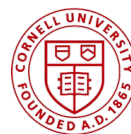


Nieumanns



Presented by Sierra Brewer, Mikhail Essa,
Kevin Mei, and Kaylee Yin



Dyson
Cornell
SC Johnson College of Business

Our Team

Niemanns



**Sierra
Brewer**



**Mikhail
Essa**



**Kevin
Mei**



**Kaylee
Yin**

Our team is comprised of Juniors at the Dyson School of Applied Economics & Management concentrating in Food Industry Management

1

Consumer Preferences

2

Mission Statement

3

Strategic Plan

Niemanns

The Future of Grocery

Research on Consumer Preferences

Fresh Foods Category

Nieman's

Evidence from McKinsey and Deloitte supports the fresh space, suggesting that fresh foods drive customers into grocery stores.

**Core
Business**

40%

of revenue in grocery chains comes from fresh foods

**Higher
Margins**

68%

of consumers are willing to pay a premium for fresh foods

**Health
Perception**

91%

of consumers think a wholesome diet involves fresh foods

Research shows that a mobile app, premium private label, and deli prepared foods are key for independents to differentiate themselves.

Mobile App: According to the Food Marketing Institute, "**72% of US grocery buyers interact with grocery retailers in some digital form.**"

Premium Private Label: According to NielsenIQ, "premier fresh grocery stores have continued to see lifts in private-label sales. **40% of Americans say they would pay the same or more for the right store branded product**, while only 26% of those surveyed feel that name brands are worth the extra price."

Deli Prepared Foods: According to NielsenIQ, "Deli prepared foods sales totaled \$31.3 billion in 2022, up 9.3% year over year and **19.2% from the 2019 pre-pandemic period.**"

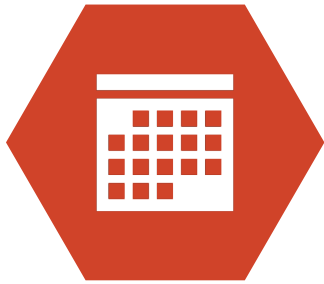
Niemanns

Identifying Our Purpose

Mission Statement

Our mission is to be at the cornerstone of well-being and community by providing the freshest foods in the Midwest.

Niemanns...



In Your Day

We aim to make shopping a hassle-free experience by focusing on the customer experience.



In Your Cart

At Niemanns, quality is sacred. We are constantly innovating to deliver the highest-quality products.



In Your Community

Our community is what inspires us. Every decision is centered around uniting our local community.

