



ToGather

LOCAL ORGANIC CAFÉ + MARKET

Entrepreneurship in Fashion

-Business plan outlining a new independent grocery market and café in the perspective of an entrepreneur with emphasis on new market opportunity.

Business Entity

Location

City of Pasadena in Los Angeles County, California, USA

The following location is not as crowded as the city of LA and is more of a wealthier suburb where the majority of the target market for the business is. Pasadena as a city emphasizes culture, art, and new technology which aligns well with the ideals of ToGather Market and Café. There are multiple help and technical assistance available directly from the chamber. There are a lot of well-established organizations (Foothill Workforce Investment Board, Small Business Administration, Small Business Development Center) to help with financing and business plan development. When looking at the future of the business, this location gives the business great exposure and an opportunity for future investments.

Business Entity

ToGather Market and Café is LLC (Limited Liability Company). This allows for the business to function without a board of directors or shareholders. It provides more freedom in setting up the business structure. It also protects one's assets. LLC model will allow more fluctuations as the business management style fluctuates and changes.

Core Values



CONNECTION

Connecting you to a new friend,
connecting community to community,
connecting business with people



HEALTH

Organic and wholesome products
Sustainable for our planet



HAPPINESS

Laughters
Tasty Flavors
New Events that makes you smile

Rules & Regulations

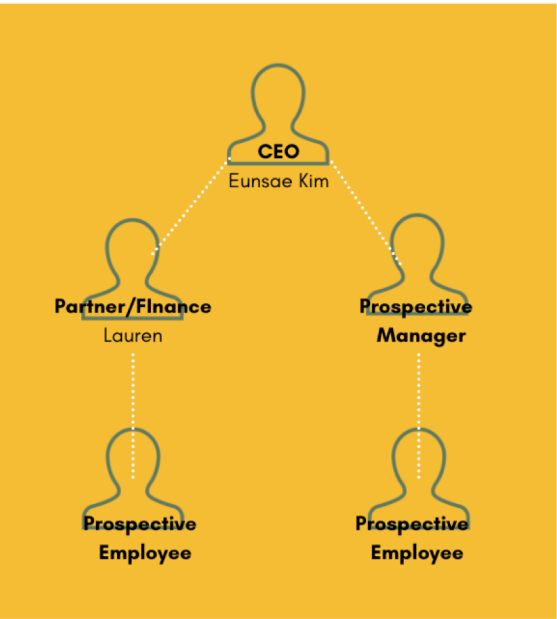
LLC owners have to obey California Business and Professions Code and California Corporations Code. All counties in California has the right to create and enforce laws within their county.

Summary of some of the LLC laws and regulations to note

- List the proposed LLC company name on all legal documents.
- California law mandates all LLC to have a good outline operating agreement. This entails details about losses and profits shared, plans to add new members, and how LLC will be managed.
- As a sole proprietor seeking to form a single-member LLC, the biggest benefit is that the owner of the LLC will not be required to file an additional federal tax return.
- California LLC requires one to pay additional tax imposed by the California Franchise Tax Board (minimum \$800)

Currently, ToGather Market and Café is planning to operate in California with no plans of expanding to new markets. In the United States, this does not require the registration of the trademark of my business name.

Organizational Structure



Market Trend Analysis

- 1.The Trend of organic products expanding beyond the natural channel Other than food products at the grocery, restaurant, household goods, and all food-related services has been promoting "organic".
2. The rise of "vegan". The vegetarian and vegan lifestyle is seen as a new choice of preference, attracting many consumers with demand for clean and organic labels. Vegetable snacks and drinks are new innovative products entering the market every day.



3. Growth of online organic grocery shoppers. They are connected, full of new information, and interest in the latest food trends and the organic market itself. This accelerates the organic product life cycle as well.



4. Organic consumers desire "convenience". Prepared food boxes to go, raw juice, and smoothies, value-added organic produce are increasing demand in mainstream grocery as well.



