

Exhibit 1 - New Grocery Checklist

Below is a checklist of items that, in most cases, should be considered when planning and setting up a small rural grocery store. Every business and market are unique. This checklist should be viewed as a guide and modified as needed.

- **Research and Planning:**
 - Identify the target market and demographics of the rural area.
 - Conduct market research to understand the demand, competition, and potential customers.
 - Create a comprehensive business plan outlining your goals, strategies, and financial projections.
- **Legal and Regulatory Requirements:**
 - Choose a legal structure for your business (sole proprietorship, partnership, LLC, etc.).
 - Register your business name and obtain the necessary permits and licenses.
 - Familiarize yourself with licenses and use permits that may be necessary.
 - Familiarize yourself with local zoning regulations and compliance requirements.
 - Apply for an Employer Identification Number (EIN) from the IRS if hiring employees.
- **Financing:**
 - Determine the startup costs, including lease/rent, renovations, equipment, inventory, licenses, etc.
 - Explore funding options such as personal savings, loans, grants, or partnerships.
 - Create a detailed budget and financial plan for the initial setup and ongoing operations.
- **Location and Store Setup:**
 - Find a suitable location in a high-traffic area with adequate parking space.
 - Consider the store size, layout, and shelving requirements for different product categories.
 - Set up refrigeration units, freezers, cash registers, and other necessary equipment.
 - Create an attractive store design and ambiance that suits the rural setting.
- **Inventory and Suppliers:**
 - Identify the products you will offer based on market demand and customer preferences.
 - Establish relationships with local and regional suppliers for fresh produce, dairy, meat, and other essentials.
 - Consider partnering with local farmers and producers to offer locally sourced products.
 - Develop a system for inventory management, including ordering, stocking, and tracking.

- Staffing and Training:
 - Determine the required staffing levels based on the store size and business hours.
 - Define job roles and responsibilities and hire qualified staff members.
 - Provide training in customer service, product knowledge, and handling equipment.
 - Develop employee policies, including scheduling, compensation, and performance evaluation.
- Marketing and Promotion:
 - Develop a marketing strategy to create awareness and attract customers.
 - Create a brand identity and logo for your store.
 - Utilize local advertising channels such as newspapers, radio, and community bulletin boards.
 - Build an online presence through a website and social media platforms.
 - Consider hosting community events or offering special promotions to engage customers.
- Operations and Customer Experience:
 - Establish operating hours that align with the needs of the local community.
 - Ensure adequate staffing during peak hours and seasons.
 - Implement efficient checkout systems and customer service protocols.
 - Prioritize cleanliness, organization, and product freshness within the store.
 - Seek customer feedback and continuously improve the store's offerings and experience.
- Financial Management:
 - Set up an accounting system to track sales, expenses, and profits.
 - Implement a point-of-sale (POS) system for accurate transaction records.
 - Monitor and manage inventory levels to avoid stockouts or excessive waste.
 - Regularly review and adjust pricing strategies based on market conditions and customer preferences.
 - Work with an accountant or bookkeeper to ensure accurate financial records and tax compliance.
- Ongoing Evaluation and Adaptation:
 - Monitor key performance indicators (KPIs) such as sales, profit margins, customer satisfaction, etc.
 - Analyze the competition and adapt your offerings and strategies accordingly.
 - Stay updated on industry trends, new products, and consumer preferences.
 - Seek feedback from customers and make necessary adjustments to meet their needs.
 - Continuously innovate and explore opportunities to expand and diversify your offerings.

Remember, this checklist serves as a starting point, and you may need to add to or subtract from the list as needed. Make every effort to customize the list to the specific location and needs.

*** "Grocery store startup checklist" prompt. *ChatGPT*, June 23 version. OpenAI, June 30, 2023.
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