Niemann's



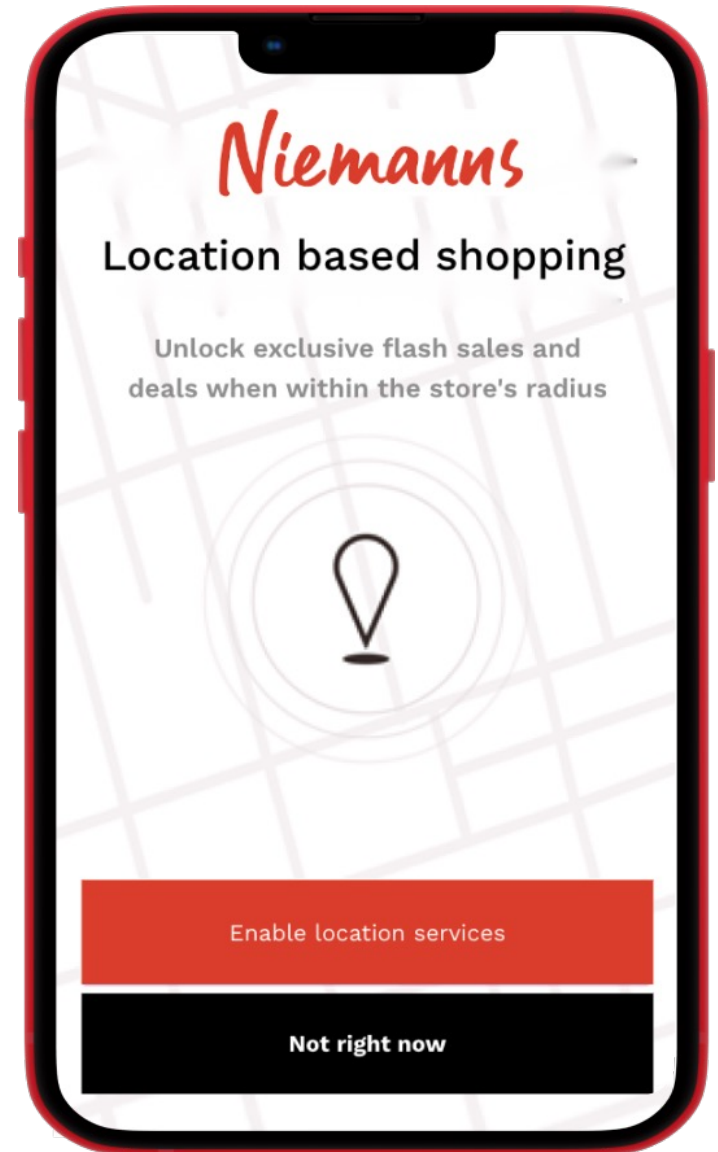
In Your Day

At Your Fingertips

Niemanns

Online presence will complement the in-store experience to drive customers to shop at their local store.

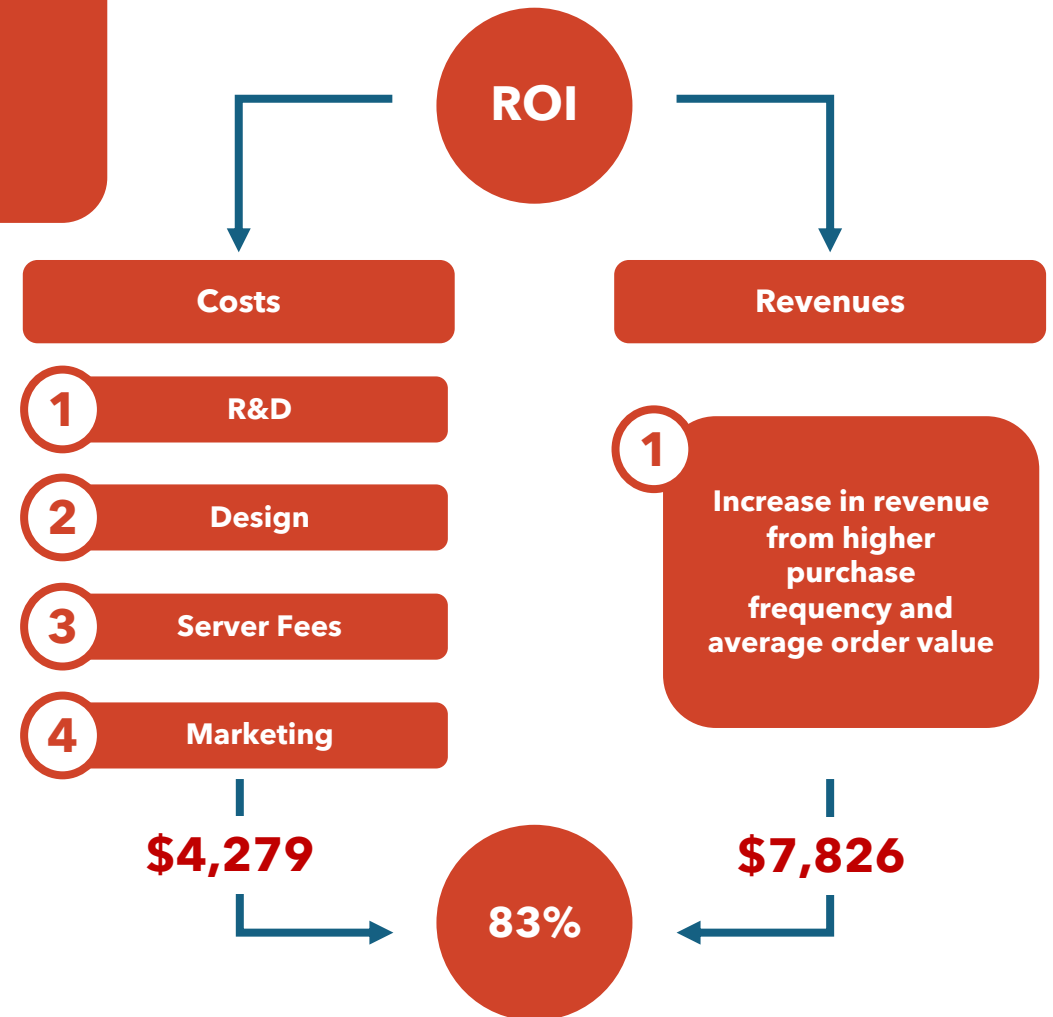
- Geo-tracking to notify customers of promotions when they are near the store, such as flash sales on overstock products
- AI algorithm to send notifications to remind users to purchase frequently bought items
- Allow customers to submit product reviews and ratings, giving Niemanns feedback about what to keep or remove from shelves



