

The Next 3 Years

Strategize

OR

Agonize

WAL-MART
SUCKS

THE LIFE OUT OF OUR
BUSINESS & SMALL TOWN



Flanagan

STAN

S&S

32oz V-8 149

TEA BAGS © 149

Hydrex/Vienna Fingers 199

Carrots 2/100

Delmonte 2/100
Corn

Coke 88¢

Apples 79¢

Lasagne

Shredded Cheese

Utah bags

STAR Mayo 139

STAR OJ! 149

P-Butter

Penn Dutch

Noodles 79¢

RAGU ©

POTATOES

Frozen

Yogurt

ice cream

MM OJ

199

849 Clemen
Post Office



MISSION STATEMENT

People working together
to enrich the lives of our customers
by presenting an exciting marketplace,
featuring a collection
of world-class products
with a passion for legendary service



HLP's 25 Alternative Strategic Points of Difference

"Our Mission is to be the Best in executing the following 5 Strategic Points of Difference"

- ☐ 1. The *Freshest* products
- ☐ 2. The Greatest *Variety* of products
- ☐ 3. The *Low Price* leader
- ☐ 4. To be *Price Competitive*
- ☐ 5. The *Easiest* to shop
- ☐ 6. The Most *Community* Involved
- ☐ 7. The *Cleanest*, most Sanitary
- ☐ 8. The Highest *Quality* Image
- ☐ 9. The Most *Knowledgeable* Staff
- ☐ 10. The Best *Place To Work*
- ☐ 11. The Most *"Kid"* Friendly
- ☐ 12. The Most Savvy, *Niche Marketer*
- ☐ 13. The *Fastest*, Most Efficient Checkout
- ☐ 14. The Most *Fun* (i.e. Treasure Hunt)
- ☐ 15. The *Friendliest* Place in Town
- ☐ 16. The Most *Convenient* Location
- ☐ 17. The Greatest Selection of *Services*
- ☐ 18. The Most *Cost* Conscious
- ☐ 19. The Most *Technologically* Advanced
- ☐ 20. The Most *Unique* and *Creative* Operator

How to Choose

To choose the perfect strategy for you, answer the 3 determining questions:

1. Is being the _____
est something YOU truly want
to achieve?
Yes ☐ No ☐

2. Is being the _____
est something the
CUSTOMERS in your
marketing area really want?
Yes ☐ No ☐

3. Is your COMPANY physically,
financially, and intellectually
capable of achieving the
_____est?
Yes ☐ No ☐

If you can answer "Yes" for each of
the 3 questions, that particular
strategy is a perfect one for you.

CAN YOU LIST...

At least **3** Reasons For Doing
Business With You?

Fresher. Cheaper.



Mission Statement

```
graph TD; MS[Mission Statement] --> SP1[Strategic Plan 1]; MS --> SP2[Strategic Plan 2]; MS --> SP3[Strategic Plan 3]; MS --> SP4[Strategic Plan 4]; MS --> SP5[Strategic Plan 5];
```

Strategic Plan
1

Strategic Plan
2

Strategic Plan
3

Strategic Plan
4

Strategic Plan
5

Critical Questions?



1. Is it something YOU really want to do?

Critical Questions?

