded by other type of retail stores. Yes, there is a Walmart right across from it, but we need to make our store better than Walmart. No rates are disclosed on the internet but a statement on the site estates rates are negotiable.**  
   
**C )) Supply & Transportation}**    
x )) Sample of the estimated routes from vendors & traffic for customers.   
Ex. Using google maps etc. to make a simplistic map for major suppliers.

**Main street is Everett Mall Way. This is a major road for transit that has bus lines driving by every day, plus a bus station behind the mall area. Nearest major road for supplier deliveries will be I5. Coming from I5 north or south, take exit Everett Mall Way and the mall delivery zone is after first light on the right hand.**   
   
**----------------**   
**CF\_Task 1.2**   
**<> Competitors & Natural Obstacles**   
**- Provide a summary about oppositions to Malomai's Swift Grocery.**   
   
**A )) Rival & Beneficial Businesses**    
x )) Summarize potential rival or Beneficial establishments in the area.   
Ex. A common depiction would be the presence of gas stations or other services.

**A rival for this could be the Walmart Supercenter located across the street. A benefit about this particular location, the is no other grocery store on this plaza, as majority are just retail (Homegoods, Best Buy, TJ Maxx, Burlington). 4 lights down the road, we will encounter a Target and a Trader Joes.**  
   
**B )) Enviromental Expectations**   
x )) Summarize the weather & environment hazards in the region.   
Ex. Provide a simple risk assessment to supply logistics or emergency needs.

**Weather is no for this area is not different than the rest of Washington. Since this location is at a major road, delivery’s will not be a problem as roads gets clean during the snow season, and for the rain times, this is located in a non-flooding area.**  
   
**C )) Community Growth & Investments**   
x )) Summarize the growth potential in the chosen region.   
Ex. Expansion of neighborhoods, schools, or high-profile companies.

**Many new constructions are happening around the Puget sound and this location is not immune to this. Right on this commercial plaza, a new Chick fil-A is getting built, HomeGoods just opened during summer 2023 and is driving great business to the area, restaurants, Mariners high school and a middle school are located nearby, plus there is apartment communities located all around such location.**   
**----------------**   
**CF\_Task 1.3**   
**<> Brand Association & Target Audience**   
**- Provide a summary of marketable appeals & customer loyalty.**   
   
**A )) Local Culture and Community**   
x)) Provide a summary of what is marketable in the community.   
Ex. events, holidays, consumer preferences in goods & services.   
Including some examples of how it might be organized seasonally.

**It will make our customers special if we celebrate them is some way, for example: for Hispanics, celebrate the “Mes de la Hispanidad”, which is in September, we will need to find the major holiday for the Asian culture, for the Hindu and celebrate them with embracing their products by offering perhaps a cooking class, offering free samples or tastings of their products.**   
   
**B )) Brand Appeal & Perception**    
x)) Provide a example of brand design & theme.   
Ex. Besides the company, include a off brand product example & mission.   
An example would be like, fresh farms, bulk items or perhaps a cheaper local specialty.

**Our brand will have to make an impact to the community, a clean and organic design where the focus is the product which is or income provider. Our brand is to mainly to focus on the consumer + product = sales = revenue**

**C )) Recruiting & Work Incentives.**   
x)) Provide a sample of hiring incentives in the region.   
Ex. Part of community outreach is employing the populace.   
So if possible, try to provide a few examples of roles to promote.   
That would be more appealing within the region being researched.

**We will need to conduct an study to see what is the average pay range for the positions available, then advertise on social media apps such as LinkedIn, and websites like indeed, Glassdoor, etc. for the available positions. We will need to hire a Store Manager, Assistant store Manager, cashiers, receivers, lost and preventions (security), and fulfillment staff to maintain our shelfs full.**