**Group 1  
Task Sheet   
Start - 10 / 3 / 2023  
Due - 10 / 10 / 2023   
  
  
Website & Video  
{ WV }**-$ Mark WhipStock **WV\_Task 1.1  
<> Website Design Workshop  
- Draft 2 design examples for the website.  
- I have ripped from my own website, for a base template.  
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Assistant Manager  
{ AM }**-$ Tanya Alvarado-Castro **----------------**

**AM\_Task 1.1  
<> CF\_Task Review   
- Provide a summary of the CF\_Task Findings.  
- Organize the Tasks into a singular document.  
- Aid if needed by other members.  
  
Cross Functional   
{ CF }**-$ Kate Munoz-$ Blaine Bylenga  
-$ Jaime Magdaleno-$ Tanya Alvarado-Castro  
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CF\_Task 1.1  
<> Location Analysis  
- Provide a summary consisting of the following:**

**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.  
  
**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.  
  
**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.  
  
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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.  
 **B )) Enviromental Expectations**x )) Summarize the weather & environment hazards in the region.  
Ex. Provide a simple risk assessment to supply logistics or emergency needs.  
 **C )) Community Growth & Investments**x )) Summarize the growth potential in the chosen region.  
Ex. Expansion of neighborhoods, schools, or high-profile companies. **----------------  
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. **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.

**C )) Recruiting & Work Incentives.**x)) Provide a sample of hiring incentives in the region.  
Ex. Part of community outreach is employing the 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. **Notes:**   
It does not need to be complex, but we will need an overview as an example.   
I've provided historical examples for more narrowed down research.  
I'd say about three main points for each segment is enough to convey the region.  
It's a drafting phase, so we do not have to worry about being picky for the moment.  
  
  
 **Task References / Examples**Amazon Go – Seattle, 8th Avenue (0 Gen)   
Amazon Go Grocery – Seattle, Capitol Hill (1st Gen)   
Amazon Go Grocery – Redmond, Overlake Fashion Plaza (1.5 Gen, Closed 2021)  
[**https://datausa.io/profile/geo/seattle-wa/**](https://datausa.io/profile/geo/seattle-wa/)