
TINY Grocer's

Final

Presentation



SPRING 2023

ABSA MARKETING TEAM



Meet the Team



Khushi Bansal
Senior Analyst, 2nd Year



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Junior Analyst, 1st Year



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Junior Analyst, 1st Year



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Team Lead, 3rd Year



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Junior Analyst, 2nd Year



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Junior Analyst, 1st Year



About TINYGrocer

Tiny Grocer is a local food market passionate in delivering craft products from talented producers.

In addition to valuing sustainability and ethical production, Tiny Grocer also values and takes on the responsibility of building a strong community.



Content

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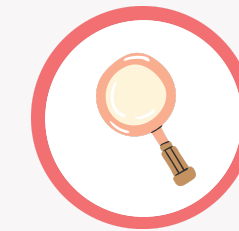


Objectives



Project Objective

Develop a website strategy plan to further improve customer engagement, increase retention rate, and grow sales while introducing new and current customers to Tiny Grocer's website and online ordering.



Objectives of Research

We want to find out how current customers value Tiny Grocer, interact with the website, and their opinions of delivery. With this information, we can then understand how to approach creating a website strategy that suits the customers' needs.



Primary *Research*

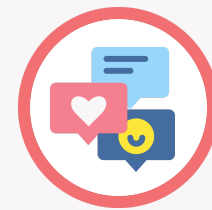


Customers Surveyed



Website

Surveying website visitors gathers information of customers that view the website regularly. What do they currently use the website for? How often are current website visitors visiting?



Social Media

With collecting surveys from our social media followers, we can see if the people that follow our social media also visit our website and how often they visit. This way we can testify if social media truly helps our website gain traffic or if this channel needs more help.



In Store

Lots of customers who come in-store are tourists, but how many in-store visitors have actually visited the website? Steph has also wanted to target in-store customers and find ways for them to visit the website.

Delivery



73.2%

of respondents use
delivery pickup on a
monthly basis



37.5%

of respondents have
considered trying
delivery or pick up for
groceries but have not
tried them

- Many survey respondents that have not used delivery value the in-store experience and the process of physically shopping.
- Of the 12 people from the survey who have considered using delivery services, good customer service was the most important (5/12 responses) and convenient delivery hours was the least important (5/12).

Products and Deli

Most people said their favorite thing about Tiny Grocer is:



Deli



Selection of Local Products ("curated" and "unique")



The Tiny Grocer Culture and Vibes

Online Presence

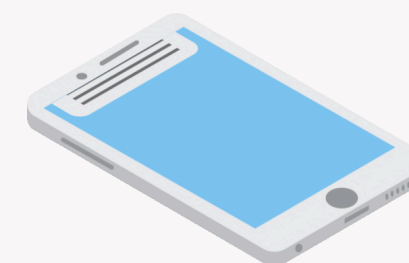
42.9%

of respondents actually
visit TG's website
(1+x per month)

58%

of survey respondents
visit the TG website
once every 3 months

- 60% of the constructive comments that mention website request more product information (photos, details, deli, delivery, etc!)



- 77% of survey respondents order using mobile phone over desktop.

Secondary *Research*

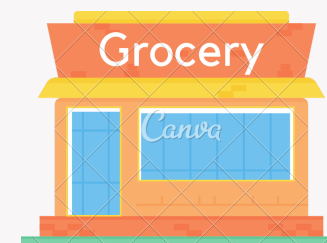


Industry



Growth

Expected to grow at a rate of 3% compounded annually. Estimated to reach 14.789 trillion by 2030.



Grocery Trends

"The Food-at-Home" trend
Deli Grab and Go
Premium food = growth engine



Retail Media

Focused on Collecting Customer and CPG data
Expand Networks and Build Revenue Streams

Promotions



Instagram

- Product posts
- Tiny Hour
- ShoppingWithSteph



Tiktok

- Corny grocery jokes
- Low engagement



Other

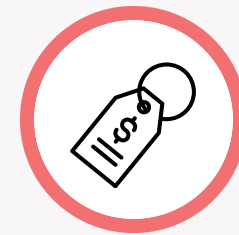
- Low facebook & other social media presence
- No sales/ coupons

Products



Variety

- Pantry
- Produce
- Frozen
- Beer/Wine
- Body
- Deli



Price

- Mid-premium price range
- Competitive pricing
 - Vendor items: \$0.10- \$5.00 upcharge



Details

- Delivery
 - Pick-up
- Sourced locally, domestically, & internationally

“Upscale neighbourhood market, boutique, food store, and deli with a great selection of gourmet and unique snacks, ingredients, coffees, and prepared foods.”

SWOT

Strengths:

- Focus on artisanal goods
- Strong sense of community
- stable presence and brand image on social media - Shopping with Steph

Weaknesses:

- Online ordering
- Website labeling, leads to confusion from customers
- Social media has room to grow higher rate of exposure

Opportunities:

- Long term plan of opening one new store per two years
- Expanding online ordering system and accessibility

Threats:

- Larger grocery stores such as Whole Foods, Trader Joes, Target, Aldi
- Farmers' markets, more local and artisanal
- Smaller stores such as Thrive Marketplace and Foxtrot

Competitors

Local/Small

Retail



Neighborhood Goods



Royal Blue Grocery (Has a Deli)



