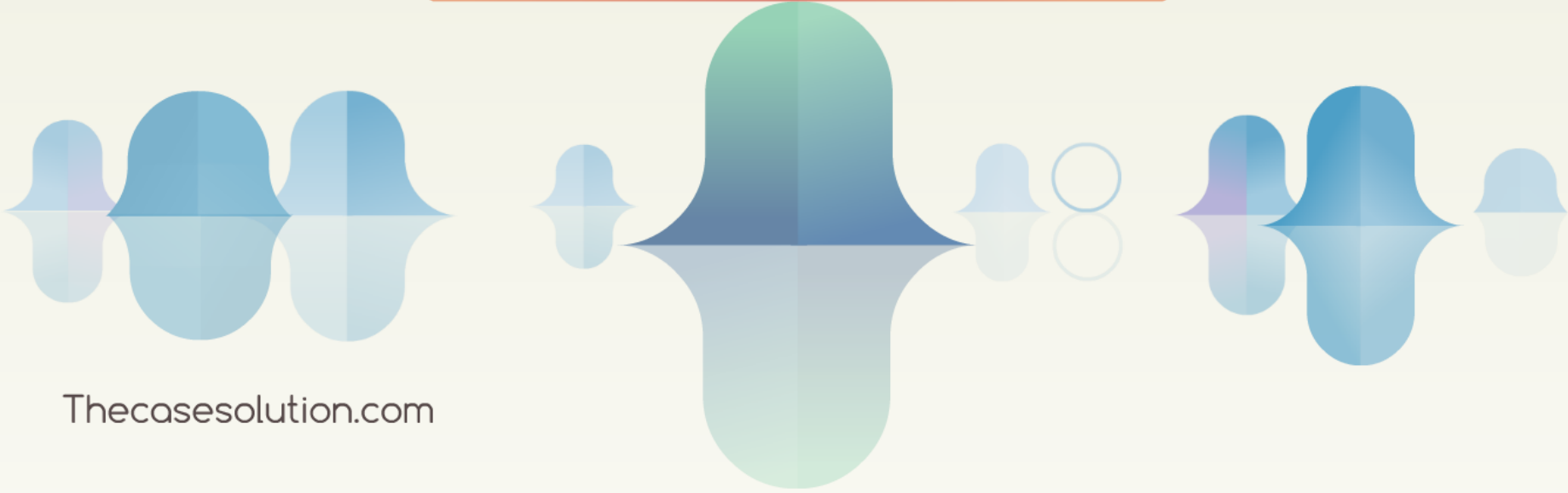
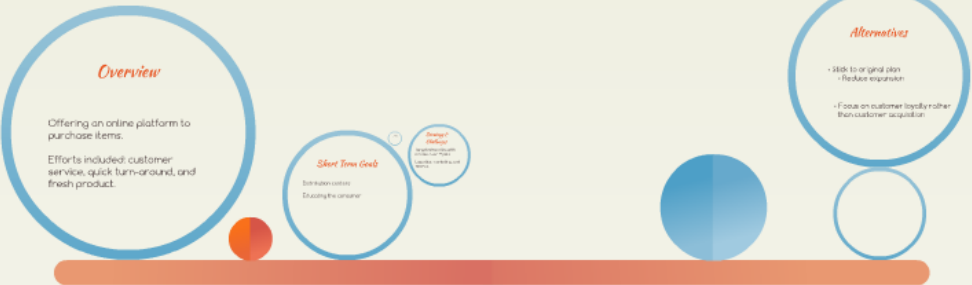