At Your Fingertips: ROI/Implementation *Niemanns*

Online presence will complement the in-store experience to drive customers to shop at their local store.

1. Work with current app developers on new features, outsourcing if necessary
2. Leverage AB tests to identify which features result in highest satisfaction
3. Launch tested features out to Niemanns app users
4. Monitor post-launch performance with analytics and user feedback to continue improvement



*Average Cost & Revenue per Store

Nieman's



In Your Cart

Produce & Prep

Niemanns

Select any fresh fruit or vegetable from our produce section, and our staff will cut your items to order.

- Customers can choose from a menu of cuts (slice, dice, mince, cube)
- Unique customer service experience that increases the fresh perception
- Customers are encouraged to shop while their produce is prepped, driving sales
- A notification will be sent through the Niemanns app when prep is done

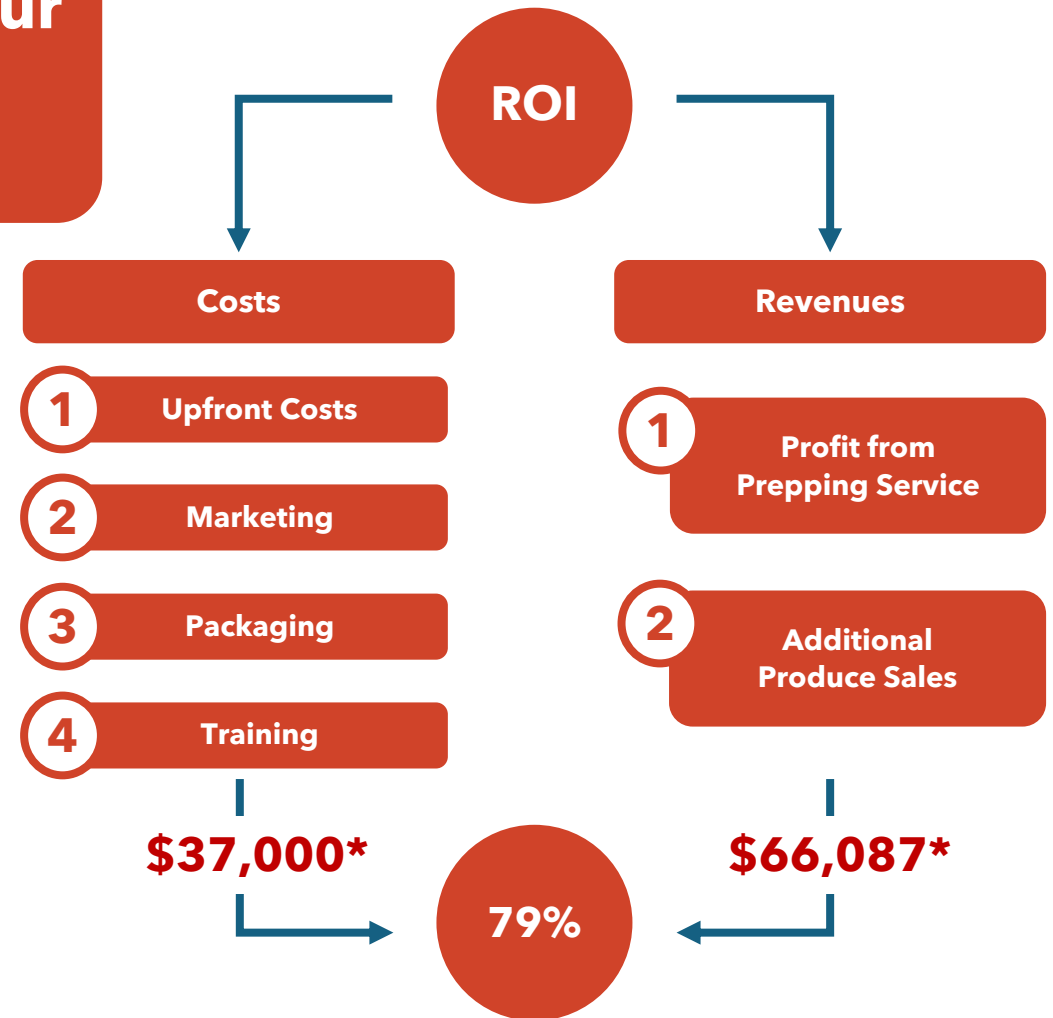


Produce & Prep: ROI/Implementation

Niemanns

Select any fresh fruit or vegetable from our produce section, and our staff will cut your items to order.

1. Source packaging and labeling materials
2. Utilize existing deli kitchen resources and train current staff
3. Promote new Produce & Prep feature
4. Schedule at least one deli staff member to be on deck for Produce & Prep from 9:00 AM to 6:00 PM daily



*Average Cost & Revenue per Store

Locally Sourced Sticker

Nieman's

Products from producers in the Midwest will have a Locally Sourced sticker helping customers shop local.

- Increases exposure of Midwest growers and makers, boosting the regional economy
- Enhances traceability so customers know where their food is produced
- Add sticker next to price tags of existing local products and do outreach to attract new products to the program



Expanding Signature Items

Niemanns

Develop new Signature Items inspired by local cuisine that positions Niemanns as the customer choice in fresh prepared foods.



Private Label

Niemanns

Launch a Niemanns premium private label that customers can rely on for high quality and excellent taste.

- Cultivate strong brand affinity by offering products under the Niemanns name
- Offer a premium alternative to the current generic brand
- Increase margins and strengthen partnerships with local producers
- Start with one private label product, whole milk, and over time expand to other product categories