Whole Foods



Trader Joe's



RiverCity Market



HEB

TINY Grocer

Our *Recommendations*

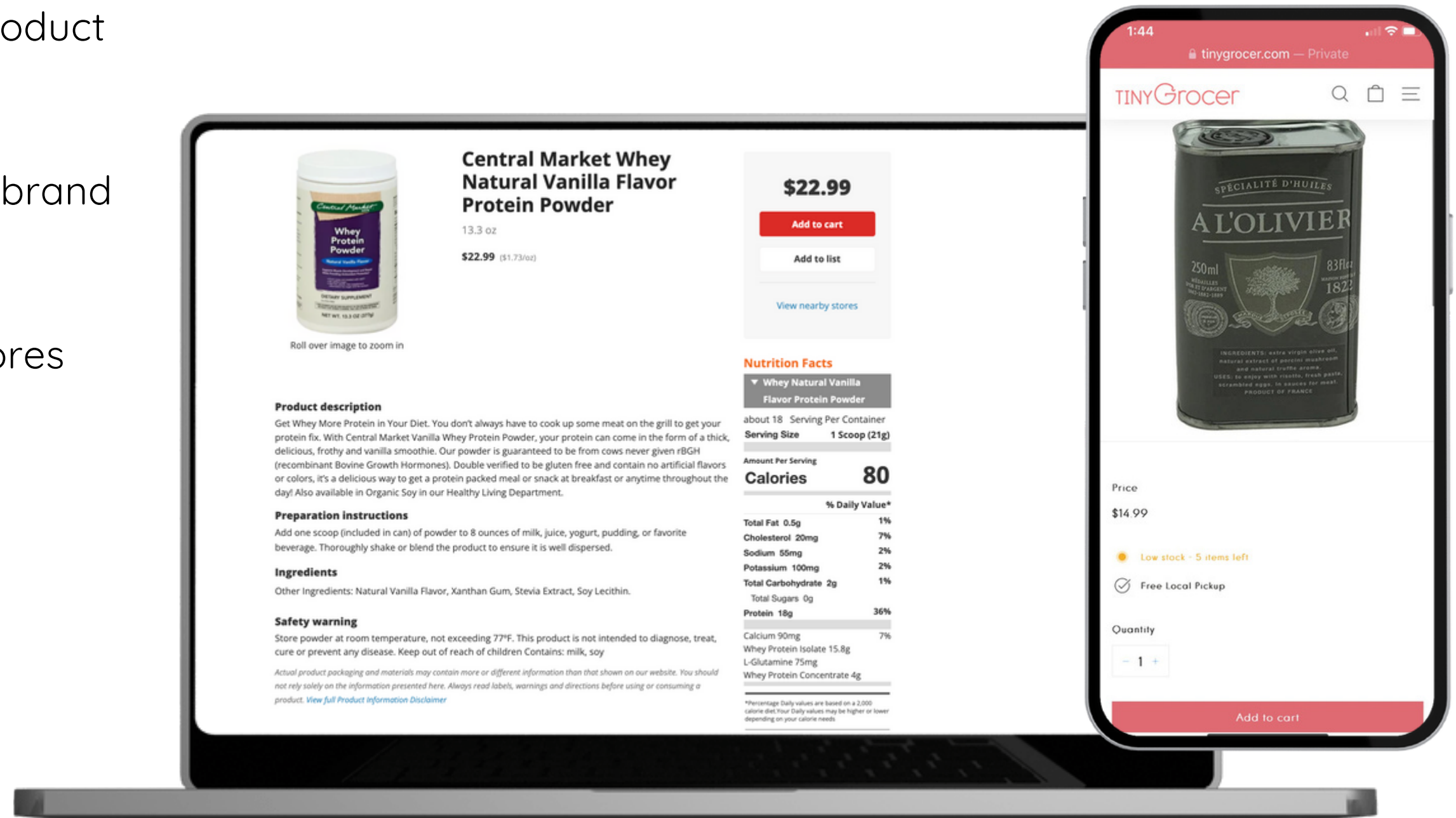




I) Product *Listings*

Product Details

- Provide more details about a product
 - Descriptions
 - Images
 - Local Tag/ link to product's brand
 - Allergies
 - Nutritional Facts
- Include a link to view nearby stores
 - Delete "Free Local Pickup"

