



Bordeaux Food

# BORDEAUX FOOD

Empowering Communities, Elevating Grocery Experiences

**AN OPPORTUNITY TO INVEST IN LOCALLY  
SOURCED, PREMIUM GROCERY RETAIL**

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 3205 Clarksville Pike, Nashville



# INTRODUCTION

Bordeaux Food is in the process of acquiring an established grocery store located at 3205 Clarksville Pike, Nashville, Tennessee, with plans to modernize and expand its operations. Currently serving a loyal customer base, the store is primed for growth, requiring operational improvements and aesthetic upgrades to meet evolving market demands. We are seeking a \$350,000 SBA loan to finance the acquisition and cover necessary enhancements.

Our strategy focuses on capitalizing on the store's potential by offering high-quality, locally sourced groceries and creating a modern, customer-centric shopping experience. The store caters to a diverse middle- and working-class community, with household incomes ranging from \$40,000 to \$80,000 annually. Through strategic investments in technology, product offerings, and marketing, we project a 25% revenue increase within the first year post-renovation.





# PROBLEM STATEMENT



## Outdated Infrastructure

Bordeaux Food operates with outdated infrastructure that fails to meet modern retail standards. The store's layout and aesthetics are uninviting, leading to reduced foot traffic. This puts it at a disadvantage compared to larger, more modern competitors. Without upgrades, the store will continue to lose customers. A fresh, efficient space is vital for future growth.

## Limited Product Offerings

Bordeaux Food lacks a diverse selection of locally sourced, organic products. Insufficient partnerships with local suppliers restrict its ability to offer high-quality goods. As a result, customers are turning to bigger grocery chains for variety. Expanding product offerings and supplier relationships is crucial to stay competitive.

## Missed Digital Opportunities

The store has not embraced modern shopping conveniences like online ordering and delivery services. In today's market, consumers demand flexibility and convenience, which Bordeaux Food currently lacks. Without digitalization, the store risks losing more customers to tech-savvy competitors.

# OUR INNOVATIVE SOLUTIONS



## Store Modernization

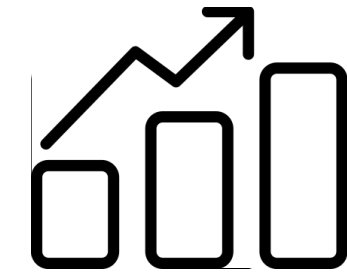
We will revitalize Bordeaux Food by upgrading its infrastructure, improving store layout, and creating a more inviting atmosphere. This will enhance the shopping experience and attract more customers. The modernized space will also allow for better product displays and efficient operations, giving us a competitive edge.

A fresh, updated look will position Bordeaux Food as a top local destination.



## Expanded Product Offerings

Bordeaux Food will partner with local suppliers to stock a wider variety of high-quality, organic, and locally sourced products. This expansion will meet the growing consumer demand for healthy, sustainable groceries. Offering diverse and competitively priced goods will attract customers from both large chains and smaller competitors. This approach strengthens community ties while increasing revenue.



## Digital Transformation

We will introduce online ordering, delivery, and pick-up services to provide customers with the convenience they expect. Investing in modern technology like point-of-sale systems and an e-commerce platform will streamline operations and boost sales. By embracing digital solutions, Bordeaux Food will stay competitive and appeal to today's tech-savvy shoppers.

# DISCOVER OUR SERVICES

## CURATED GROCERY SELECTIONS

We will offer carefully curated selections of high-quality, locally sourced, and organic products. From fresh produce to specialty items, our shelves are stocked with goods that reflect our commitment to supporting local farmers and suppliers.

## PERSONALIZED SHOPPING EXPERIENCES

We provide personalized shopping services for our valued customers. With one-on-one assistance, customers can enjoy a tailored shopping experience, ensuring they find exactly what they need.

## ONLINE ORDERING & DELIVERY SERVICES

We embrace modern shopping by offering online ordering and delivery services. Customers can easily browse our products, place orders online, and have their groceries delivered right to their doorstep.

## VIP SHOPPING EVENTS & EXCLUSIVE OFFERS

We regularly host VIP shopping events and exclusive promotions for our loyal customers. These events offer special tastings, product launches, and access to limited-edition items.

