



# HEALTHY RETAIL SF



A Program to Redesign Corner Stores and Improve the Health of the Community:

- Increase Sales & Sales Tax Revenue
- Improve Sustainability of the Business
- Increase Healthy Food Products
- Decrease Unhealthy Influences
- Increase Community, Customer & Merchant Satisfaction



## 1 MERCHANT OUTREACH

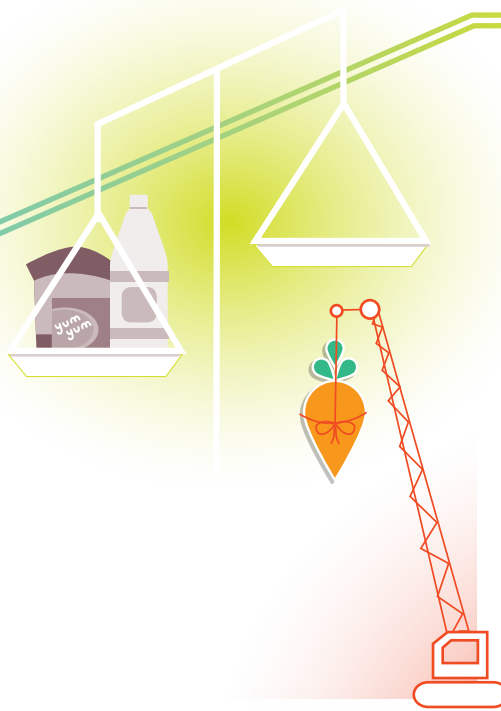
We collaborate with your community to build awareness of HRSF's offer to help corner store owners improve products and thereby, the health of customers.

## 2 ASSESSMENT

To understand the needs of a participating business, we conduct an assessment of operations, merchandising, finances, healthy and unhealthy product offerings, other relevant practices and customer preferences.

## 3 PLAN

An Individual Development Plan (IDP) is written to help the business transition into becoming a healthy food retailer. It outlines steps to redesign and create more sales space, order and install equipment, engage the local community to raise awareness of the business and implement a sustainable business model; plus a budget and schedule.



## 4 IMPLEMENTATION

An agreement is signed with the business owner and store upgrades begin. Implementation will vary between businesses, based on current operations and offerings. The interventions can range from technical assistance, attending workshops, and marketing to major store redesign, new equipment, and facade and tenant improvements.



## 5 EVALUATION

Consultant(s) will be assigned to guide and assist IDP implementation, troubleshoot when needed and monitor business performance. While minimally, quarterly visits will be scheduled, the level of interaction between consultant(s) and store owner will depend on the findings and the IDP.