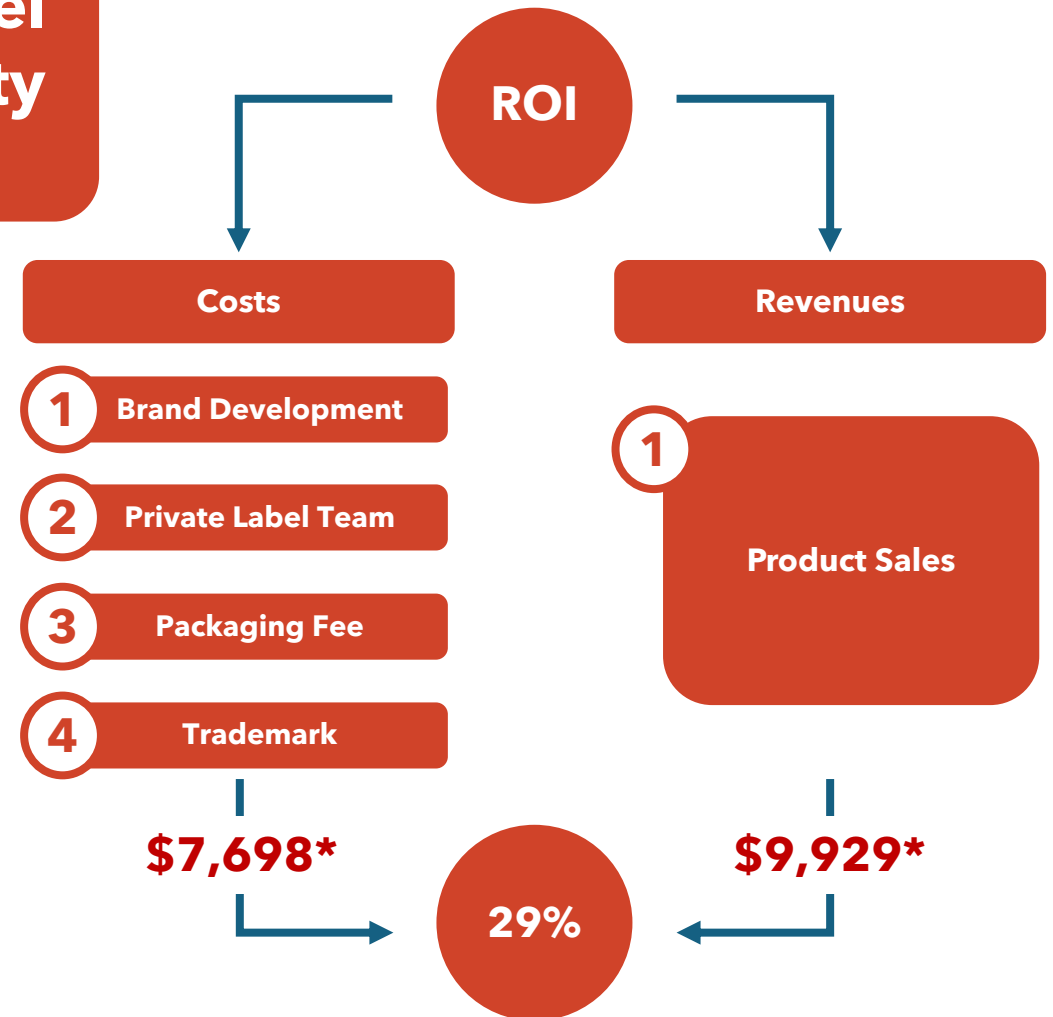


Private Label: ROI/Implementation

Nieman's

Launch a Nieman's premium private label that customers can rely on for high quality and excellent taste.

1. Identify a premium milk production facility to work with and negotiate a minimum order quantity
2. Develop unique packaging that implements the Nieman's logo
3. The partner facility will manage the production, packaging, and distribution of finished product



*Average Cost & Revenue per Store

Niemann's



In Your Community

Becoming a Community Sponsor

Niemanns

"Your Family is Our Family"

Goals

- Become an integrated part of the local community through targeted outreach initiatives
- Cultivate positive associations with the Niemanns name

Methods

- Sponsoring home games for the local high school's athletic teams
- Hosting ice cream and pizza socials for students at the local high school



Farmers Market

Niemanns

Host a weekly farmers market in the summer featuring Locally Sourced and Signature Items.

- Niemanns can utilize existing parking lots which are owned by NFI
- Will continue to sell select Locally Sourced items year-round in-stores
- Will drive additional traffic to franchised stores attached to lot
- Fosters community engagement and fresh perception to consumers