1. Is it something **YOU** really want to do?
2. Do the customers in **YOUR** market want it?

blizzard conditions Sunday to win the women's giant slalom

in the U.S. Alpine Championships

at Winter Park, Colo. Roffe-Stein-

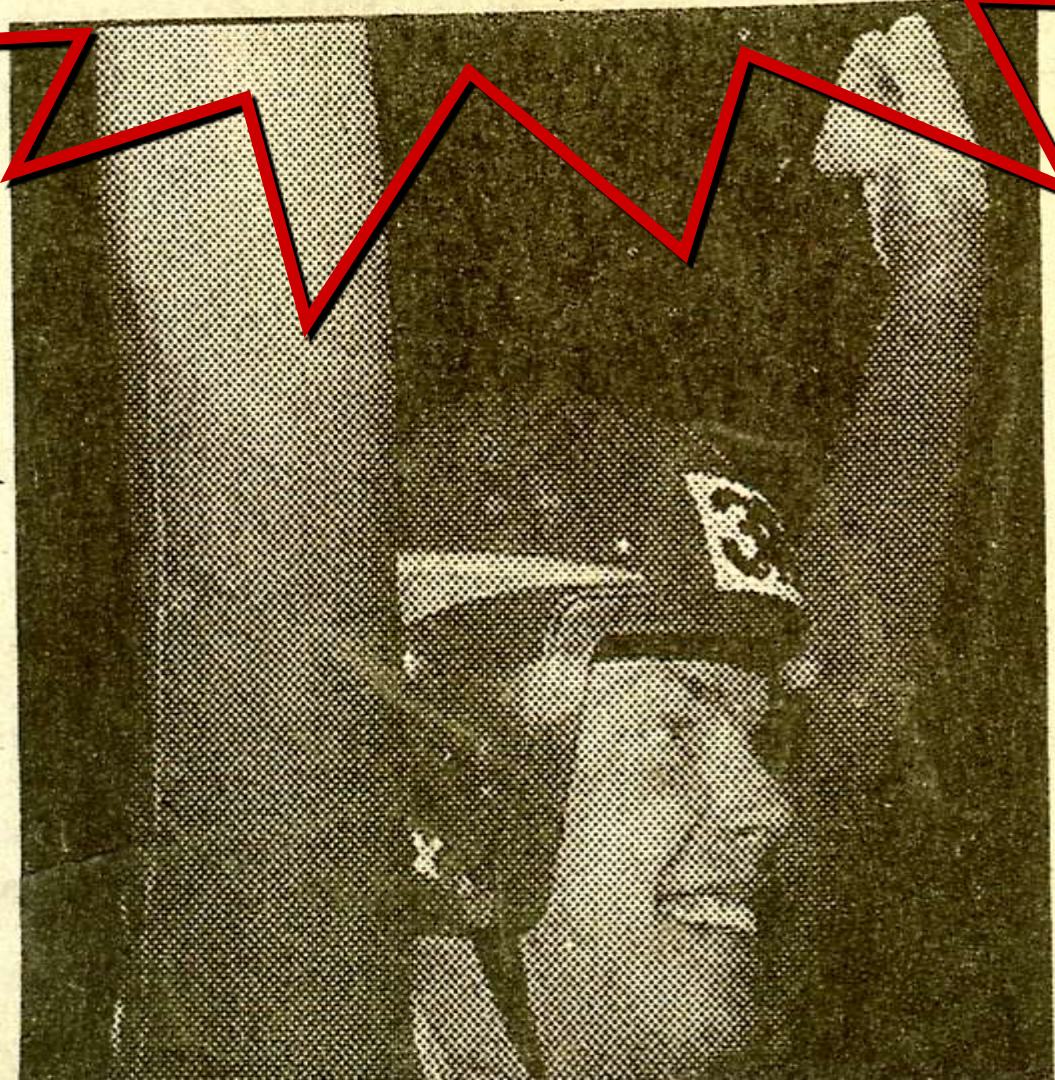
rotter clocked 2 minutes, 8.4 seconds for two runs down a Meadows-Lower

Hughes course almost obliterated by snow borne on 40 mph winds.

The 25-year-old Potsdam, N.Y., resident beat Julie Parisien of Auburn, Maine,

by 1.08 seconds

Luge winner



Critical Questions?

1. Is it something **YOU** really want to do?
2. Do the customers in **YOUR** market want it?
3. Is your co. **CAPABLE** of executing it?

BEST \$
PRICES
IN TOWN!

72



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Walgreens

WAL*MART®

COSTCO

Publix®

Ukrop's

OUTBACK
STEAKHOUSE®

1. Publix

Wawa®

H·E·B

WHOLE
FOODS
MARKET

southwest

1. Publix

6

7

8

10

22



1. Publix

6

7

8

10

22



1. Publix

6

7

8

10

22



1. Publix

6

7

8

10

22



STORE MANAGER
ALAN STILL



ASSISTANT STORE MANAGER
THOMAS STELZER



*"We will never
knowingly disappoint you.
If for any reason your
purchase does not give
you complete satisfaction,
the full purchase price
will be cheerfully
refunded immediately
upon request."*



COMMON AREA MANAGER
KELLY WILSON



ASSISTANT
CHRIS

1. Publix

6

7

8

10

22





Everything
Starts as Someone's
Vision.

"PUBLIX WILL BE A LITTLE
BETTER PLACE TO WORK,
OR NOT QUITE AS GOOD,
BECAUSE OF YOU."

