Business Value & Adapting your Business

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The Healthy Butcher
Published by Mario Fiorucci [?] · Just now ·

We are incredibly proud of The Healthy Butcher's Cofounder Tara Longo being awarded a Star Women in Grocery Award today by Canadian Groc Magazine. For 14 years, Tara has been a leader and inspiration to our te our customers, and the industry. #wellearned

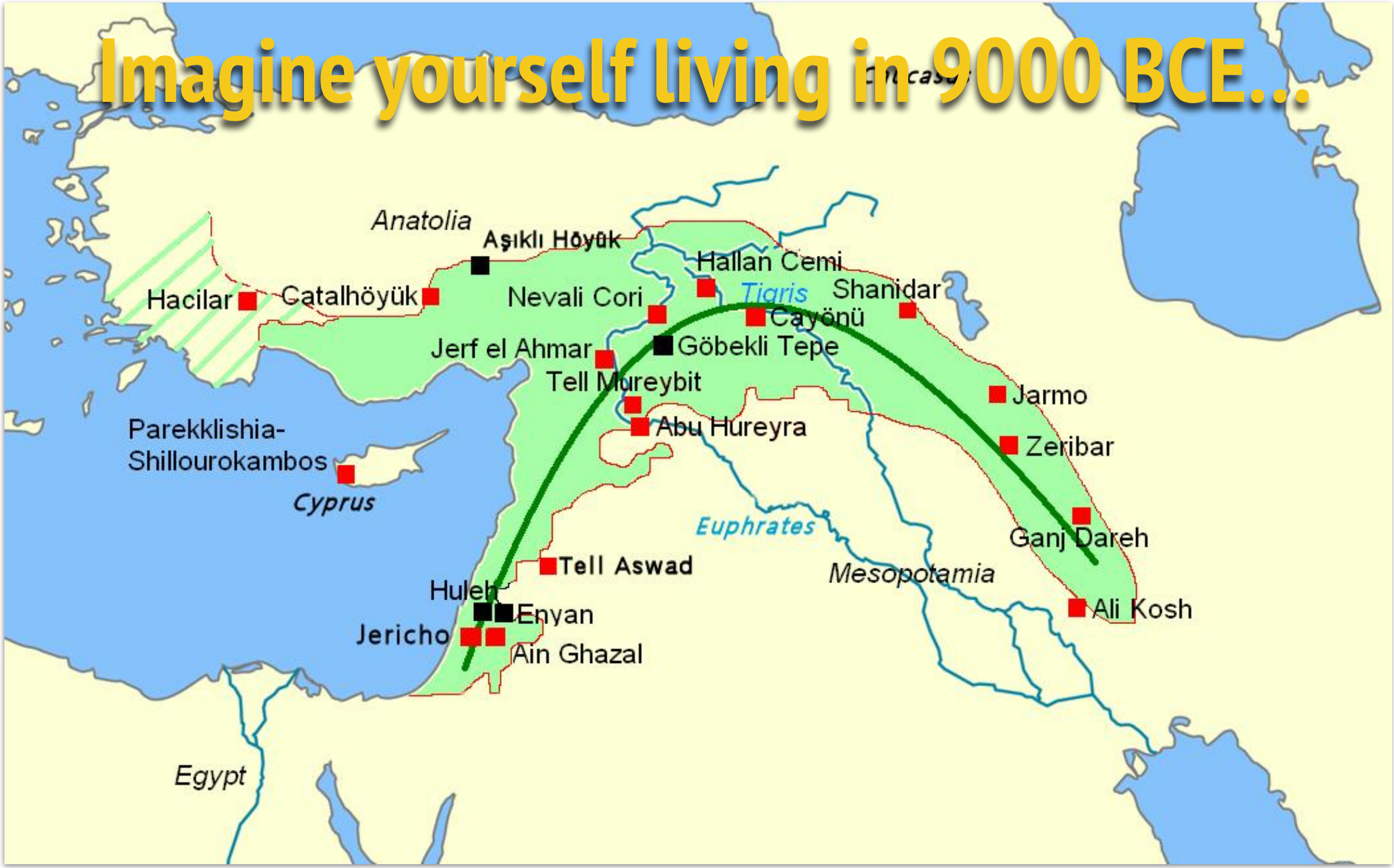
WHY ARE WE HERE?

