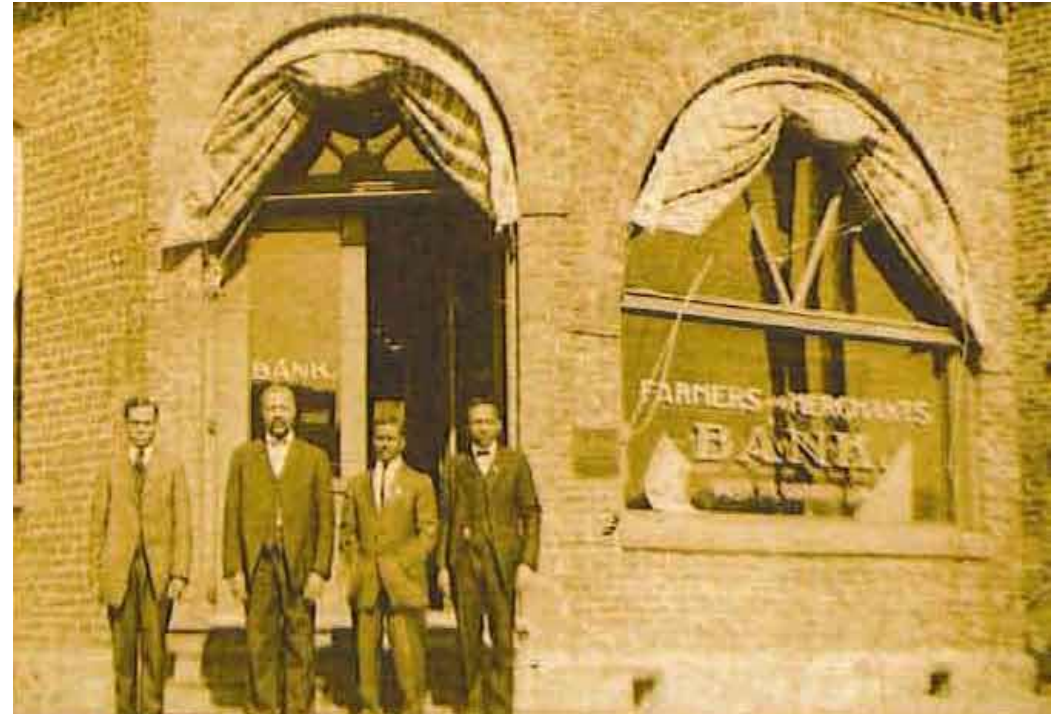




KING'S MARKET

Fresh Market and Hot Food Bar

Our History- Bruce Martin



Our History- Tami Martin



Grew up on Third and Keefe

Family still lives in the neighborhood

Worked since she was 12 yrs. old

Owned floral business

Retail manager for BMO Harris Bank

Human Resources—training and development

Strategic Planning and Project Management

Board Member of First Stage

Our History- Past Projects in the Area



Our Mission

TO AFFECT THE LIVES OF MILWAUKEE RESIDENTS BY OFFERING FRESH FOOD OPTIONS,
EDUCATION AND EMPLOYMENT OPPORTUNITIES TO CENTRAL CITY NEIGHBORHOODS

Our Vision

TO BE THE PREMIER DESTINATION FOR FRESH AND PREPARED FOOD

Keys to Success

Partnerships:

Growing Power

Milwaukee Health Services Inc.

Golda Meir and other schools

Aurora Health Care

BMO Harris Bank

First Stage

Boys and Girls Club

YMCA

SDC

American Diabetes Association

Milwaukee Health Department

Customer Experience:

Cleanliness

Great customer service

Efficiency through process

Differentiation:

Education

Décor

Employee education and training

A great place to work

Did You Know?

Its projected that by 2050, one in three American adults will have diabetes.

How will King's market complement Bronzeville ?

Emphasis African American culture while integrating food education

Décor

Music

Art featured by local artist

Experiential learning



Making It Happen

Challenges

“The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.” Martin Luther King Jr.

Industry challenges

- Economy
- Low margins
- Mature industry with many competitors

Local challenges

- Parking
- Loitering
- Littering

Challenges

“The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.” Martin Luther King Jr.

Meeting Industry Challenges

- Economy: flexible business model
- Low margins: product diversity and volume
- Mature industry with many competitors: competitive edge and customer experience

Overcoming Local Challenges

- Parking: Parking lot management, efficient service
- Loitering: high visibility and alertness, partnership with law enforcement, asking loiters to leave
- Littering: trash receptacles, actively cleaning lot regularly

We believe in this community
and it is our hope you will
believe in us and support our
vision and mission.
