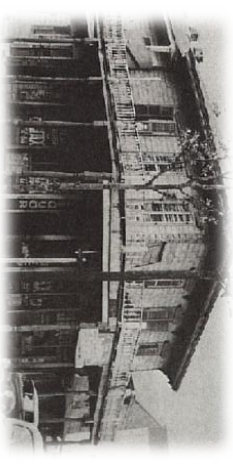


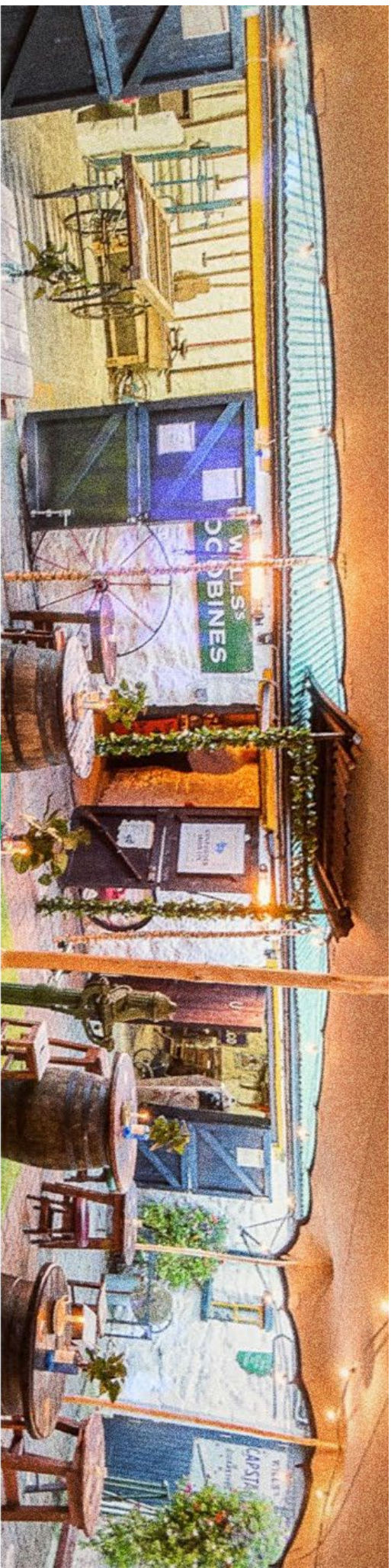


**STORYVILLE**  
Grocery & Deli

# Storyville Grocery & Deli

PitchDeck





## About Us

**Storyville Grocery & Deli LLC** is a local food, grocery & convenience store, deli, and caterer based in Frisco Texas. Our retail shelves are stocked with a curated selection of locally sourced, seasonally available grocery essentials, and our menu has been designed to highlight these ingredients. The shop provides a convenient and affordable way to access the wealth of amazing food made and grown in Texas.

Stepping through the doors of Storyville Grocery & Deli is like visiting a New Orleans neighborhood corner store and deli, and an entertaining place to relax all at the same time. Our vision for the future is to open several locations in the Dallas Metroplex during the initial expansion phase, and work with community partners and loyal customers to improve access to locally sourced food in our community.



**STORYVILLE**  
Grocery & Deli

# Management Team



Robert King III  
Founder

**Storyville Grocery & Deli LLC** is founded by Robert King III and Joe Jones, two very passionate and open-minded individuals, that will be supported by a team of credible and committed professionals who are prepared to harness all their strength, availability and professionalism to catapult the business to a greater height.

Robert King III and Joe Jones are highly knowledgeable, and both are ready to use their experience, knowledge, and skills to move the company forward.



Joe Jones  
Managing Partner

**Storyville Grocery & Deli LLC** has an insatiable desire to create value by building upon their capabilities through collaboration, and by motivating to take action while providing support and guidance through the process to achieve greatness.



**STORYVILLE**  
Grocery & Deli



# Business Model



The initial market for **Storyville Grocery and Deli** is anyone living in or visiting Frisco Square. We aim to transform the shopping experience of Frisco Square residents and workers into a vibrant, energetic, inspirational atmosphere which provides the opportunity to sample and take home the inspirations of artisans who have prepared the highest quality products.



The team at **Storyville Grocery** wants to challenge the notion that organic, environmentally and sustainable products are accessible only to a select few. Our target audience is everyone, and our objective is to be completely dedicated to customer satisfaction and provide a comfortable, enriching, and healthy environment.



Our business model goal is to leverage the convenience of good, fresh food and goods from **Storyville Grocery & Deli LLC** to a growing customer base of residents and workers in Frisco Square and to turn the table on the hassle of cooking and shopping in its favor and rake-in significant revenue.