# SIZE OF MARKET

The Total Addressable Market (TAM) for the global grocery industry is valued at \$12 trillion, with the U.S. market alone contributing over \$800 billion annually. Bordeaux Food operates within Nashville's local grocery market, valued at approximately \$5 billion (Serviceable Available Market, SAM), with a strong focus on the \$750 million organic and locally sourced segment. Bordeaux Food aims to capture 5-10% of the immediate market, targeting \$1.25 million to \$2.5 million in annual revenue (Serviceable Obtainable Market, SOM).



## DIRECT COMPETITOR



- Kroger
- Walmart
- Whole Foods Market
- The Turnip Truck
- Publix

## INDIRECT COMPETITOR



- Amazon Fresh
- Instacart
- Farmers' Markets
- Costco
- Meal Kit Delivery Services (e.g., HelloFresh, Blue Apron)



# KEY COMPETITIVE ADVANTAGES

## Expert Team

Our skilled team brings specialized knowledge and experience to provide top-notch solutions tailored to our clients' needs.

## Cutting-Edge Technology

We use the latest tools and technology to stay ahead, ensuring efficient and effective services.



## Customer Focus

We prioritize building strong relationships and understanding our clients' needs, leading to long-term partnerships based on trust and satisfaction.

## Locally Sourced, High-Quality Products

With a focus on offering premium, organic, and locally sourced groceries, tailored to meet the increasing demand for sustainable and healthy food options.



# THE ASK

## Funding Requirements



We are seeking a \$150,000 investment to:

Acquire Bordeaux Food and its assets.

**Upgrade Store Aesthetics:**  
A complete re-branding with modernized signage, lighting, and interior design to create an inviting shopping environment.



### **Invest in Technology:**

Implement state-of-the-art POS systems, inventory management tools, and online shopping platforms.

### **Enhance Product Offerings:**

Partner with local wholesalers to stock high-quality, competitively priced products

# Monthly Returns on Investments

## 12% Annual Return

	\$10000 Investment	\$25000 Investment	\$50000 Investment	\$100000 Investment
<b>Month 1</b>	\$10,094.00	\$25,237.00	\$50,474.00	\$100,948.00
<b>Month 2</b>	\$10,190.00	\$25,476.00	\$50,953.00	\$101,906.00
<b>Month 3</b>	\$10,287.00	\$25,718.00	\$51,436.00	\$102,873.00
<b>Month 4</b>	\$10,384.00	\$25,962.00	\$51,924.00	\$103,849.00
<b>Month 5</b>	\$10,483.00	\$26,208.00	\$52,417.00	\$104,835.00
<b>Month 6</b>	\$10,583.00	\$26,457.00	\$52,915.00	\$105,830.00
<b>Month 7</b>	\$10,683.00	\$26,708.00	\$53,417.00	\$106,834.00
<b>Month 8</b>	\$10,784.00	\$26,961.00	\$53,923.00	\$107,847.00
<b>Month 9</b>	\$10,887.00	\$27,217.00	\$54,435.00	\$108,871.00
<b>Month 10</b>	\$10,990.00	\$27,476.00	\$54,952.00	\$109,904.00
<b>Month 11</b>	\$11,094.00	\$27,736.00	\$55,473.00	\$110,947.00
<b>Month 12</b>	\$11,200.00	\$28,000.00	\$56,000.00	\$112,000.00