GEORGE W. JENKINS
PUBLIX FOUNDER

WHERE
WORKING
IS A
PLEASURE.

Walgreens

WAL*MART®

COSTCO

Publix

Ukrop's

OUTBACK
STEAKHOUSE®

2. Costco

Wawa

H·E·B

WHOLE
FOODS
MARKET

southwest

2. Costco

3

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18

23



2. Costco

3

8

14

18

23



2. Costco

3

8

14

18

23



2. Costco

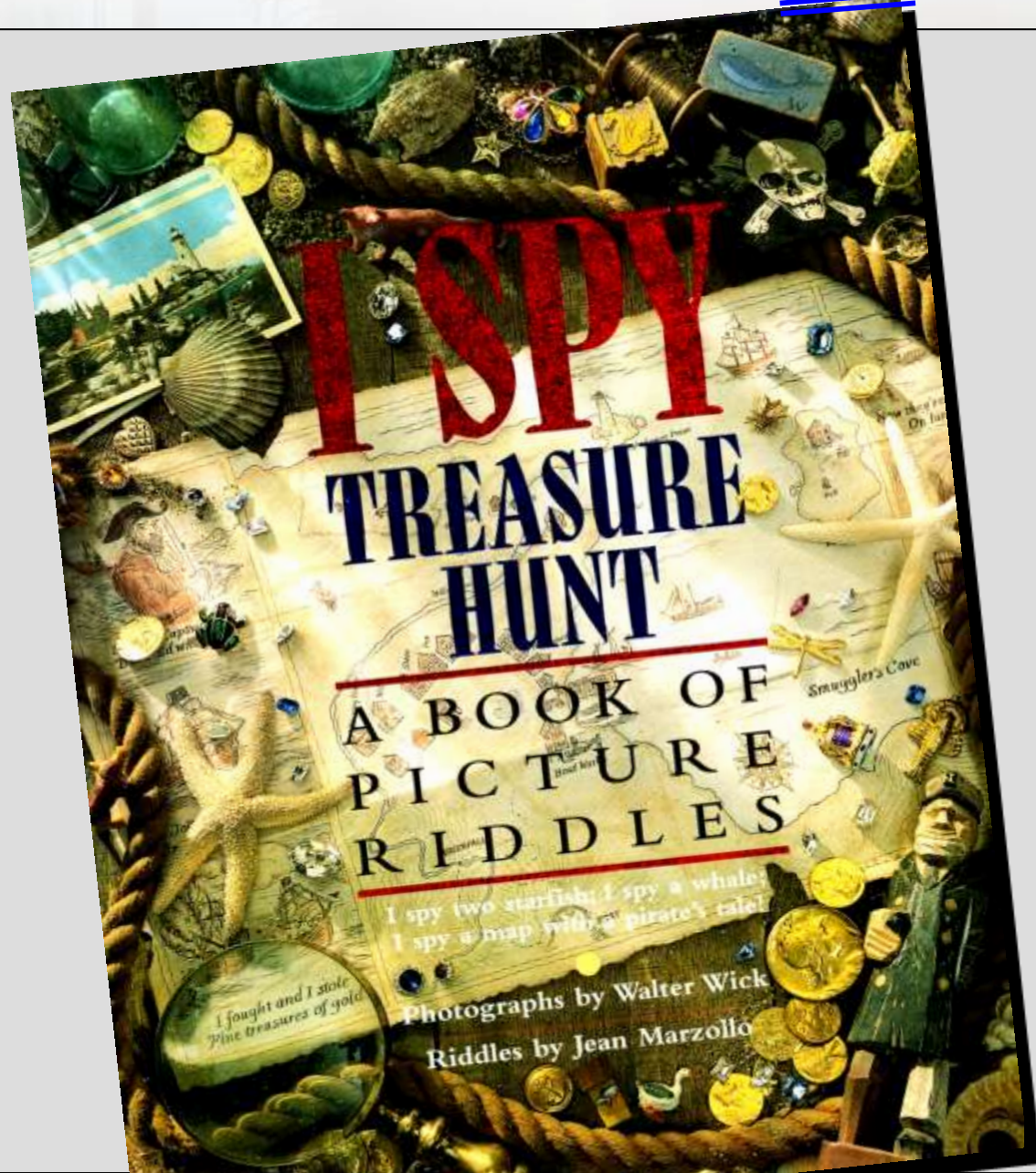
3

8

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2. Costco

3

8

14

18