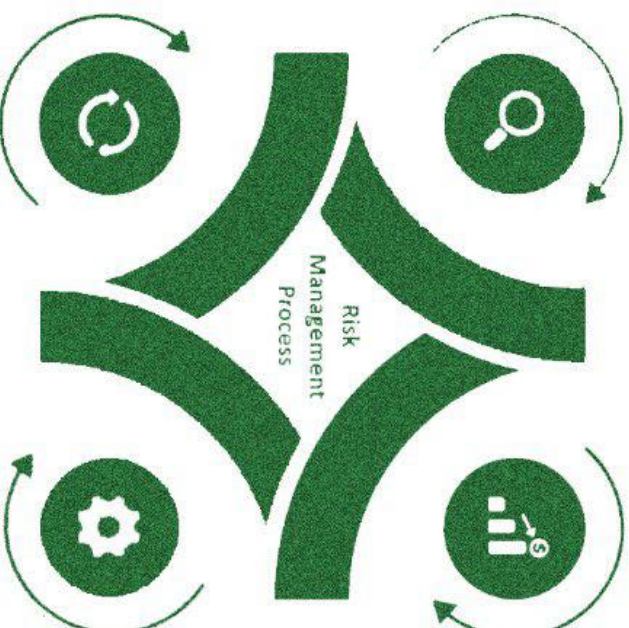


STORYVILLE  
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# Risk Analysis

Investing sufficient funds into the business to meet all required business operation requirements.

Adopting effective strategies to promote our brand and general services



Minimizing overhead costs, which increases the bottom-line profit

Building strategic and symbiotic partnerships with necessary companies.



**STORVILLIE**  
Groceries & Deli

# Business Objectives

**i** **Storville Grocery & Deli LLC's** paramount goal is to provide effective, efficient, food and goods with an emphasis on Fresh and Convenience.

**ii** To make available affordable food items to our target audience with absolute consistency.

**iii** Maintain a steady growth in sales volume that will sustain the business long-term.

**iv** Establish a standard client satisfaction rate to promote long-term relationships with our clients and create word-of-mouth marketing.



# Mission & Vision Statement



We aim to transform the current customer shopping experience into a vibrant, energetic, inspirational atmosphere which provides the opportunity to sample and take home the inspirations of artisans who have prepared the highest quality products.

The team at **Storyville Grocery & Deli LLC** wants to challenge the notion that organic, environmentally and sustainable products are accessible only to a select few. Our target audience is everyone, and our objective is to be completely dedicated to customer satisfaction and provide a comfortable, enriching, and healthy environment.



Our vision is by aspiring to become a premier brand synonymous with natural, organic, locally sourced foods. We will offer the highest quality food in every community where we are located. **Storyville Grocery** will offer fast and convenient prepared foods and grocery (coffee and beverages fall under grocery) items that fit the lifestyles of their customers and communities.

Our vision reflects our values: integrity, service, excellence, and teamwork.

# Demography





# Product & Services



The only way to implement a good plan is to have a clear idea of what type of products and services are best offered in the business establishment. This particularly goes to the root of our business. At **Storyville Grocery & Deli LLC**, we will be actively involved in providing quality Creole inspired food items and products in our targeted locations.

**Storyville Grocery & Deli LLC** will be known for exceptional customer service. Our potential employees will have excellent service knowledge and will be trained on the necessary information of each of our services to better serve our customers.



**STORYVILLE**  
Grocery & Deli

# Pricing Strategy

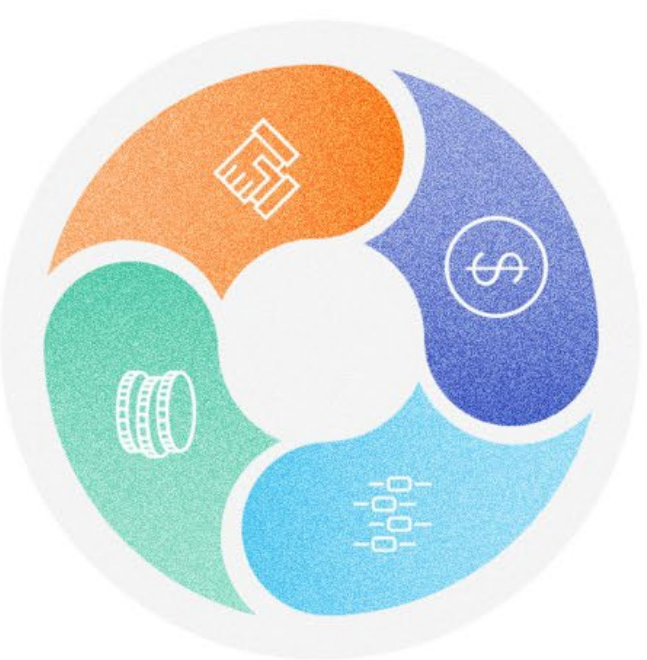
Our prepared meals will range anywhere from \$5 to \$16 with smaller side dishes starting at \$3.