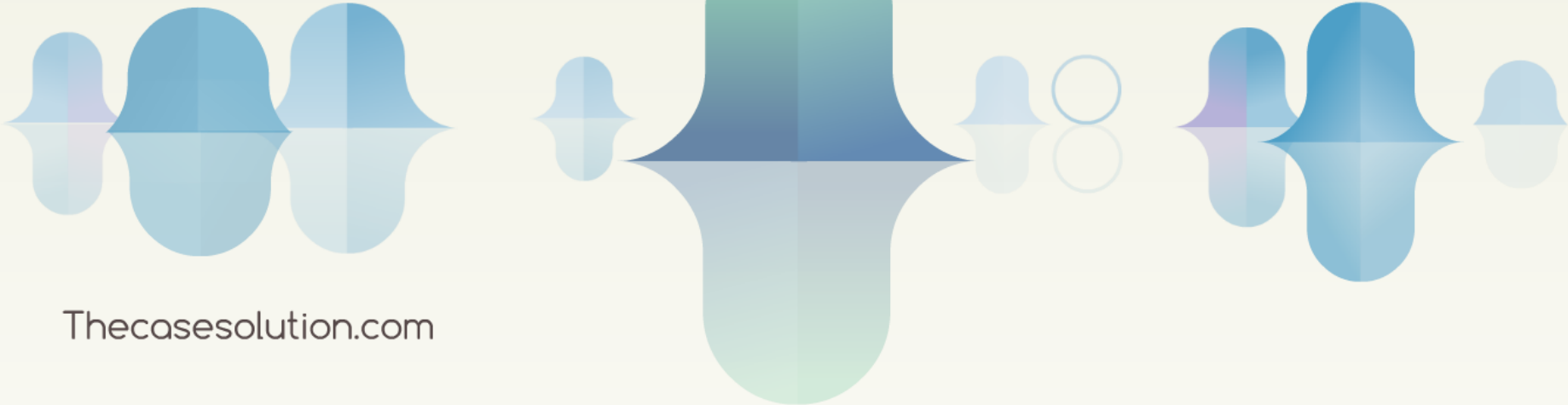
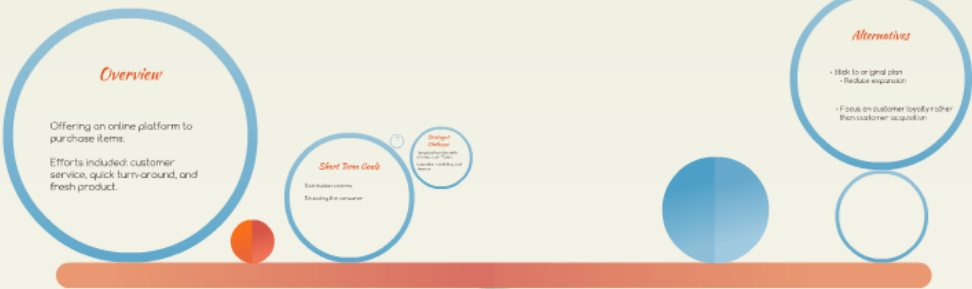
# Home Grocers Case Presentation

*By: Mitchell Castro, Steve Johnson,  
Estevan Morales, Braden Blaser, Alec  
Merlino*



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## *Overview*

Offering an online platform to purchase items.

Efforts included: customer service, quick turn-around, and fresh product.

Problem  
• Rapid Expansion

## *Short Term Goals*

Distribution centers

Educating the consumer

## *Strat Challe*

Targeted for  
income over

Logistics, ma  
finance

em  
ansion

# *Strategy & Challenges*

Targeted families with  
income over 75,000

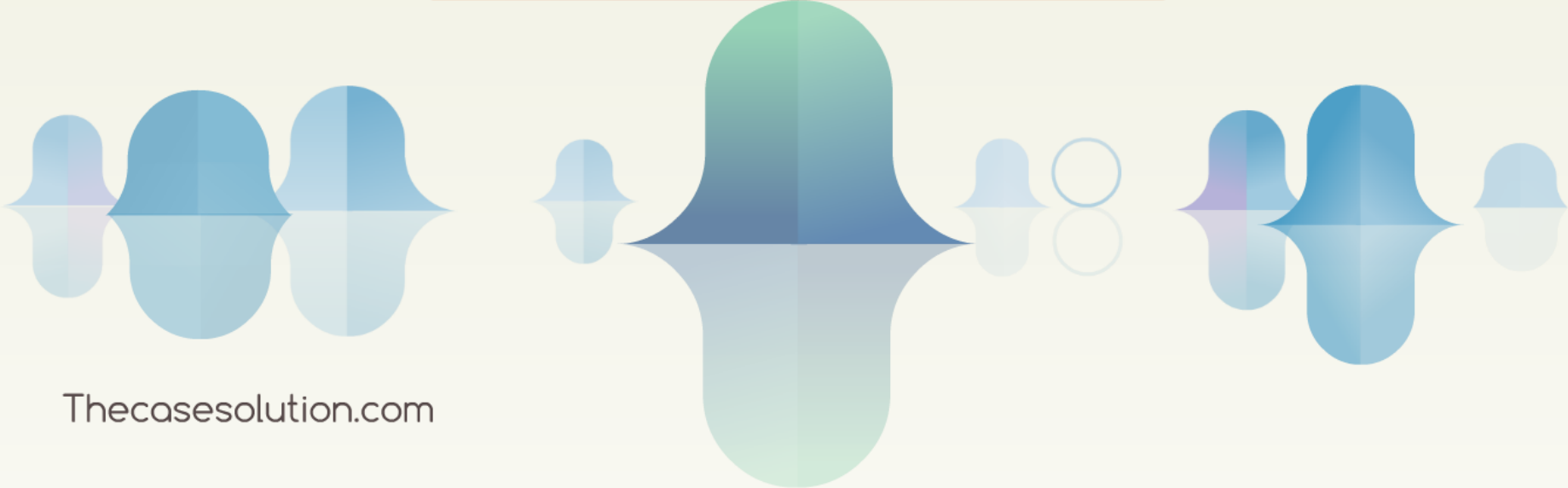
Logistics, marketing, and  
finance

# Problem

- Rapid Expansion

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## *Alternatives*

- Stick to original plan
  - Reduce expansion
- Focus on customer loyalty rather than customer acquisition