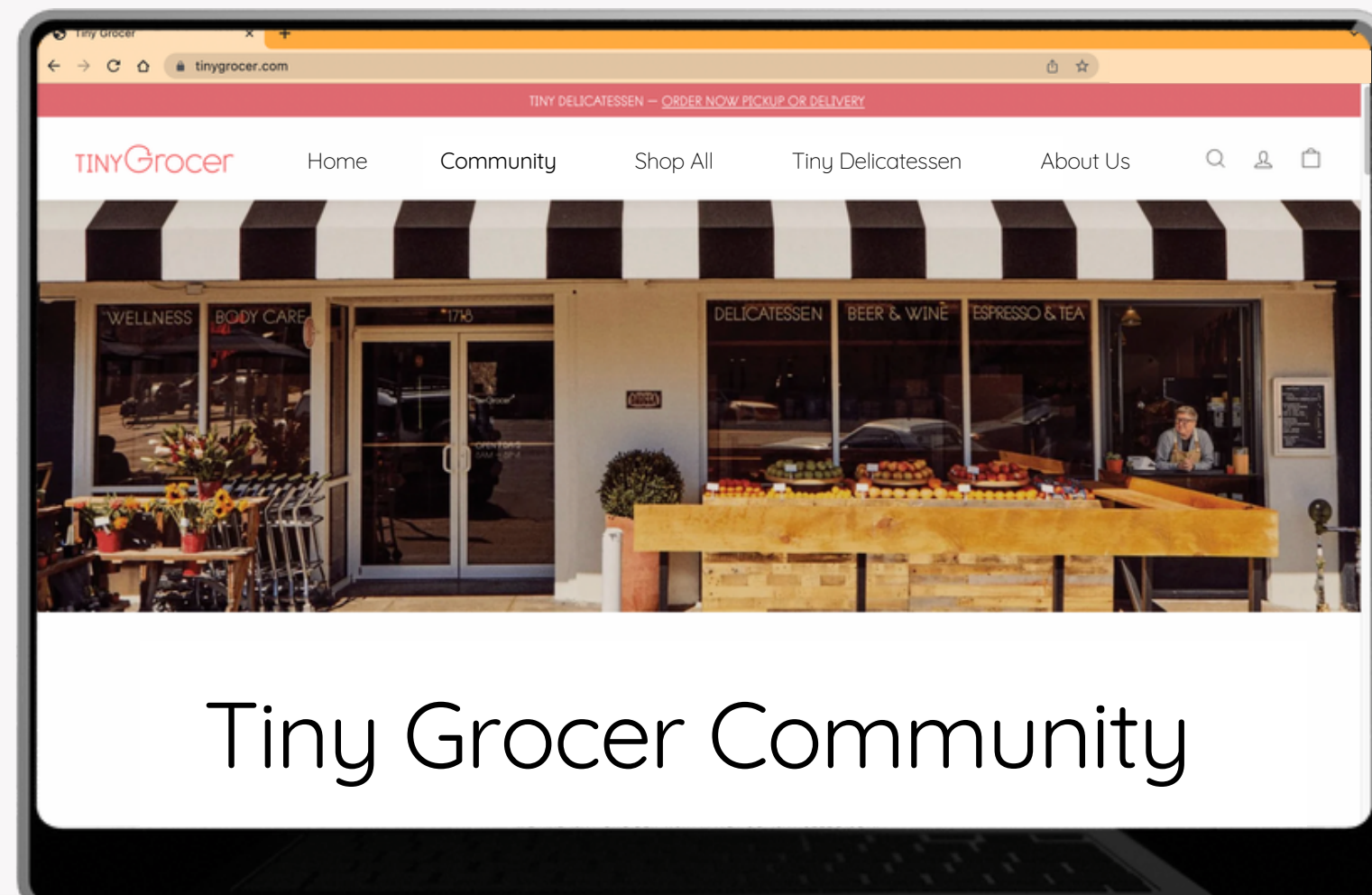




2)

Community *Tab*

Curate Community Content to Drive Engagement



Staff Picks

- Introduction to Tiny Grocer staff
- Spotlight new/local products

Recipes and Blogs

- Bundle ingredients for meals
- "Steph's Corner" or weekly recaps

Calendar

- Organize community events
- Highlight customer visits

Staff Picks

1. Our Story
 - a. Highlight TG journey
 - b. Photos, videos, and anecdotes
2. Meet TG
 - a. Staff profiles
 - b. Video interviews
 - c. Staff can write recipes, blogs, favorite picks
3. Staff Picks
 - a. Each staff member spotlights favorite picks
 - b. Recurring updates: "what's new in store"

MEET *the* TEAM


Rimberio Co.



Hannah Morales
Founder & CEO




Avery Davis
Project Manager




Helene Paquet
Chief Tech Officer



Claudia Alves
Developer



Juliana Silva
QA Engineer



Chidi Eze
Developer

TINY BRAND PICKS



UBUNTU LIFE
Ubuntu Life products is a global lifestyle brand based out of Kenya, Africa. Every product sold supports their mission in providing communities in need with sustainable employment.



WOODFORD RESERVE COCKTAIL SYRUP
We wanted to share some of our other favorites! Woodford Reserve are creators behind an incredible line of bitters and syrups for cocktails that will take your drinks to the next level!