ToGather ?

Local Cause Brand

Community Café and Market
featuring local and sustainable
products and businesses

Vision

**To connect, inspire, and educate
one another with positive goals and attitude
no matter who you are or where you are from.**



Mission

**To provide health through food and organic
drinks. To provide conversation to the lonely.
To make change together at together.**

Product

- Food, Home goods, Lifestyle products
- Blend of Café and unique retail space, space is non-threatening to the majority of the people.
- Features local drinks ranging from coffee to beer.
- Occasional community events, a bazaar for a cause, and live performances from local artists.

Place

- The average store size is 25,000 SQ ft (*63% of the average Whole Foods Market size).
- It also works with existing farmer's markets and neighborhood markets.
- First Store in Pasadena, California
Relevant Pasadena Zip Codes
901123, 901124, 901125



Price

- Transparent Pricing Strategy
- Will be perceived as premium for consumers who are used to lower-priced mass-produced goods.

Promotion

- Social Media Marketing
- Community Marketing
- Events and Promotions
- Exclusivity

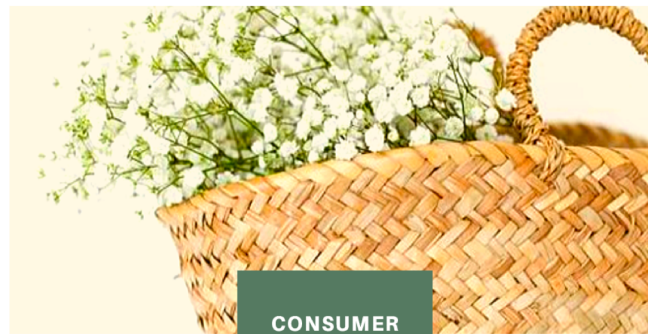
Hi! I'm Lia

Wealthy Generation X Kindness Keeper wanting to make a difference in this world

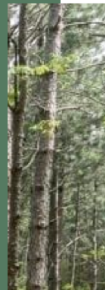
The primary target is the Kindness Keeper consumer segment. Their tendency is to support social equality, support brands with a “good” goal in mind, along with wanting an active voice in the market. Kindness Keepers uses their voice the gather the people in their areas as the business expands and gets more involved with the community that it is located in.

- 64% of consumers claim to choose brands for their social issues. (WGSN)
- 91% millennials switch brands that champion a cause (WGSN)
- Brands with a strong commitment to purpose grow two times faster than others over the past 12 years (WGSN)

HEALTH & FOOD
CONNOISSEUR



CONSUMER
LIFESTYLE



THE SUBURBAN FAMILY LOVER
MEDIAN AGE: 48
MEDIAN HOUSEHOLD INCOME: \$190,000
(Census, US Government)

- LIA HAN (49, Female)
- Mom of a 22 years old daughter
- Divorced and in a relationship
- From Pasadena, California
- Full-time spa and yoga studio owner
- Income: \$200,000
- Stable, middle-upper class
- Positive, Extrovert, Active, Happy, Self improvement!



"Staying young, healthy, and trying new things are my force of energy! I care for the environment and have the time and money to do so."

