

WEBINAR SERIES

Keeping Groceries Alive: Successful Ownership Transitions for Rural Grocery Stores

K-STATE
Research and Extension



Assessing Markets & Community Needs

Thursday, February 18

Our Partners

Food Co -Op Initiative
Kansas Center for Business Transition
Kansas Rural Center
K-State Research & Extension
NetWork Kansas
Rural Grocery Initiative

Our Sponsor

Ewing Marion Kauffman Foundation

Housekeeping

- This session is being recorded.
- A recording of today's webinar will be made available at www.ruralgrocery.org.
- We will leave time at the end of the webinar for Q&A.
- Please use the Q&A feature to post your questions to our presenters.

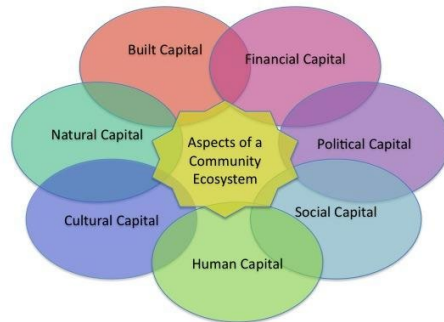
Assessing the Community

*Nadine Sigle,
K-State Research and Extension*

What is a Community?

- Any group sharing a common interest
- Physical or geographic boundaries
- People, culture, and relationships
- Political and/or economic aspects

Community Capitals Framework



Source: Community Capitals Framework & Sustainable Communities,
Cornelia Butler Flora, Rural Studies Research Seminar, July 4, 2006, University of Guelph



**A grocery store
contributes to which
of the community
capitals?**

[Poll Question]

Community Assessments

The process of identifying the strengths, assets, needs and challenges of a specified community.

A community assessment involves:

1. An evaluation of the current situation
2. A judgement of what the preferred or desired situation in the community would be
3. A comparison of the actual and desired situation

Performed early in the planning process

assessment

diagnosis

planning

implementation

evaluation



**What types of
community feedback
have you used
before?**

[Poll Question]

Community Assessment Tools

1. Survey
2. Asset Inventory
3. Community Mapping
4. Daily Activity Schedule
5. Seasonal Calendar
6. Community Cafe
7. Focus Group
8. Panel Discussion



Community meeting in Moran, Kansas to plan the Marmaton Market Co -op after purchasing Stub's Market.



Whom should you contact?

- Community residents
- Elected officials
- Community planners
- Law enforcement
- School administration and teachers
- Public Health
- Health professionals
- Clergy
- Community activists
- Real estate agents
- Business owners
- Civic organizations
- Anybody who may be a possible customer!



THE RURAL
GROCERY INITIATIVE

References:

University of Kansas. “Community Tool Box.” Toolkits on a variety of topics related to partnership building and community change. ctb.ku.edu/en/table-of-contents

Rotary International. “Community Assessment Tools, A Companion Piece to Communities in Action: A Guide to Effective Projects (605A).” www.rotary.org

Ohio State University Extension, “Community Assessment, Building Coalitions Series.” [Community Assessment | OhioLine \(osu.edu\)](http://CommunityAssessment|OhioLine.osu.edu)

Rural Grocery Initiative, “A Kansas Guide to Rural Community Food Assessment.” [Step 1 - Assessing the Market \(ruralgrocery.org\)](http://Step1-AssessingtheMarket.ruralgrocery.org)

Assessing the Store

*Stuart Reid,
Food Co-op Initiative*

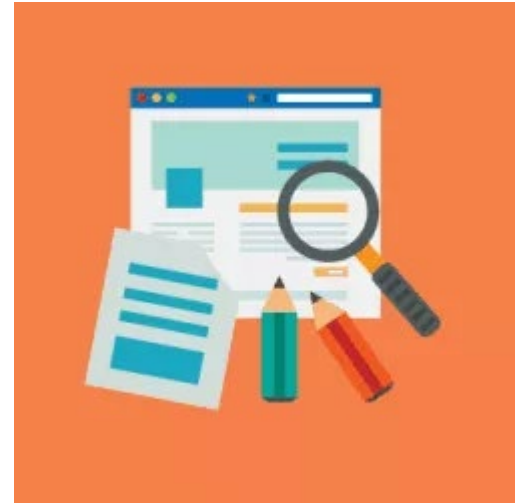
Formal Research

Store Audit

Market Studies

Economic Development Research

Community Food Assessments



Store Audits

Basic

Look at the store and its operations from an outsider's perspective

- Products available
- Customer Service
- Merchandising
- Equipment & fixtures
- Maintenance
- Signage
- Parking



What do you like?