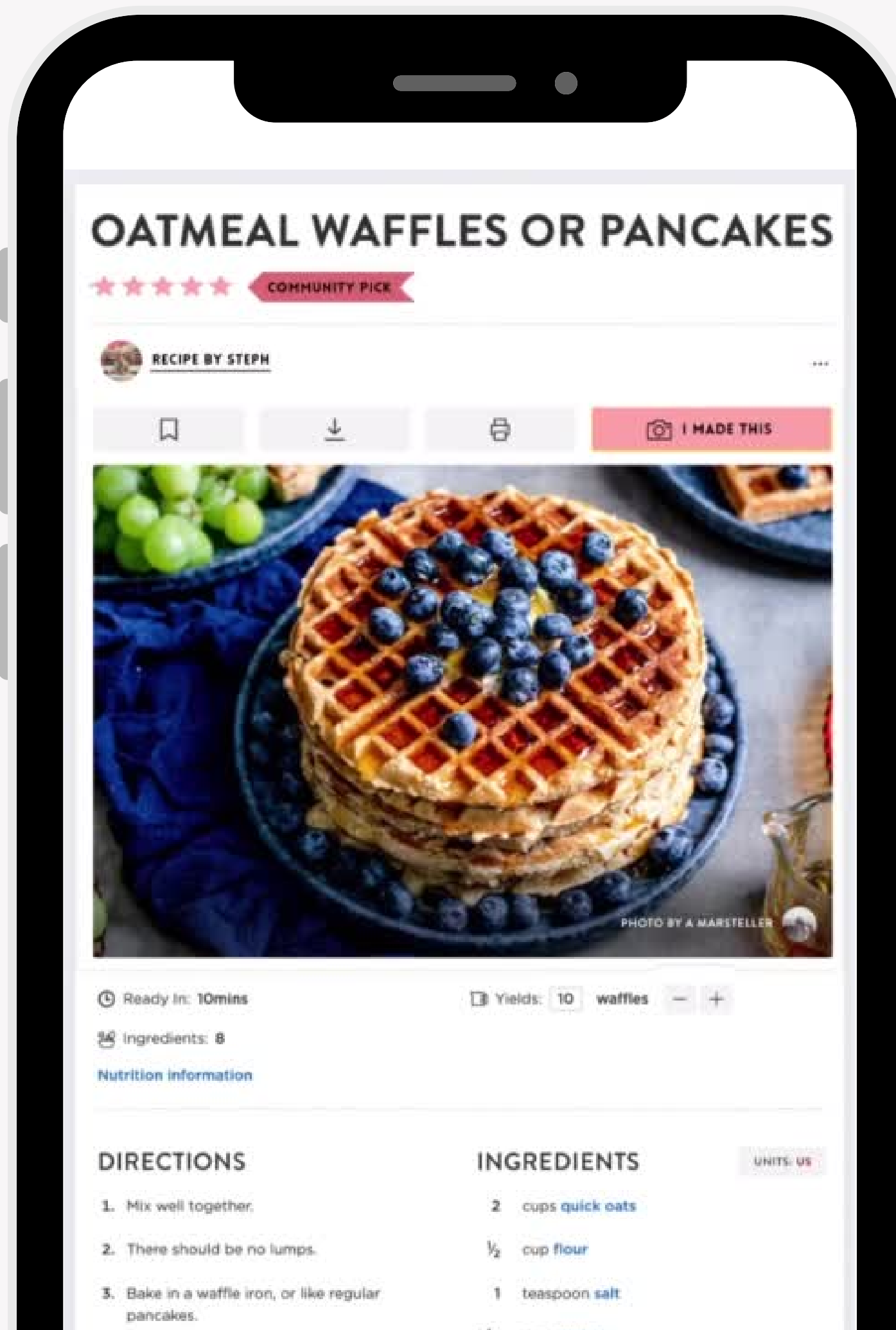
Community Recipes & Blog

Recipes

- Link ingredients individually or in customized baskets
- "Order now, make it at home!"
- Questions, comments, replies
- Customer photos and reviews

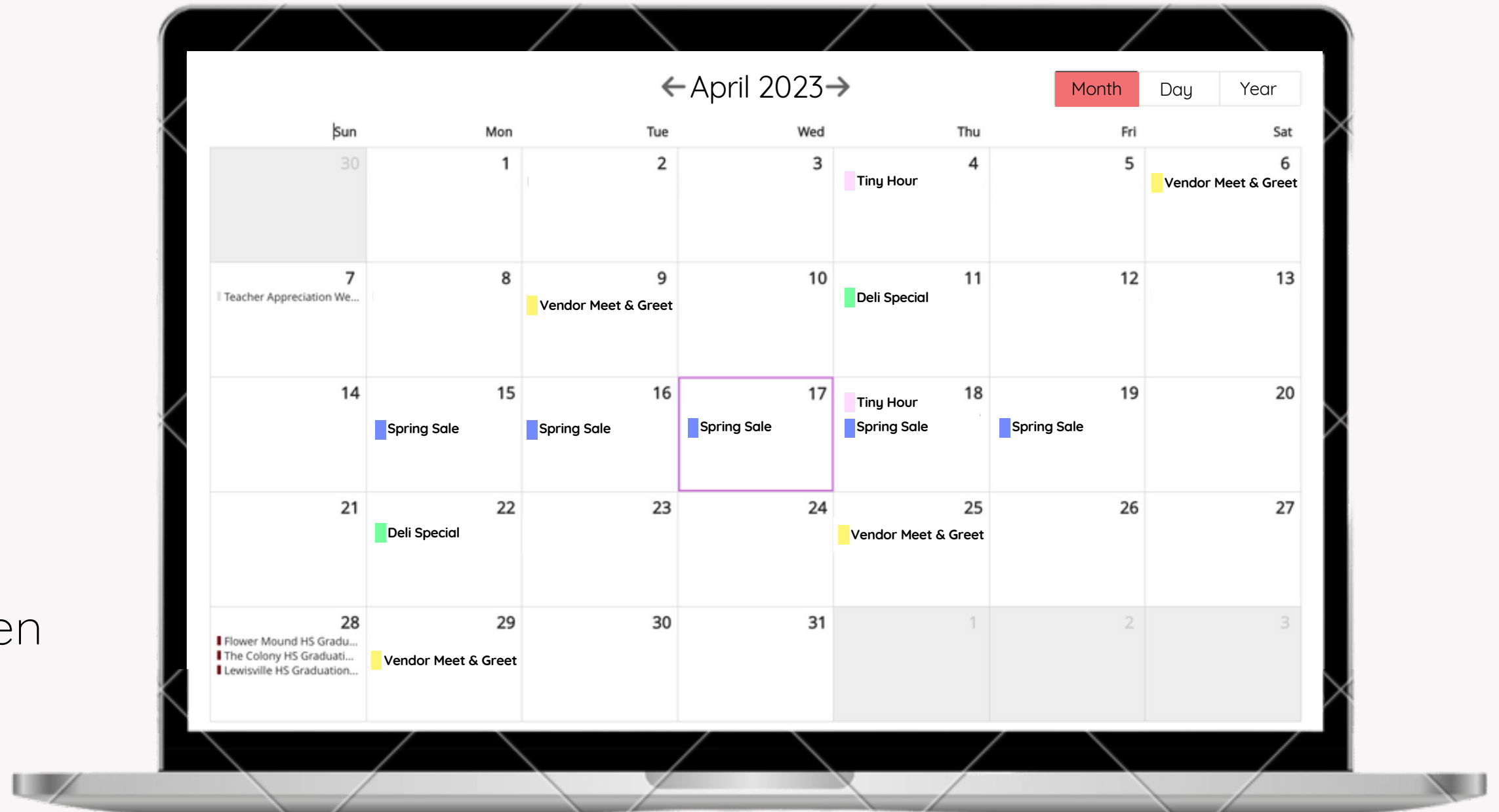
Blog: Steph's Corner

- Short weekly posts mirroring "Shopping with Steph"
 - Healthy eating
 - Meal planning
 - Local picks
 - Sustainability