Competitors	Product	Place	Price	Promotions	Strength & Weakness
	<ul style="list-style-type: none"> Organic Produce & Grocery Bakery, kitchen, Café Drinks, Supplements Houseware, Body Care Flowers 	<ul style="list-style-type: none"> Offline 2 Physical Locations in Marin County 	<p>\$\$\$</p>	<ul style="list-style-type: none"> Community Marketing Sales Promotions 	<ul style="list-style-type: none"> Exclusive, local, transparent, quality, renewable, CSR Weak Pricing, brand name, accessibility, approachability
	<ul style="list-style-type: none"> Organic Produce & Grocery Bakery, kitchen, Café Drinks, Supplements Houseware, Body Care Flowers Beauty 	<ul style="list-style-type: none"> Offline expansion with Amazon (US, Canada, UK) Online. 	<p>\$\$\$</p>	<ul style="list-style-type: none"> Advertising Sales Promotions Public Relations 	<ul style="list-style-type: none"> Brand Name, diverse products, global accessibility, strong product line Questionable quality, failure to address issues that they promise as a brand
	<ul style="list-style-type: none"> Diet specific organized products Beauty, food, health, living, well-being related products 	<ul style="list-style-type: none"> Online 	<p>\$\$\$</p>	<ul style="list-style-type: none"> Promotional pricing strategy. Brand's core value is to provide healthy food at a discounted price. Membership Community Marketing Sales Promotions 	<ul style="list-style-type: none"> Start-up image, young, trendy, affordable, accessible, transparent Doesn't appeal to Gen Xers who don't shop online, shipment issues

Competitive Advantage

Community Connection

- Resolves modern day isolation and loneliness
- Creates a event gathering space with local creatives

Rotating Products For Constant Visits

- New and different brands each month
- Trend Lover's go to place for the next new

Sustainability with a Style

- More than tables and Café counters
- Equal focus to the café & grocery.

Perceptual Map



ToGather Value Proposition Canvas



Positioning Statement

For Kindness Keepers (30-50) who may feel isolated in the modern world, and seek a safe place to connect and do good for the community and the planet,
ToGather is the ultimate community café and a local market. We promote local novice startups that have the potential to make a difference in the world.



"TOGETHER AT
ToGather"



PANTONE®
11-0105 TPG
Antique White

PANTONE®
Black C



HEX: FFD700
RGB: (215, 225, 0)
CMYK: (0, 2, 100, 0)



HEX: 4D4241
RGB: (77, 66, 65)
CMYK: (0, 14, 16, 70)



COLOR
PALETTE

HEX: 5D7963
RGB: (93, 121, 99)
CMYK: (23, 0, 18, 53)

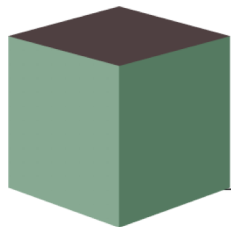


HEX: 8EA895
RGB: (142, 168, 149)
CMYK: (15, 0, 11, 34)



Brown,
green &
green.

ALL FROM NATURE



Natural
Health
Minimal
Sustainable
Trendy
Tasty
Happy
Clean



FINAL LOGO

ToGather
ToGather

HI! WE ARE TOGATHER!

123456789

Aileron Heavy - BRAND NAME/Headers

HI! WE ARE TOGATHER!

123456789

Glacial Indifference - Body Text



KITCHEN

Organic, tasty, and contemporary kitchen offering baked delights, sandwiches, salads, soups, and dishes for here and to go!



DRINKS BAR

Coffee, Wine, Beer, state of art cocktails, and specialty drinks.



EVENT SPACE

Featuring local artists with talent and a story to share, ToGather holds events and shows where people can connect and enjoy!



CAFÉ



MARKET



SMALL LOCAL BRANDS

Small local businesses who care for the world and care for our customer's health are curated each month to showcase and sell their products to ToGather!



GROCERY

Organic and Natural staples that everyone wants in their kitchen. Freshness guaranteed and seasonal!



BEAUTY/HOUSEHOLD PRODUCTS

From all natural cosmetics to a essential oil based cleaning detergent, ToGather offers unique goods for you and your family.

Private label of ToGather market

-Always!