- Business Value
- Businesss Decisions: Planning

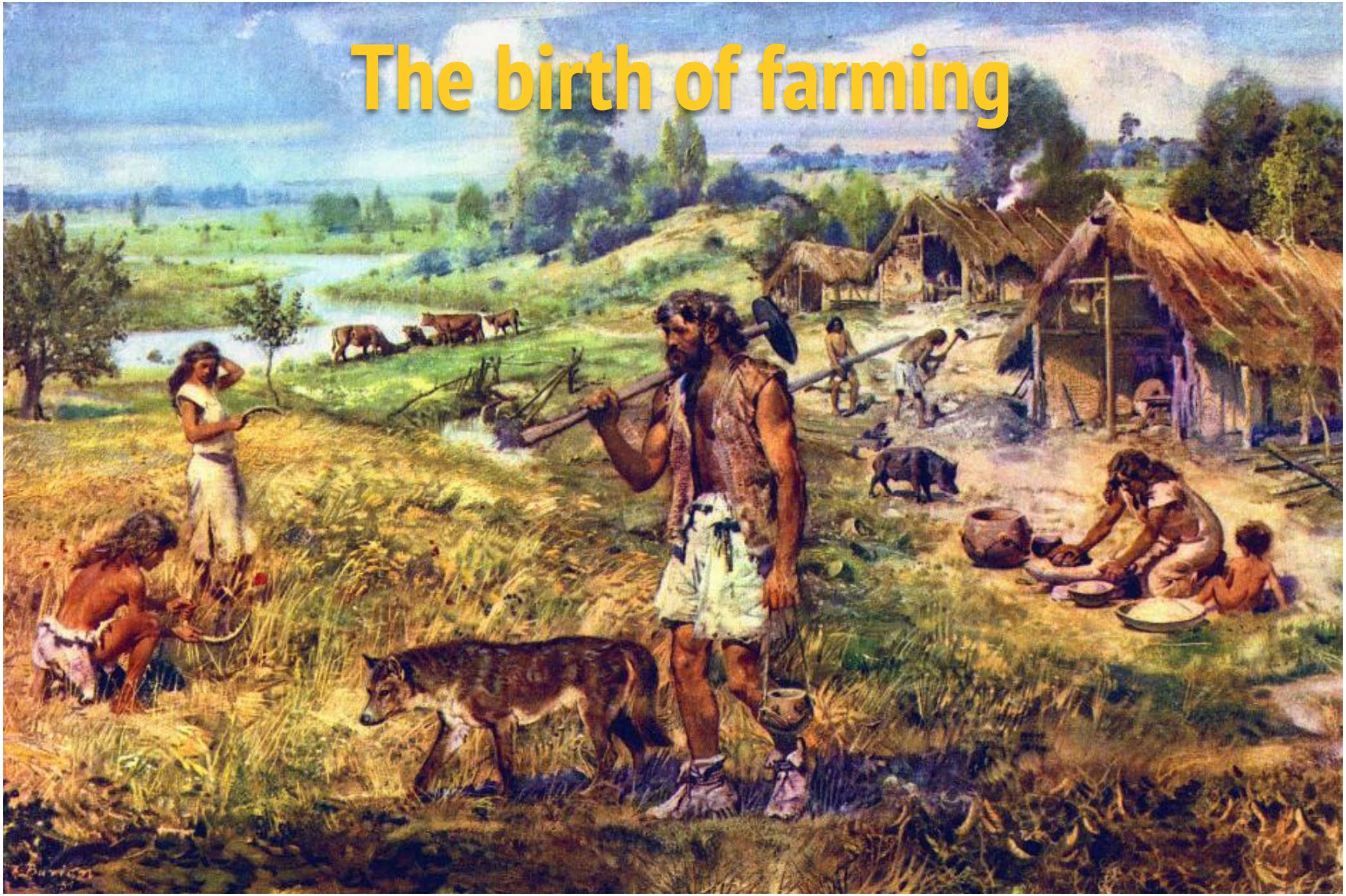
What is the secret to a successful business? It's actually quite simple.

storytime...

Imagine yourself living in 9000 BCE...