Calendar

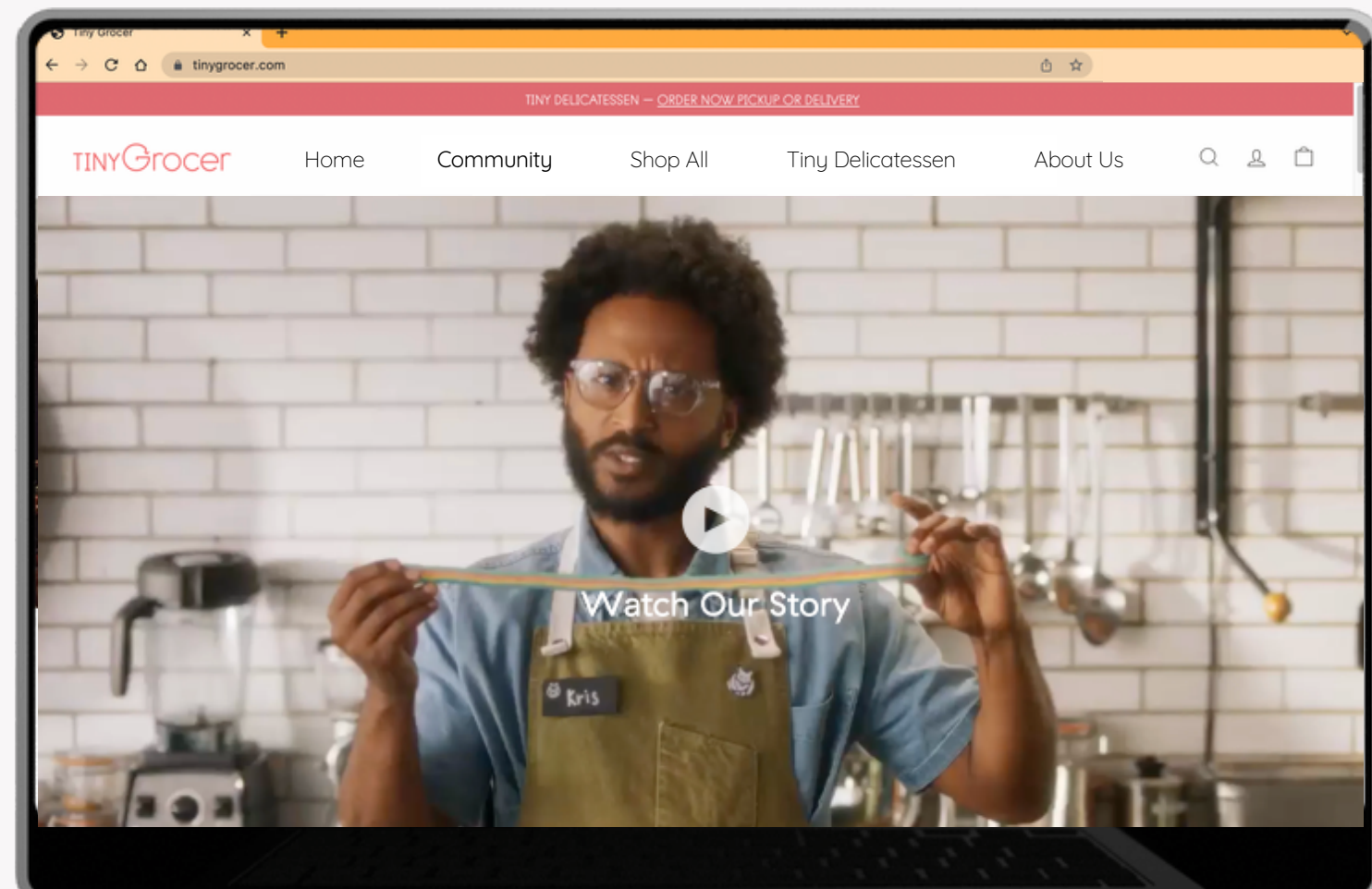
1. Tiny Hour
 - a. Tasting events for local products and vendors
2. Vendor Meet & Greets
 - a. Invite local vendors to showcase their samples and products
3. Seasonal Sales
 - a. Advertise holiday, seasonal, and delicatessen sales and promotions





