



Silvertown Food Co-op

Market Study Summary

Site evaluations and sales forecast analysis performed in 2017 by Patrick Shabram (professional research geographer since 1995) of G2G Research Group, updated in December 2018 by Debbie Suassana. (Debbie has 30 years experience conducting site location research and is a consultant for Columinate, a national consulting co-operative)

Why Silvertown?

There is ample opportunity for a small natural foods co-op to excel in Silvertown, Oregon, which has a relatively large-sized trade area in terms of geographic location, extending between 7 and 26 straight-line miles. The trade area contains a population base of 32,800 persons - significantly lower than the co-op database store average of 98,100 persons, and exhibits lower than average per capita key demographic characteristics that correlate positively with natural food co-op sales. However, there is little direct competition with respect to natural and organic grocery stores. Furthermore, there are only two conventional supermarkets located within the trade area.

Site Location

In light of the available sales potential that exists within the market area for a natural foods co-op and the length of time it takes a natural foods co-op to reach its mature level of sales (i.e., more than four years), the market study recommends 2,500 square feet of sales area, approximately 4,000 square feet of total space.

To maximize the Silvertown Food Co-op sales potential, we will secure a site with adequate visibility, regional access and ample parking. Our study recommends 24 off street parking spots for customers and staff. The co-op will have a strong emphasis on its deli department by offering a good selection of grab and go foods. This will enable the co-op to capitalize on the significant sales growth associated with grab and go/prepared foods, while also helping to differentiate it from other store competitors that may offer a good selection of natural/organic dry groceries, but fewer healthy prepared food options.



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Our co-op will feature a relatively broad selection of natural and locally-produced foods to include traditional departments such as dry grocery; dairy and frozen foods; fruits and vegetables; bulk foods*; pre-packaged fresh/frozen meat, poultry, and seafood; a deli with a self-serve salad/soup bar* and to-go foods, self-serve coffee/tea; some baked items; pet food; vitamins/supplements and health and beauty products; household goods and some general merchandise.

This study is based on a store format that will feature a relatively complete array of food store departments. It is based on a program of sales promotion and advertising that will permeate the trade area on a regular basis, in order to convey information about the co-op, its location, and its product mix. It is based on an overall image of quality merchandise and knowledgeable customer service, provided in a facility that provides ambiance, intimacy, and community.

*Governmental and consumer actions taken in response to the COVID-19 pandemic, which we cannot predict, may include, but are not limited to, possible new regulations around prepared and bulk food operations as well as consumer confidence in regard to these store departments.