23



2. Costco

3

8

14

18

23



Walgreens

WAL*MART®

COSTCO

Publix

Ukrop's

OUTBACK
STEAKHOUSE®

3. H·E·B

Wawa

H·E·B

WHOLE
FOODS
MARKET

southwest

3. H-E-B

3

6

8

9

20



3. H.E.B

3

6

8

9

20



3. H.E.B

3

6

8

9

20



3. H.E.B

3

6

8

9

20



3. H.E.B

3

6

8

9

20



3. H·E·B

3

6

8

9

20



3. H·E·B

3

6

8

9

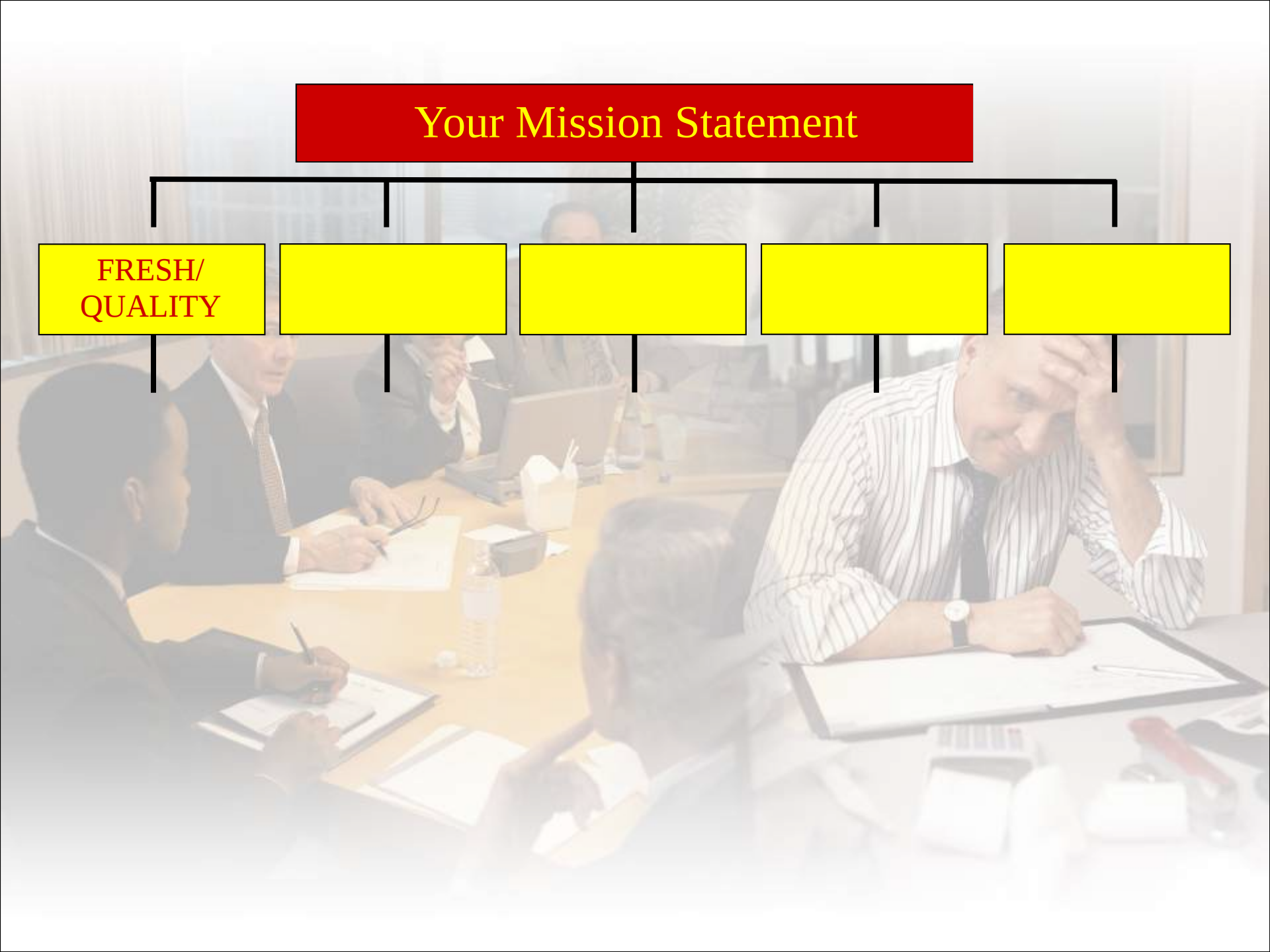
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UNIFIED FOCUS



