Questions for Santoni’s

GENERAL DOMAINS OF QUESTIONS

- Observation - what we as observers should look for
- Background/general
- Sales
- Customers
- Prices
- Food assistance programs
- Healthy foods

QUESTIONS RAISED IN CLASS (AND A FEW OTHERS)

1. What type of input do you get from the community? What type of contact do you have with the community more generally?
2. How has the community evolved over the years?
3. Do you attempt to connect to local farmers or do you buy mainly wholesale?
4. Do you order food on special request of community members?
5. Have there been any significant changes in you buying and stocking patterns in over the years? What are the driving forces behind the changes?
6. What is the nature of your main competition? Where else do people buy food around here?
7. How did you get involved in having the store here? What have your experiences been like?
8. How long has the supermarket been at this location? In your family?
9. History of the supermarket?
10. What changes have happened in the industry since you have been here?
11. How do you determine what to stock? Prices?
12. What products have the greatest profit margins for you?
13. Do you know most of your customers?
14. What are the biggest challenges you face?
15. How do you see the supermarket industry evolving in the next 20 years?
16. What’s unique about customers in Baltimore, and what they are looking for in a grocery store? What’s unique about your customers in particular in Highlandtown?
17. How do most people get to your store? Walking, driving? Is there a bus line that drops off near the store?
18. What do you think are the biggest challenges facing your customers and how can your store help them make their lives a little easier?
19. Would you ever be interested in participating in a program that provides incentives for people receiving government food assistance to purchase fresh produce?
a. One example of this is a law in California that would allow residents to purchase $1 worth of fresh produce for $0.60. The program is still awaiting funding, though, so has not been tested.
b. In response to lack of funds for programs of this sort, would it be possible for a store to offer the same incentive without government support? Or would this be viewed negatively by customers not receiving government assistance?

20. Do you ever do store promotions that emphasize healthy foods? Would that be of interest to your customers?


22. How optimistic are you about this new endeavor to deliver groceries to communities via the aggregate orders made at churches, community centers, etc.?

23. How long have you been open 24 hours a day?

24. Are your online grocery orders still doing really well?

25. Do you offer credit to your customers?

26. How often do you add new products?

27. What was the last product you added?

28. Do a lot of children or young adults come into your store?
   a. How do their purchases differ from those of adults?

29. Do you ever observe families in the store deciding what to buy?
   a. If so, how do they interact with one another?

30. Do you offer sales on products?

31. Do you ever offer free samples or promotions of items?