The profit margins for Fresh Finds are as follows:

Deli Items: 50-100%, Grocery: 30-35%, Bulk: 40%, Specialty: 40-45%, Produce: 50%, Frozen Foods: 35-40%, Beer and Wine: 25-30%

Monthly expenses:

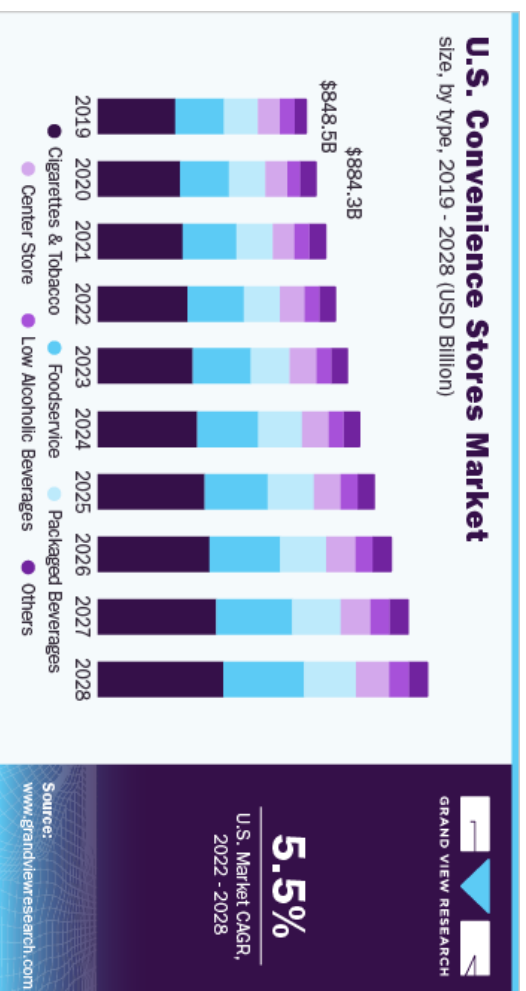
- Rent: \$3-5k Month with Triple Net
- Phone: \$100 month
- Website: \$200 Month
- Advertising: \$1000 Month
- Office Supplies: \$250 Month
- Insurance: \$300 month



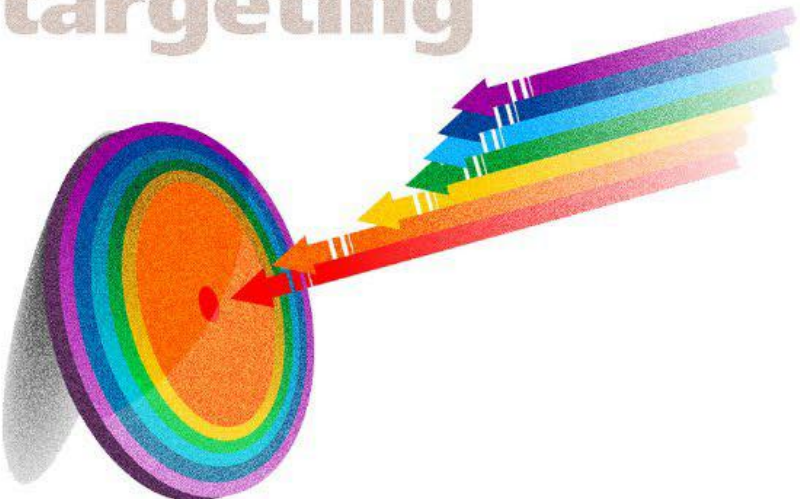
**STORVILLE**  
Groceries & Deli

# Market Research Analysis

The global convenience stores market size was valued at USD 2.12 trillion in 2021 and is expected to grow at a compound annual growth rate (CAGR) of 5.6% from 2022 to 2028.



