Chapter 6, Question 6

Scenario – Green Grocer

In a small section of a busy city it has been discovered that people have to be travelling many kilometers in order to purchase their groceries at very affordable prices at the market. This poses an inconvenience especially for the busy working class who work within the city. The idea of having a green grocer in a central location of this town along a main road was sparked. The green grocer would primarily stock a wide array of fresh vegetables, fruits, nuts and ground provisions while also supplying other consumer items such as bread, crackers and cheese. The profit margin of selling farm produce has been known to be relatively low so this will be no easy task, critical planning and analysis is required. This project should be completed in no more than 12 months.

You will be tasked with:

1. Finding the ideal spot
2. Finding a vacant business place
3. Observe and collect data from other grocers such as operational costs, spoilage, etc.
4. Using the information above conduct a feasibility study into the venture
5. Determine the best items to stock the shop with upon first opening