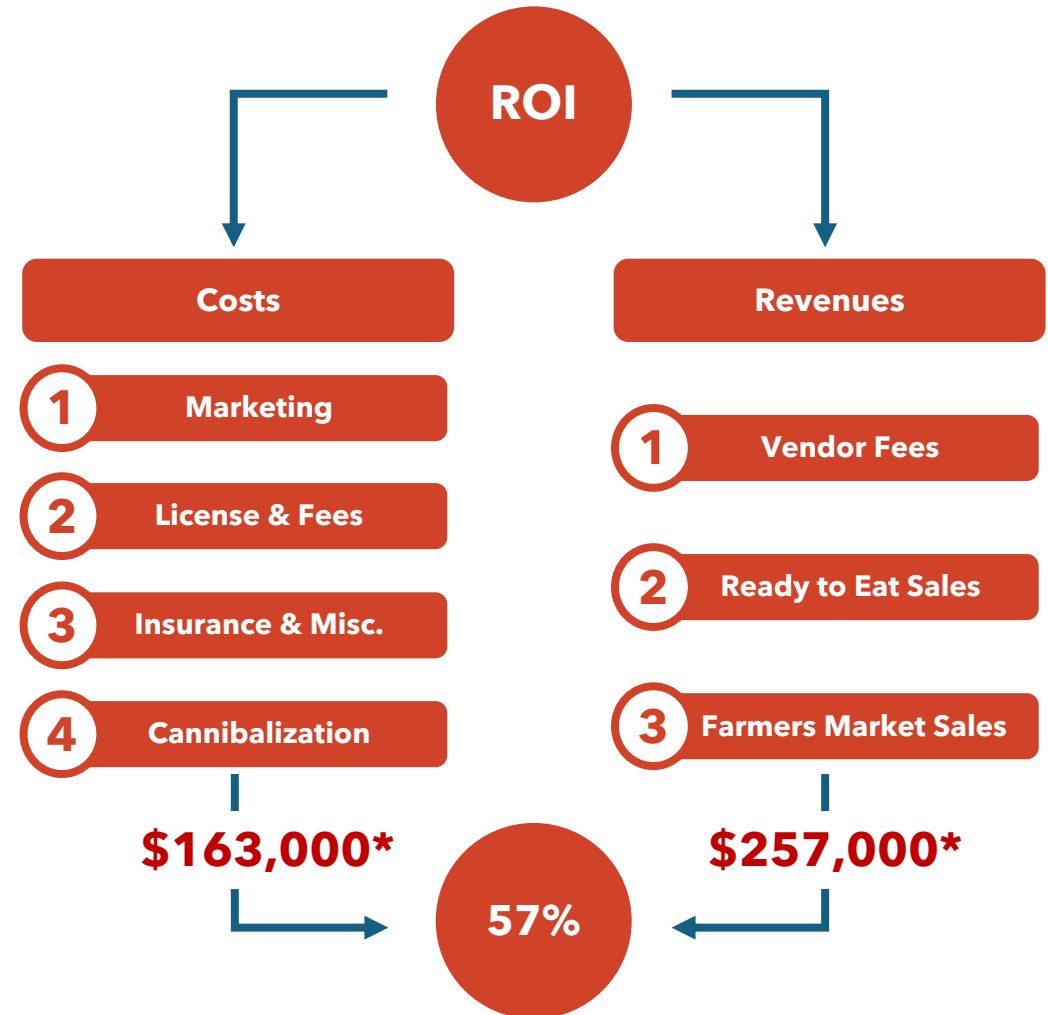


Farmers Market: ROI/Implementation

Niemanns

Host a weekly farmers market in the summer featuring Locally Sourced and Signature Items.

1. Obtain permits and licenses to host farmers market
2. Develop infrastructure and logistics including vendor booths, parking, restrooms, trash cans, etc.
3. Recruit and establish guidelines for vendors to host at farmers market
4. Market new farmers market and Niemanns Signature Items booths



*Average Cost & Revenue per Store

Implementation Roadmap

Niemanns

Initiative	Year 1				Year 2				Year 3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Private Label												
Farmers Market												
Community Events												
Refreshed App												
Produce and Prep												
Local Stickers												

Highest Priority

Middle Priority

Lowest Priority

Niemann's

Thank You!



Appendix: At Your Fingertips

Niemanns

At Your Fingertips Projections				
Cost Category	Cost	Revenue/Profit Category	Profit	ROI
R&D	\$ 125,000.00	Increase in Revenue*1.5% Profit Margin	\$ 7,826.09	82.89%
Design	\$ 5,000.00			
Additional Server Fees	\$ 4,000.00			
Marketing	\$ 50,000.00			
Total for Company Wide Costs	\$ 184,000.00			
Per Store Costs (43 soon to be Niemanns stores)	\$ 4,279.07			
Total:	\$ 4,279.07		\$ 7,826.09	
Increase from App Users				
Total Niemanns Revenue	1,000,000,000			
Percentage of Niemanns Portfolio as Supermarket	80%			
Per Store Niemanns Percentage (1/46)	0.02173913			
Single Niemanns Revenue	\$17,391,304.35			
Increase in Revenue (3%)	\$ 521,739.13			