The birth of farming



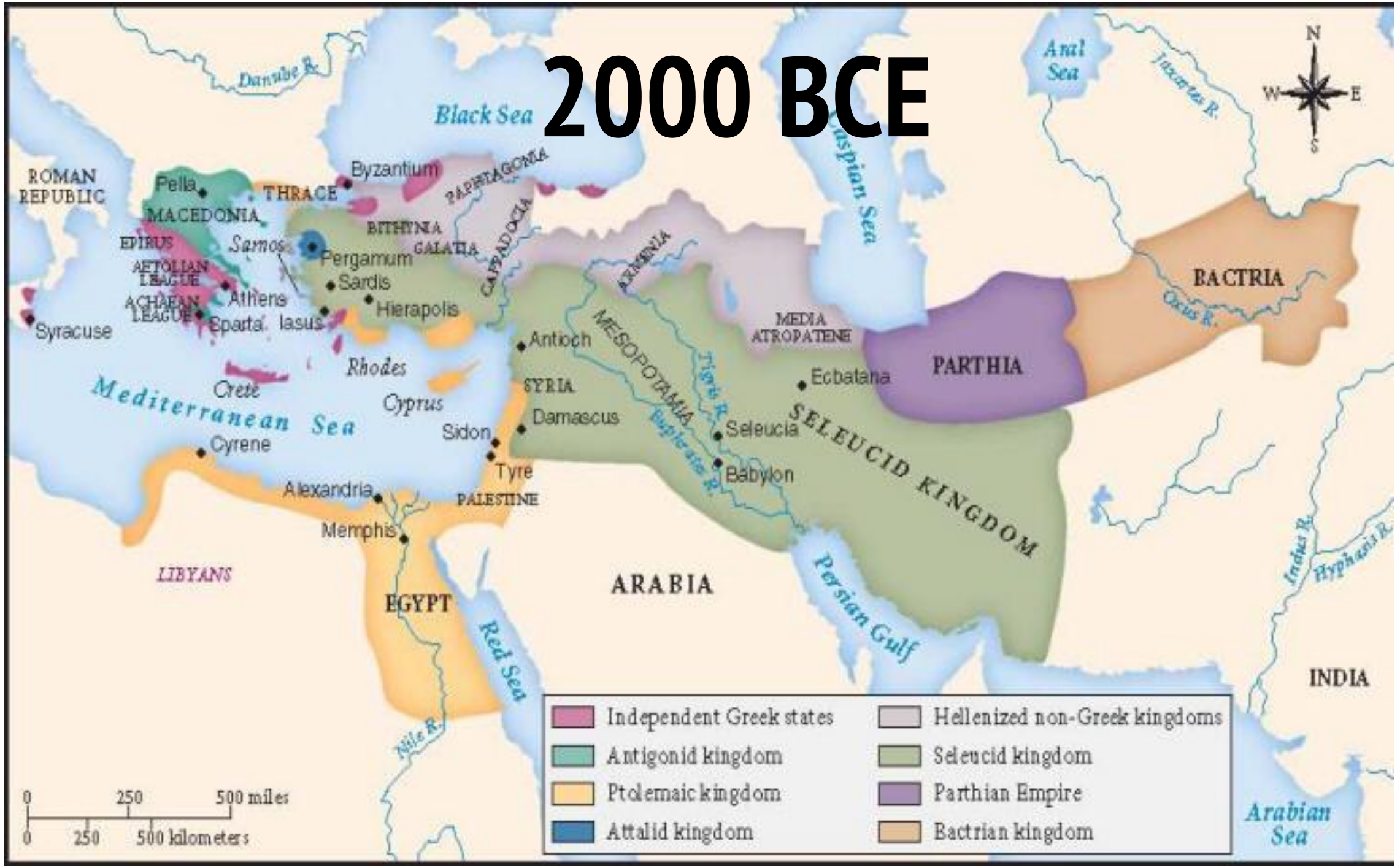

You watch Caelia farm...

YOU WERE THE CREATOR OF THE HOE

AND THE MASTER

THE FORMULA

- Fundamentally, achieving success in business was the same 12,000 years ago as it is today. The formula is remarkably simple. If a business can provide value to a group of people, and that value is worth enough to those people that they pay an amount that not only covers the businesses' costs, but yields a profit, then a business will survive.
- If that same business can not only continue to provide the original value, but improve on that value so that either its current customers pay more, or others become new customers, the business will not only survive, it will thrive.
- If the formula for successful entrepreneurship has been the same since the beginning of urban civilization, what, if anything, has changed?