Your Mission Statement

A background image of a business meeting with several people seated around a conference table. Overlaid on this image is a hierarchical diagram. At the top is a red rectangular box containing the text 'Your Mission Statement'. A horizontal line extends from the bottom of this box, with five vertical lines descending from it to connect to five yellow rectangular boxes arranged in a row. The first yellow box on the left contains the text 'FRESH/ QUALITY' in red. The other four yellow boxes are empty. From the bottom of each yellow box, a vertical line descends to the background image, pointing towards the participants in the meeting.

FRESH/
QUALITY





MOM'S

MEATLOAF

Mom's
Meatloaf
1.99
LB.
Kroger

RATTLESNAKE BREAD

98¢

WITH
HOT
PEPPERS



... OOPS!
WE BAKED
TOO MUCH!
SAVE
UP TO 50%
OFF



Your Mission Statement

```
graph TD; A[Your Mission Statement] --> B[FRESH/QUALITY]; A --> C[FRIENDLY]; A --> D[ ]; A --> E[ ]; A --> F[ ]; B --> G[Program 1]; B --> H[Program 2]; B --> I[Program 3]; B --> J[Program 4]; B --> K[Program 5];
```

**FRESH/
QUALITY**

FRIENDLY

Program 1

Program 2

Program 3

Program 4

Program 5



free use coffee
& tea urn

the perfect answer for
meetings, socials & parties
see our friendly manager

12-1111









Your Mission Statement

FRESH/
QUALITY

FRIENDLY

Best
Employer

Program 1

Program 1

Program 2

Program 2

Program 3

Program 3

Program 4

Program 4

Program 5

Program 5









Dear Customer,
I am proud to present
COOP CERTIFIED MEAT CANNERS!

What this means to you:

- Cops fresh ground meats are carefully prepared and ground fresh 2 times a day
- Cops ground meats are tested by FreshCheck, an independent food testing laboratory, to maintain strict standards of freshness and purity of product
- Cops Certified Meat Grinders have been trained in the Cops standards for freshness, quality and good handling practices



As a Social Customer, you are automatically allowed to
with the most popular products from your get
10000 \$ plus membership



Library: *Paul Simon* The Paul Simon Collection





Your Mission Statement

**FRESH/
QUALITY**

FRIENDLY

**Best
Employer**

Low Prices

Program 1

Program 1

Program 2

Program 2

Program 3

Program 3

Program 4

Program 4

Program 5

Program 5

YOPLAIT
Yogurt

Assorted 6-oz. Flavors

10 / \$ 5

Your Mission Statement

**FRESH/
QUALITY**

FRIENDLY

**Best
Employer**

Low Prices

Cleanest

Program 1

Program 1

Program 2

Program 2

Program 3

Program 3

Program 4

Program 4

Program 5

Program 5





SESSION SUMMARY



RARITAN JEWELERS
WINE • LUTHER • B.







Since I Gave Up

HOPE

I Feel Much Better !



Well, this isn't
a cheerful sign.

A cartoon illustration of a desert scene with rolling hills in the background. In the foreground, two men are running away from the viewer towards the left. The man in front is wearing a green shirt and blue pants, and the man behind him is wearing a red shirt and blue pants. They are both running quickly, with their arms outstretched. To their right, a camel is falling backwards, its legs in the air and its head on the ground. A dashed line indicates the camel's path of fall. The overall tone is humorous and suggests a dangerous or unexpected situation in a desert environment.



**“The Greatest Inhibitor of
Success Is That Retailers
Scatter Their Shots.”**

A group of business professionals are seated around a large conference table in a modern office setting. The room has large windows in the background. One man on the right side of the table is covering his face with his hand, suggesting frustration or stress. The other participants are looking towards him or looking down at their papers. The text "Our Mission is..." is overlaid in the center of the image.

Our Mission is...



Our 5 Points of Difference will be:

UNIFIED FOCUS



"OKAY ON THE COUNT OF THREE
EVERYBODY RATTLES."

You and your
TEAM

The Competition





Thank You!