3) Home *Page*

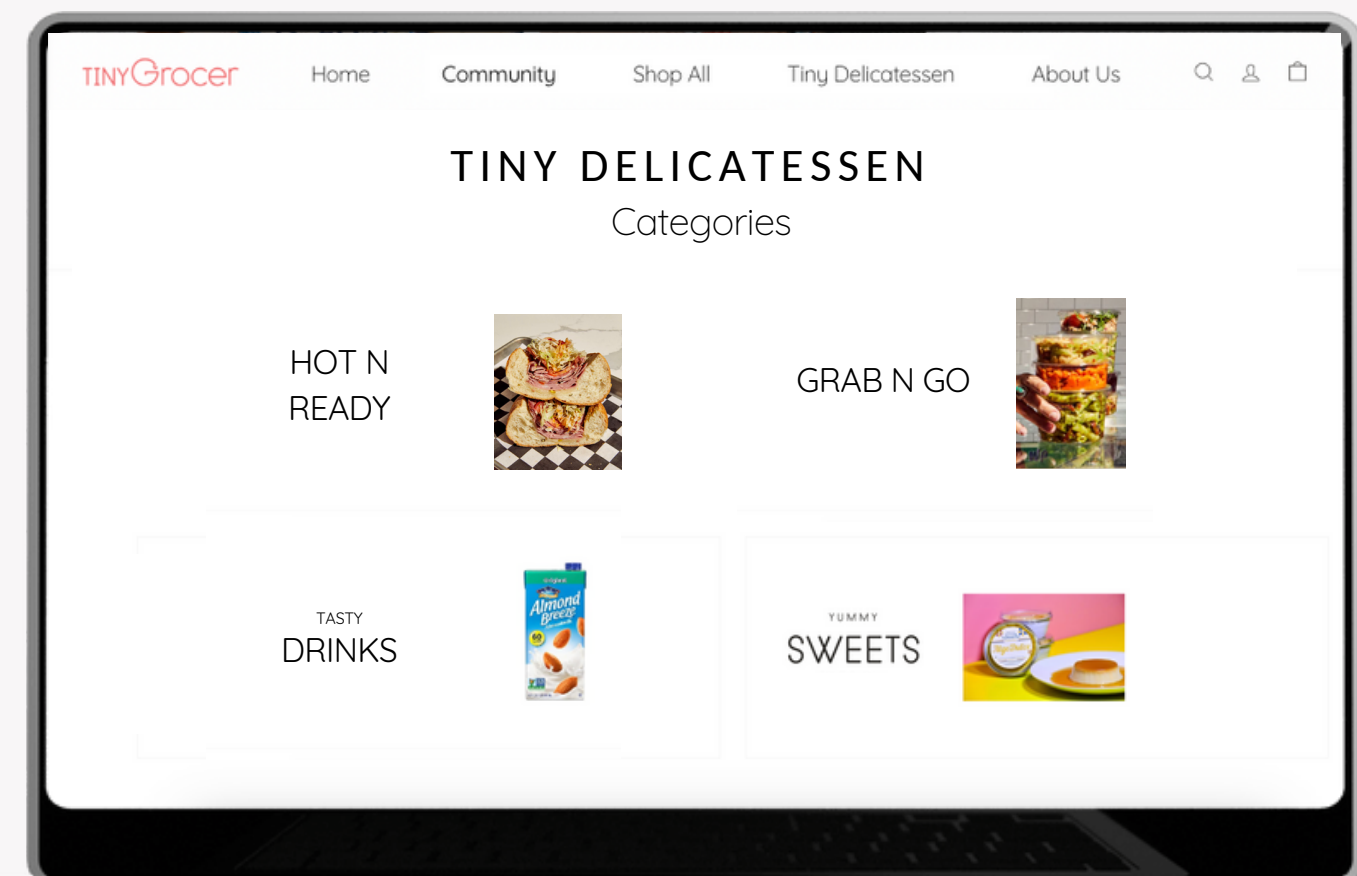
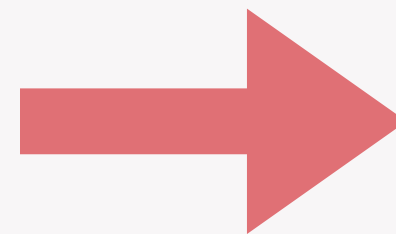
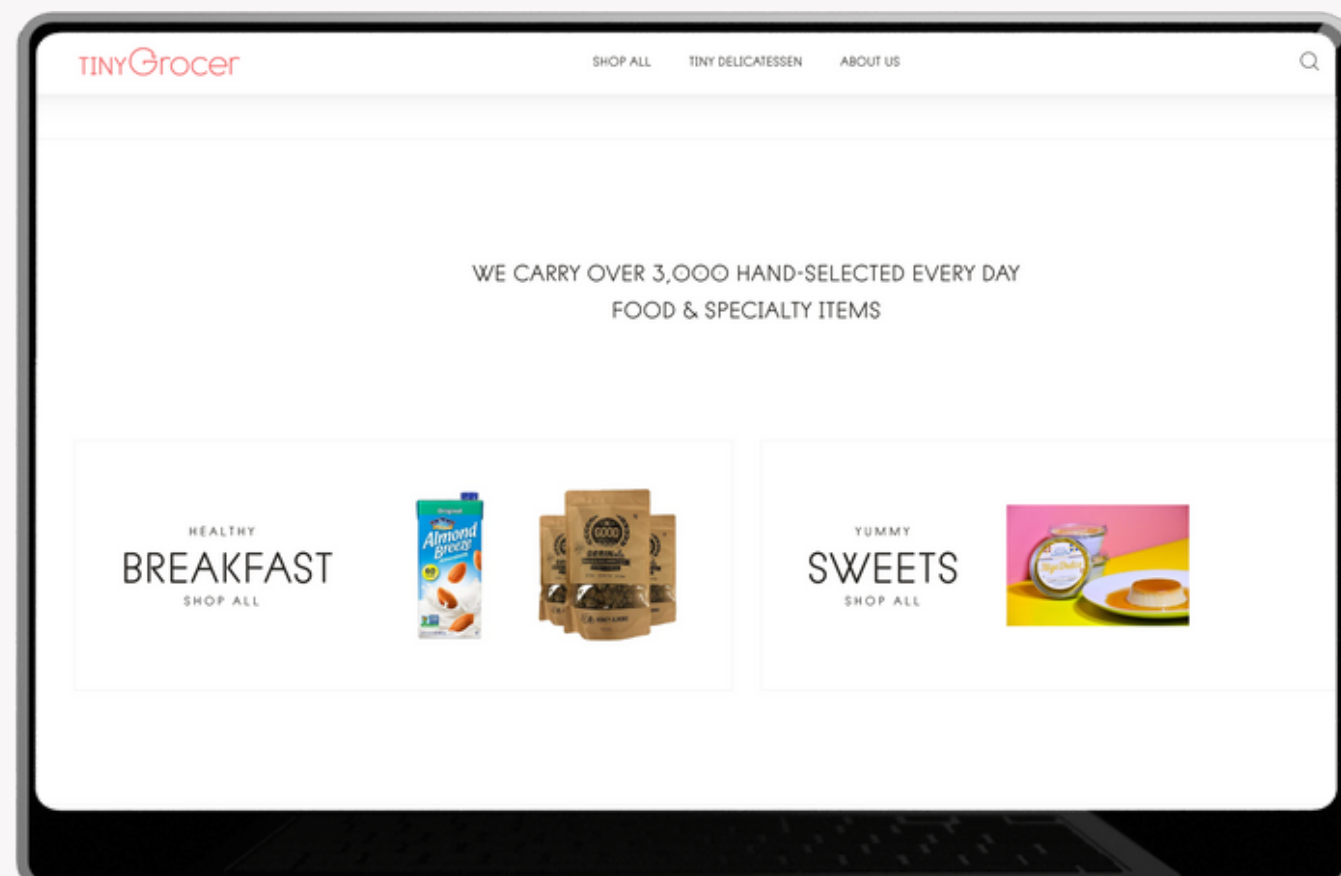
More Content