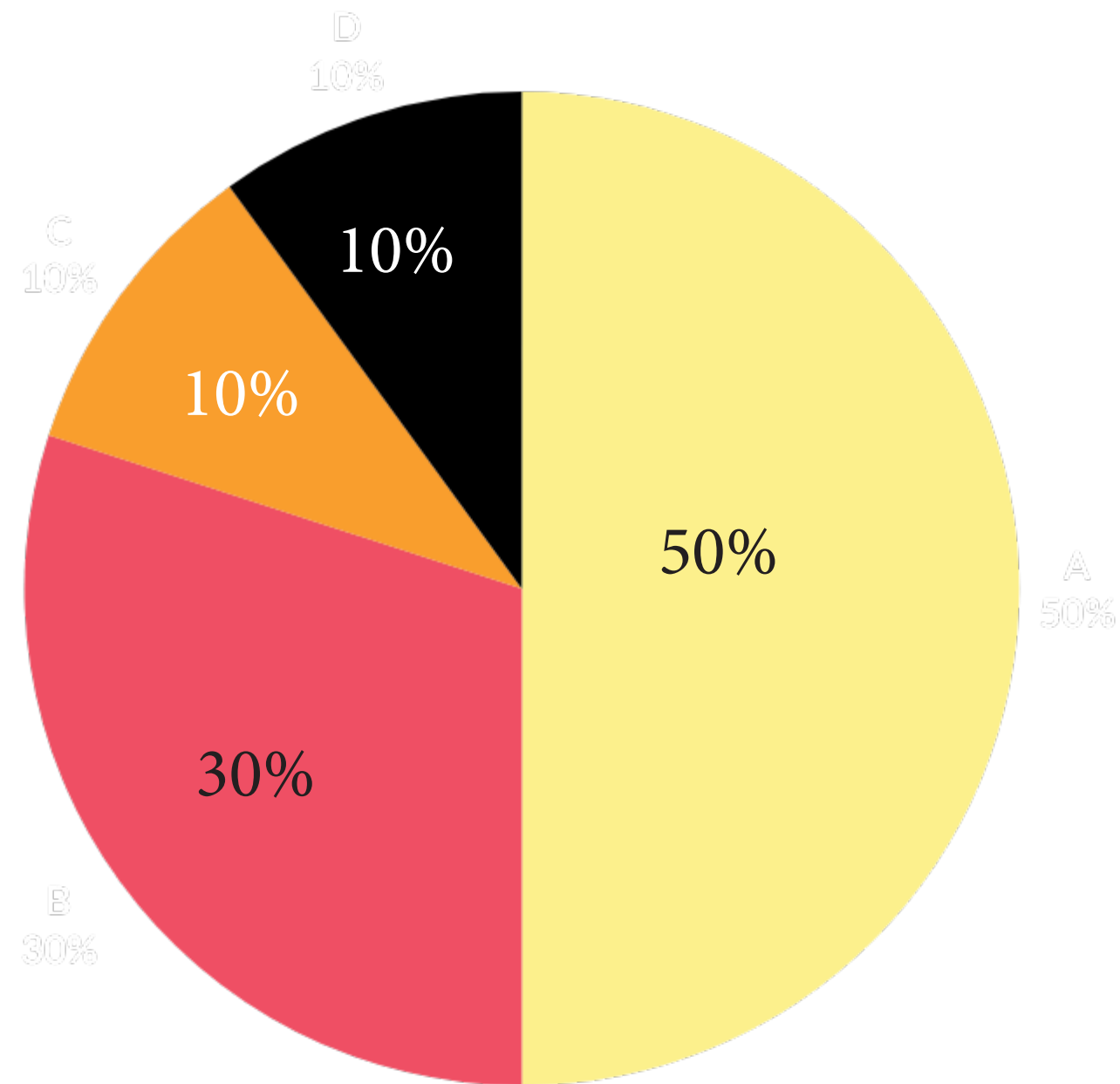
# Yearly Returns on Investments

## 12% Annual Return

	\$10000 Investment	\$25000 Investment	\$50000 Investment	\$100000 Investment
Year 1	\$11,200.00	\$28,000.00	\$56,000.00	\$112,000.00
Year 2	\$12,544.00	\$31,360.00	\$62,720.00	\$125,440.00
Year 3	\$14,049.00	\$35,123.00	\$70,246.00	\$140,492.00
Year 4	\$15,735.00	\$39,337.00	\$78,675.00	\$157,351.00
Year 5	\$17,623.00	\$44,058.00	\$88,117.00	\$176,234.00



# USE OF FUNDS



A. 50% of funds will be used to purchase the store and its assets.

B. 30% will go toward improving store aesthetics, signage, and interior design.

C. 10% for new POS systems and inventory management tools.

D. 10% to support digital marketing, community engagement, and rebranding efforts.



Bordeaux Food

# THANK YOU

for your time and attention



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