What needs improvement?

Replacement?

Formal Store Audits

Mystery shopper

Audit team

- Detailed checklist of all operational aspects
- Recommended priorities for change
- Suggestions for improved revenue



Assessing the Market

Market Study

Professional Research

Why?

- Anticipated changes under new ownership can affect revenues
- Financial projections must be built on reliable sales forecasts
- Greater credibility with lenders

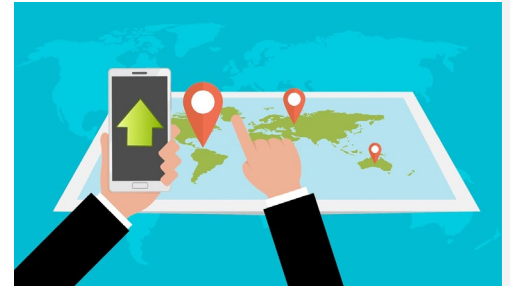
What do you get?

- Revenue Projections
- Analysis of competitors and market area
- Product and service suggestions



How do you use the Market Study report?

- Consider feasibility of recommended operational changes
- Adjust business plan to incorporate suggestions
- Use revenue projections to create pro forma financial budgets
- Build community trust and engagement



Civic Resources

Community Food (or Needs) Assessments

Formal research and discussion on the needs of a community or geographic area.)

Economic Development research and plans

- Business and job development priorities
- Targeted sites or areas for development
- Planned incentives

Startup Development Budget

Sources & Uses

- What will it cost to acquire and open the store?
- When do you need the capital?
- Where will the capital come from?

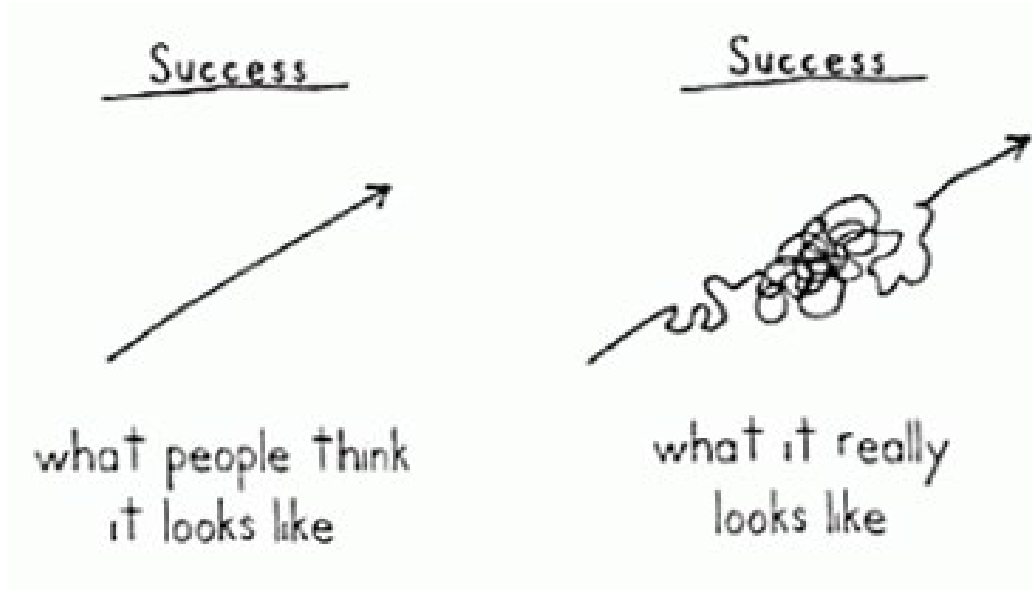
How will capital sources impact financial viability?

- Pro Forma Financial Projections

Putting it all together

When a grocer wants to retire...

- Excellent time to involve the community
- This may **not** be a linear process



Questions

Please use the Q&A feature

Webinar Schedule

All webinars are on Thursdays at 1:30 PM CT

Save your spot by registering at www.ruralgrocery.org

February 25	Planning your Business
March 4	Funding the Transition
March 11	Recruiting Store Managers
March 18	Mastering Grocery Store Nuts & Bolts

Recordings of previous webinars can be found at www.ruralgrocery.org under the events tab.

Next Week:

Planning your Business

Thursday, February 25
at 1:30 PM

With a change in store ownership comes the need to develop a business plan. This plan will help guide new owners and store managers into the future, as well as promote the business to potential partners and funders. There are many things to consider: what is the market like, what costs should you expect, what offerings could you provide in addition to grocery? Join NetWork Kansas, the Kansas Small Business Development Center, and the Rural Grocery Initiative to learn how to get started on your business plan.

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