

Executive Summary for King's Fresh Market

King's Market endeavors to be a durable company that is profitable yet puts social conscience at the heart of our mission. With childhood obesity and diabetes peaking in the minority community, people need options on nutritious food and education. King's Market will provide fresh food options to thousands of City of Milwaukee Residents as well as job opportunities for about 15 motivated, customer service oriented individuals. People should be able to shop in their own neighborhoods on a regular basis. Access to fresh fruits and vegetables at reasonable prices should include communities of color as well. Through building relationships with social service agencies, schools, healthcare organizations, and workforce centers, King's Market will have the ability to help connect the community and transform the lives of many especially the youth.

Objectives

To open a full service grocery market that offers fresh produce, hot nutritious food and educate the community about the benefits of eating healthy.

1. Develop close relationships and a strong supply chain including Affiliated Foods, other vendors and local food growers and producers.
2. Provide learning opportunities to all of our customers with a special emphasis on youth.
3. Provide jobs and development opportunities to individuals who reside in Milwaukee.
4. Leverage relationships with workforce agencies, healthcare educators, schools, and community service agencies and other non-profits that focus on healthy lifestyles.

Mission Statement

To affect the lives of Milwaukee residents by offering fresh food options, education and employment opportunities to central city neighborhoods

Vision Statement

To be the premier Destination for fresh and prepared food

Keys to Success

People and process are the epicenter of success. The King's Market will partner with local workforce agencies to afford motivated individuals the opportunity to be a part of serving their community. The owners will implement high standards and Six Sigma style methodology to manage the workforce and provide a best in class experience to customers. Bruce Martin, who served in Vietnam in the Marines, has approximately 40 years of experience in leadership and management and his wife, Tamora Martin has 20 years of retail management and human resource management experience. We believe in this community and it is our hope you will believe in us and support our vision and mission.