# market targeting



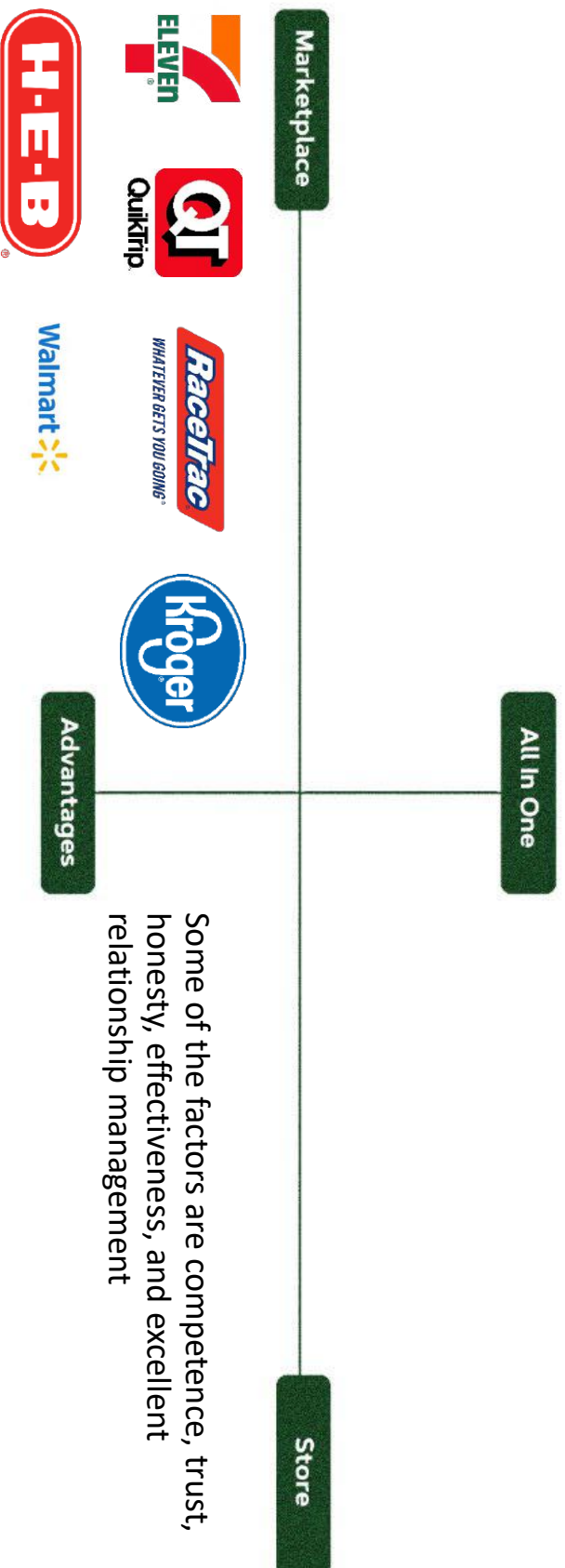
## Target Market

The greater target audience for **Storyville Grocery & Deli LLC** would be defined as the greater Frisco urban area. Our primary market would be those that live and work within a close proximity to the FRISCO SQUARE CITY HALL Development.

The combined overall population for this direct area is approximately 47,000 people, of which 38,000 people are adults over the age of 18, according to the US Census Bureau. Additionally, **Storyville Grocery** will appeal to a younger demographic due to our close proximity to youth activity hubs in the SQUARE.

Our target includes Frisco Square Apartments, Townhome Dwellers and Workers in a 3 mile radius of the 75034 zip code location. Other neighboring cities include PLANO, LITTLE ELM, THE COLONY, and MCKINNEY.

# Competitive Analysis



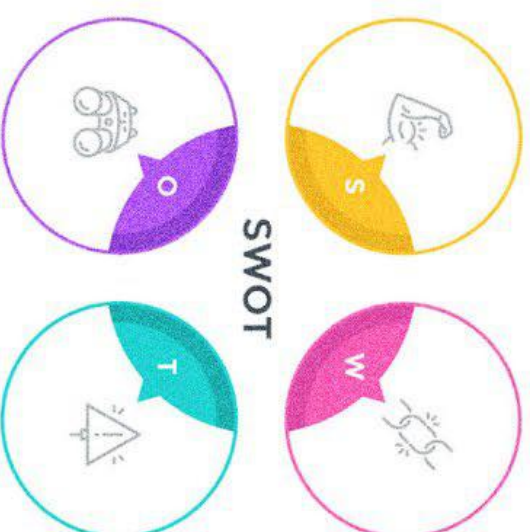
# SWOT Analysis

## Strength

- Highly experienced, credible and determined owners
- United and reputable management team
- Competitive and affordable pricing system for easy and quick market penetration

## Opportunities

- Opportunity to operate our business that stands for uniqueness and exceptionality in our target locations.
- Increase in the demand for cost-effective marketing
- Increasing local and national population



## Weakness

- Building a cycle of clients may take time
- New business in an area dominated by competitions
- Growth may be slow due to the presence of giants in the market

## Threats

- The possibility of business imitation
- The need to grow rapidly over the next 3-5 years
- The necessity to secure substantial capital injections to foster growth

# Marketing Strategy

## Social Media Marketing Strategies

Overall Social Media Marketing Strategy

YouTube, Telegram,

Facebook Marketing Strategy

Instagram Marketing Strategy

Twitter Marketing Strategy

LinkedIn Marketing Strategy

Google Marketing

Use Email Marketing

Print media advertising

SEO & Ads

Build Partnership

Commercial Advertisement

Printing Material

Word of Mouth

# Thank You!



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