THE SOCIAL GROCERY
Rationale
almost 50% poverty in Tripoli

75% of Lebanon needs aid after coronavirus, and hungry protesters are back on the streets
By Tamara Qiblawi, CNN
Updated 1524 GMT (22:24 HKT) April 29, 2020

Lebanon's economic crisis felt in city of Tripoli
World Bank has warned poverty will rise by a further 50 percent if financial crisis continues.
6 Feb 2020

Lebanon faces grave threat to stability as poverty mounts
By SARAH EL DEEB
May 11, 2020

الرعاية الاجتماعية
THE SOCIAL GROCERY
BECAUSE THERE IS A NEED

One of the most significant difficulties for poor families is the price rocketing of essential food and non-food items.
A PIONEER PROJECT

The Social Grocery in Tripoli will be the first of its kind in Lebanon being a social enterprise that sells essential food and non-food goods.
THAT TARGETS POOR FAMILIES

Because it is difficult to serve all, the Social Grocery provides significant discounts to people in need who can’t afford buying their essential needs from commercial shops.
# The Business Model

<table>
<thead>
<tr>
<th>PRODUCTS</th>
<th>SUPPLIERS</th>
<th>SALE PRICE</th>
<th>PROFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Regular</td>
<td>Members</td>
</tr>
<tr>
<td>Essential Food</td>
<td>Worst case scenario</td>
<td>Above wholesale market price 3 to 5%</td>
<td>Wholesale market price</td>
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<tr>
<td>- Rice</td>
<td>Traditional distributors</td>
<td></td>
<td>= 3 to 5%</td>
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<tr>
<td>- Pasta</td>
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<td>- Canned beans</td>
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<td>- Tuna</td>
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<td>- Etc.</td>
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<tr>
<td>Essential Non-food</td>
<td>Priority scenario</td>
<td>Above wholesale market price 2%</td>
<td>Wholesale market price</td>
</tr>
<tr>
<td>- Soap</td>
<td>Special discount distributors</td>
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<td>= Special discount value + 2%</td>
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<td>- Napkins</td>
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<td>- Sanitary pads</td>
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<td>- Detergent</td>
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<td>- Etc.</td>
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<tr>
<td>In-kind donations</td>
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<td>Above Wholesale market price 2%</td>
<td>Wholesale market price</td>
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<td></td>
<td></td>
<td></td>
<td>= Total value of wholesale price + 2%</td>
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<tr>
<td>COST STRUCTURE</td>
<td>Fixed</td>
<td>- Staff</td>
<td>Revenue Structure</td>
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<tr>
<td></td>
<td></td>
<td>- Bills</td>
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<tr>
<td></td>
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<td>- Rent</td>
<td>Cash donations</td>
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<tr>
<td></td>
<td>Variable</td>
<td>- Goods</td>
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<td>- Logistics</td>
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</tbody>
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2020 Milestones

- Conceptualization and preparations
  - May 2020
- Fund raising campaigns and Partnerships
  - June 2020
- Renovation and Décor
  - June 2020
- Soft opening and testing
  - July 2020
- Opening of the Store in Mina
  - August 2020
- Review and Planning for Expansion
  - December 2020
www.social-grocery.org

https://www.facebook.com/TheSocialGroceryLebanon