



## # STRENGTHS (+)



- 1 Strong regional presence and customer loyalty
- 2 High-quality and diverse product offerings
- 3 Excellent customer service and engagement
- 4 Employee ownership and company culture
- 5 Financial stability and consistent growth

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## # OPPORTUNITIES (+)



- 1 Expansion into new markets
- 2 Growth in online grocery and delivery
- 3 Store renovations and improvements
- 4 Expansion of private label offerings
- 5 Partnerships with local farmers and suppliers

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## # WEAKNESSES (-)



- 1 Limited geographical footprint
- 2 Relatively higher prices
- 3 Dependence on regional supply chains
- 4 Limited presence in certain states
- 5 Limited focus on organic and natural products

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## # THREATS (-)



- 1 Intense competition from grocery chains
- 2 Changing consumer preferences and trends
- 3 Economic downturns and fluctuations
- 4 Regulatory compliance and legal challenges
- 5 Labor market challenges and unionization efforts

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