2000 BCE
Black Sea
Danube R.
Aral Sea
Caspian Sea
Jaxartes R.
N
W
E
S
ROMAN REPUBLIC
Pella
MACEDONIA
THRACE
Byzantium
PAPHLAGONIA
CAPPADOCIA
BITHYNIA
GALATIA
EPIRUS
Samos
Pergamum
Sardis
AETOLIAN LEAGUE
ACHAEAN LEAGUE
Athens
Sparta
Iasus
Hierapolis
Syracuse
ARMENIA
MESOPOTAMIA
Tigris R.
Euphrates R.
Antioch
Rhodes
Crete
Cyprus
SYRIA
Damascus
Sidon
Tyre
Cyrene
Mediterranean Sea
Alexandria
PALESTINE
Memphis
MEDIA ATROPATENE
Ecbatana
PARTHIA
BACTRIA
Oxus R.
Seleucia
Babylon
SELEUCID KINGDOM
LIBYANS
EGYPT
ARABIA
Red Sea
Persian Gulf
Nile R.
Indus R.
Hyphasis R.
INDIA
Arabian Sea
0 250 500 miles
0 250 500 kilometers
Independent Greek states
Antigonid kingdom
Ptolemaic kingdom
Attalid kingdom
Hellenized non-Greek kingdoms
Seleucid kingdom
Parthian Empire
Bactrian kingdom

The loss of Caelia as a customer

THE VALUE EQUATION

VALUE
of your
product/service

=

Why your product/service fulfills the **wants**

of a **Specific Customer** better than your

competitors

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THE VALUE EQUATION - Wants or needs of your Customers

Wants or Needs of your customers

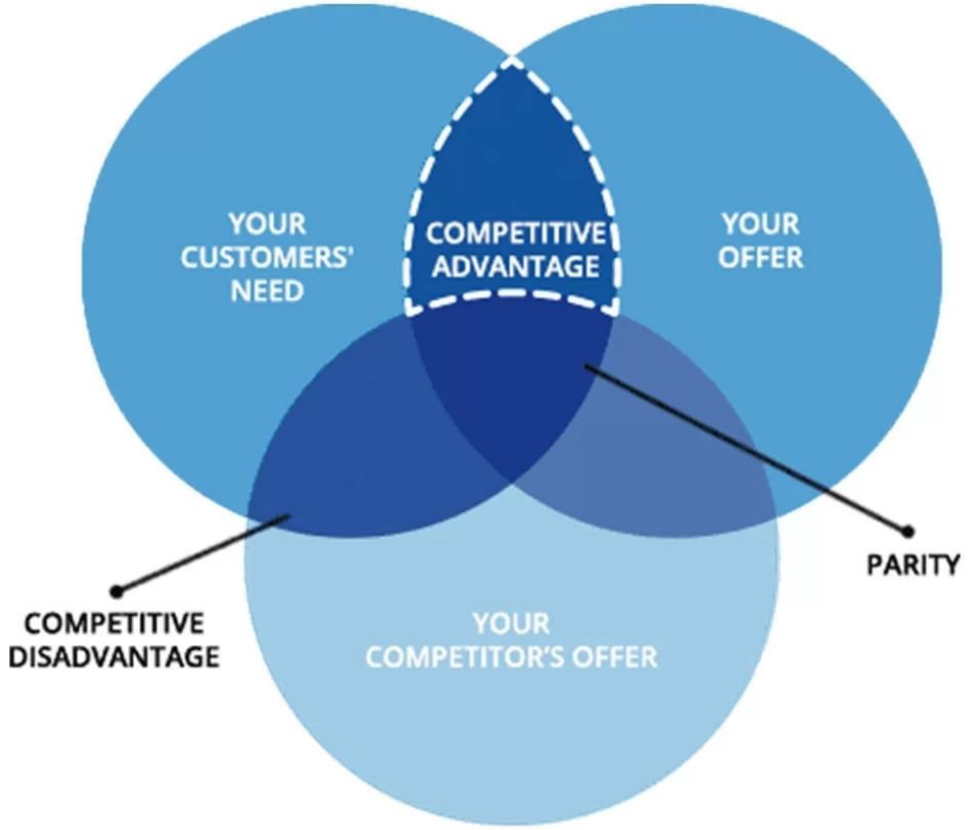
- Better *quality (define it)* ie. higher grade, healthier
- Better *service (define it)* ie. friendlier, faster, greater variety
- Better *experience (define it)* ie. quicker transaction
- Socially responsible
- Cater to a market segment (demographics) "Best Day trip in Ontario"

"We are the only business in the city/the country/the world that does X."