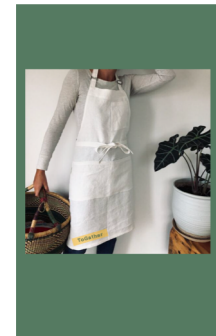
Dairy, water, eggs, and meat

Dried pantry goods, snacks, spices, and herbs

Household goods



EVERYDAY STAPLE PRODUCTS



ToGather

Organic Cotton Apron (White)

- For foodies ready to explore flavors in their own kitchen
- Easy item and a great gift idea as well
- \$20



ToGather

Organic canvas shopping Tote (Crème)

- Practical
- Low-Cost Marketing Tool
- Reusable and Builds a sense of community
- Easy Purchase from check out
- Does not go "out" of trend
- gender/age/target audience neutral
- Branded logo gives exposure
- \$15



Competitor Pricing Analysis

Brand	Whole Foods Market 365 line	Thrive Market	Good Earth Market	ToGather
Price	\$1.99	\$6.99 for 4 packs (\$1.75 per one)	\$8.59	\$2.50
Strength	<ul style="list-style-type: none"> -Brand Awareness -Trust -Simple 	<ul style="list-style-type: none"> -Bulk, discounted packs -Extra Discounts -Multiple flavors 	<ul style="list-style-type: none"> -Exclusive and Expensive -No personal branded skincare 	<ul style="list-style-type: none"> -Design of the product -Unique Flavors -Moderate price
Value Proposition	<ul style="list-style-type: none"> -Quality products with no frills and exceptional quality 	<ul style="list-style-type: none"> -Discount over discount -Exclusive to Thrive -Bulk for the family 	<ul style="list-style-type: none"> -Premium Pricing -Exclusive to Good Earth -No discounts 	<ul style="list-style-type: none"> -Quality -Basic Line always in stock -Branded product

Distribution Channels - Competitors

DIRECT-TO-CONSUMER

ToGather is a brand more than selling goods and providing food. It is a place of communication and connection. Without direct approach to the consumer where communication is controlled 100% by the company, this vision could fall apart or become harder to control. The brand will operate through its physical location, but will provide mobile app ordering for the café portion of the market. Consumers can order ahead for pick up.

Whole Foods Market 365 line

Resorts to multi-channel distribution online (through Amazon) and offline. They sell direct-to-consumer.

Thrive Market

Thrive Market only distributes 100% online. Their sales strategy is membership based.

Good Earth Market

Allows for inventory check through online website and on the phone, but does not deliver and focuses on offline distribution

Website Development

DOMAIN NAME

ToGatherMarket.Com
\$0.99 for the first year, \$17.99 for coming year available through GoDaddy.com

WEBSITE FUNCTION

Informational Website
ToGather Market aims to implement the order ahead system via its mobile app. For people on the go, they are able to access the café menu and order ahead.



Mobile Application Icon

Private Label Packaging ToGather market



Crunch Pops

Pantry Staples Cereals
Corn Puff Cereal with vanilla extract and
hint of all natural maple syrup



Business Card



Choco Puffs

Pantry Staples Cereals
All Natural Chocolate puff cereal with
coconut flakes cacao nibs

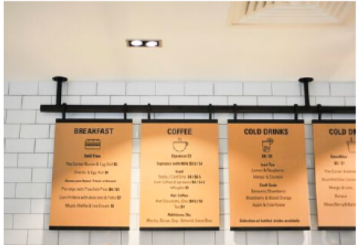


Gather Bar

Chocolate Energy Bar with oats, coconut
oil, maple syrup, banana, coconut flakes.
Chunks of dates. Made in house -
individually wrapped!



RETAIL
LOCATION
THEME BOARD



1. DIRECT MARKETING

- Postcard delivered to the regional zipcode within the Pasadena region 901123, 901124, 901125
- Invitational message to the store opening.



2. OPENING SALES PROMOTION

- Gift with Purchase for all customers shopping at the store on the opening week.
 - Qualifier: spend \$40 and get a free ToGather canvas tote (retail price \$15)
- Taster Bar! For consumers to try out different items at the ToGather kitchen, the cafe will be selling smaller sized portions of each menu item!
- Free Drip Coffee for those who bring their friend or family.



MEDIA KIT FOR PRESS



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