Appendix: Produce & Prep

Niemanns

Produce & Prep Projections				
Cost Category	Cost	Revenue/Profit Category	Profit	ROI
Upfront Costs	\$ 10,000.00	Profit from Produce & Prep Service	\$ 60,869.57	78.61%
Marketing	\$ 25,000.00	Increase in Produce Sales (5%)*1.5% Profit Margin	\$ 5,217.39	
Packaging (recurring)	\$ 0.50			
Training	\$ 2,000.00			
Total:	\$ 37,000.50		\$ 66,086.96	
Before \$2 Services		After \$2 Service - Increase in Produce Sales		
Total Niemanns Revenue	1,000,000.000	Total Niemanns Revenue	1,000,000.000	
Percentage of Niemanns Portfolio as Supermarket	80%	Percentage of Niemanns Portfolio as Supermarket	80%	
Per Store Niemanns Percentage (1/46)	0.02173913	Per Store Niemanns Percentage (1/46)	0.02173913	
Single Niemanns Revenue	\$ 17,391,304.35	Single Niemanns Revenue	\$ 17,391,304.35	
Percentage of Revenue from Fresh Food (40%)	\$ 6,956,521.74	Percentage of Revenue from Fresh Food (40%)	\$ 6,956,521.74	
Percentage of Fresh Food that are Fruits & Vegetables (35%)	\$ 2,434,782.61	Percentage of Fresh Food that are Fruits & Vegetables (40%)	\$ 2,782,608.70	
Percentage of Fruits & Vegetables Using Produce & Prep Service (5%)	\$ 121,739.13	Difference in Percentage of Fresh Food that is Produce	\$ 347,826.09	
Number of Produce (assuming \$3 per produce)	40580			

Appendix: Private Label

Nieman's

Private Label Projections				
Cost Category	Cost	Revenue/Profit Category	Revenue	ROI
Brand Development	\$ 30,000.00	Milk Price	\$ 2.79	28.99%
Packaging (variable)	\$ 0.80	Average Daily Milk Volume (1/2 Gallon)	260	
Manufacturing (variable)	\$ 1.00	Average Yearly Milk Volume (1/2 Gallon)	94900	
Trademark	\$ 1,000.00	Nieman's Share of Milk Volume (15%)	14235	
Private Label Team	\$ 300,000.00	Revenue From Milk	\$ 39,715.65	
Total for Company Wide Costs	\$ 331,001.80	Profit From Milk (25% Profit Margin)	\$ 9,928.91	
Per Store Costs (43 soon to be Nieman's stores)	\$ 7,697.72			
Total:	\$ 7,697.72		\$ 9,928.91	

Appendix: Farmers Market

Niemanns

Farmer's Market Projections				
Cost Category	Cost	Revenue Category	Revenue	ROI
Potential Total Cannabilization= $\frac{1}{3}$ of running hours*\$38,356.16*12= \$153,424.64	\$153,424.64	Vendor Fees	\$ 9,000.00	57.45%
		Ready to Eat Sales	\$ 1,618.20	
Permits & Licenses	\$ 1,000.00	Year-Round Farmer's Market Sales	\$ 246,375.00	
Insurance	\$ 1,500.00			
Marketing	\$ 5,000.00			
Waste Management	\$ 300.00			
Miscellaneous Event Programming	\$ 2,000.00			
Total:	\$163,224.64		\$ 256,993.20	
Year-Round Farmer's Market Sales Projections				
Additional SKUs Sold	\$ 45.00			
Average SKUs Sold Daily	\$ 100.00			
Profit Margin Industry Average	1.5%			
SKU Price Average	\$ 10.00			
Average Daily Profit from Additional SKUs	\$ 675.00			
Yearly Profit	\$246,375.00			

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