THE VALUE EQUATION - The Competitors

MOST of my Revenue comes from….

THE VALUE EQUATION - The Competitors



COMPETITIVE ADVANTAGE DIAGRAM

THE VALUE EQUATION - The 5 P's of Competition

Product Differentiation	*Features, Performance, Efficacy, Durability, Ordering Ease, Delivery, Customer Interaction*
Price Differentiation	*By Customer, Quantity or Segment*
People / Relationship Differentiation	*Courtesy, Credibility, Reliability*
Place / Channel Differentiation	*Locations, E-commerce, Ease*
Promotion Differentiation	*Perception, Communication, Advertising*

THE VALUE EQUATION

VALUE

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=

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of a **Specific Customer** better than your

competitors

The Elevator Pitch

- Keep it simple, clear and concise
- Stand out from the crowd
- Put yourself in the listeners' shoes
- Adapt your speech
- Be ready to answer tough questions

How to Sustain your Value Equation

- **Consistency**
  - Customers know what to expect, connect with them
  - Consistent images and messaging to customers
  - New Products / methods thoroughly developed & tested

- **Community**
  - Target Customers that want what you are offering!
  - Building Industry and Supplier Contacts

- **Content**
  - Blogs, Videos, etc.
  - Build your Story

HOW DO YOU MAKE BUSINESS DECISIONS?

PLANNING

None of the above

Value Added Products

Farm Tours

Work on the Farm day

Amalgamated products

Ontario Tour Component

Food Component

Online Store

Events

Canada

Canada needs hundreds of thousands of public EV charging ports. Who is going to build them?

Infrastructure required to meet zero-emission vehicle targets by 2035, experts say

Katie Nicholson, Carly Thomas · CBC News ·
Posted: Dec 20, 2023 4:00 AM EST | Last Updated: December 20, 2023

Debbie Nightingale holds one of her goats in front of an electric vehicle charging station she installed last year in her farm's parking lot in Newtonville, Ont., northeast of Toronto, where charging ports are hard to find. She received a federal tourism recovery grant to help with the cost. (Carly Thomas/CBC)

Most of the people who come to visit Debbie Nightingale's Ontario farm are lured in by a chance to get up close and personal with her herd of friendly goats. But some visit for more practical reasons: to charge their electric vehicles.

"We have people who come on a regular basis because they know we have these," Nightingale said, gesturing to the two-port EV-charging station she installed last year with the help of a federal tourism recovery grant.

CASE STUDY 1:

THE HEALTHY BUTCHER

- 2005 Opening
- 2008 Financial Crisis Recession from 2008 to 2009
- So much uncertainty in the market - people loosing jobs
- Healthy Butcher Products were a premium 20-30% more than grocery stores
- Significant sales decrease over people trying to spend less
- Concern about meeting store fixed costs

CASE STUDY 2:

THE HEALTHY BUTCHER

- 2nd location Avenue and Eglinton
- The Metrolinx Subway project started Construction right in front of our store in 2011. Was expected to last 10 years.
- As soon as the pylons went up, diverting some traffic / making location inaccessible our sales dropped by 10%
- Concern about growth and costs




CASE STUDY 2B:

- SliceandSear.com
- RealFoodToronto.com

CASE STUDY 3:

THE HEALTHY BUTCHER

- Full Butcher Shop offering Gourmet Organic Prepared Foods
- Labour Intensive, were we making $$? We noticed something was off with our numbers

HOW DO YOU MAKE BUSINESS DECISIONS?

- Solid Financials
- Solid knowledge of business value proposition

ONLINE

Expand Your Customer Base

Scale Up

Improve Business Image

24-7 Business

GREW REVENUES BY 1 STORE WITHOUT HAVING A STORE

GOT DETAILED CUSTOMER DATA

SYNOPSIS

- Business Value
- Business Decisions: Planning

QUESTIONS?

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