- Top Banner
 - Add photo slideshow
 - Include deli!
 - Video banner capturing community events, products, deli, etc
- Testimonials
 - Incorporate founding stories/ videos
 - Include photos of community gathering events with quotes

Deli

- Big part of what makes Tiny Grocer special
 - showcase more of deli
 - repurpose part of the home page and dedicate to deli section

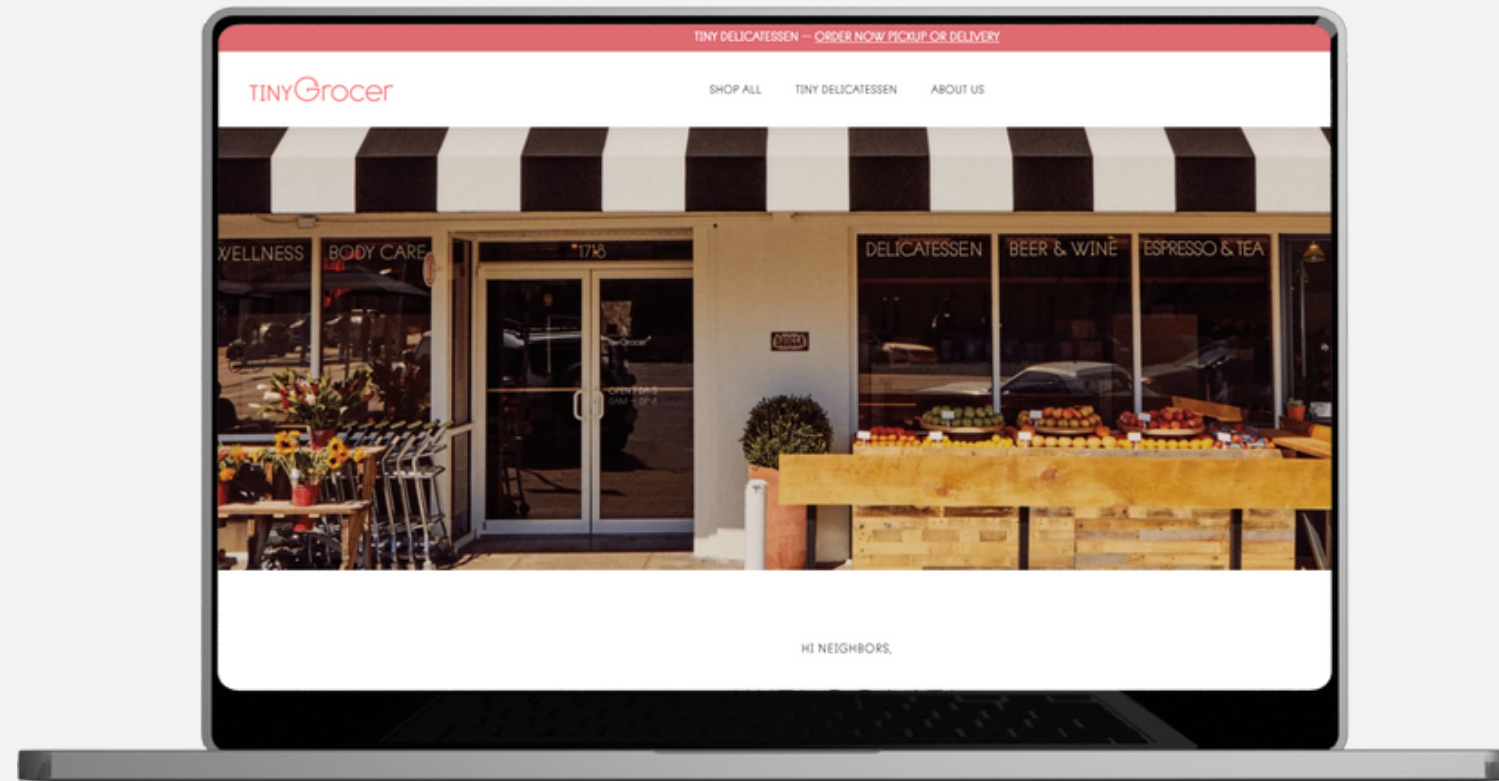




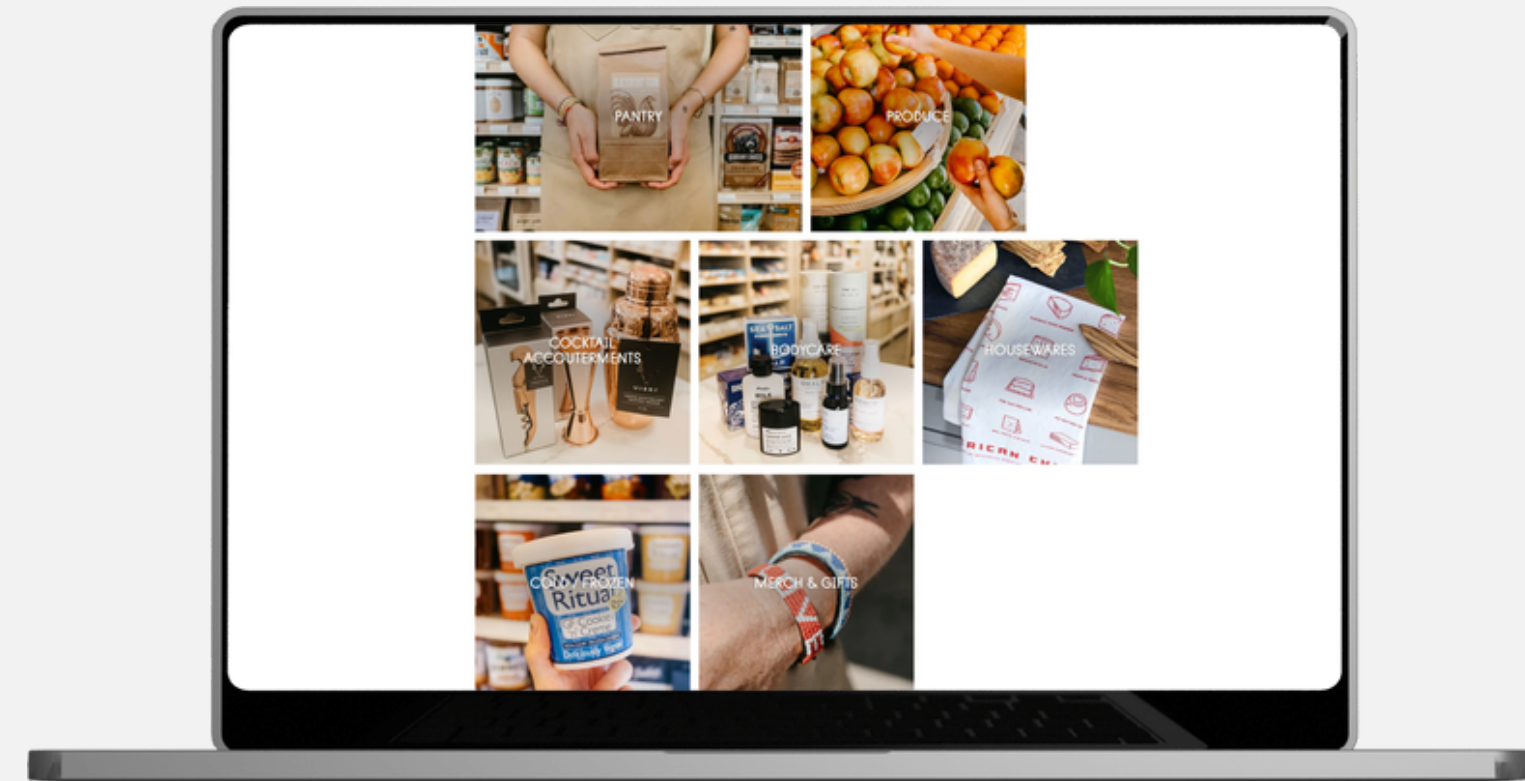
4) Things *to Note*



Home Page Edits



- Adding "Home" button on menu (potentially more: Community Tab / Staff Picks)
- Better utilize the banner to also display the in store and deli experience



- Minimize or delete the category buttons on home page
- Mobile optimization for the home page is needed
- Highlight deli by condensing the category buttons to "grocery" and "deli"



5) Potential *Promotions*

Artisinal On the Go

- Use this phrase to continue launching delivery to others on website/social media
- Expresses the convenience of the deli and the products in store

Trial Packages

- A set package of items that easy to package and prepare for pick up to get people to try out the service first
- Packages can be taken from recipes/blogs or can follow a theme (ex: pasta night, picnic, etc.)



Tiny Coupons / Tiny Deals

- Website exclusive deals that are found on the website (can be found in the events calendar)
- These deals can be promoted on social media for first few promotions but eventually, the goal is for your customers to go to the website and keep updated with the website on their own
- Start these promotions after website edits are complete!



Thank
You

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