

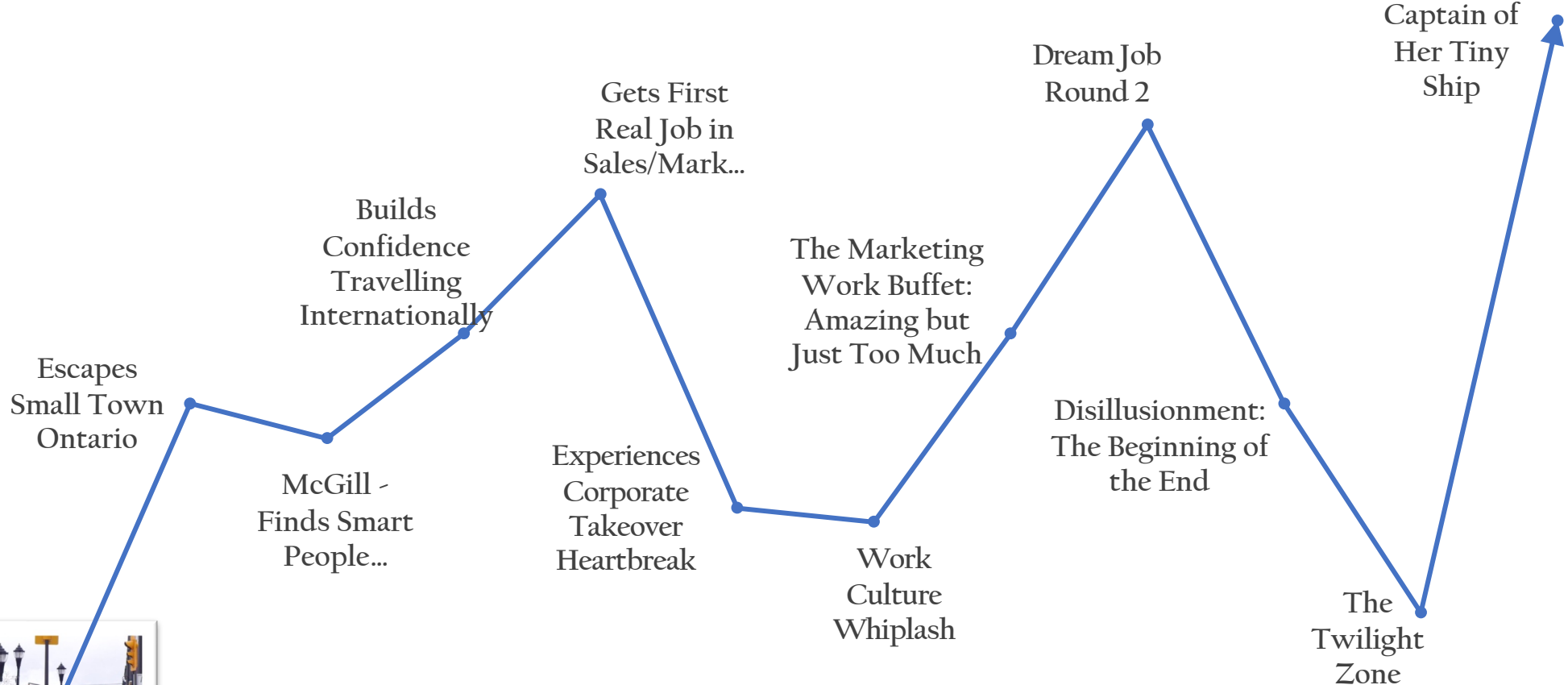
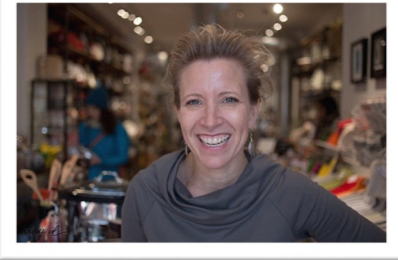


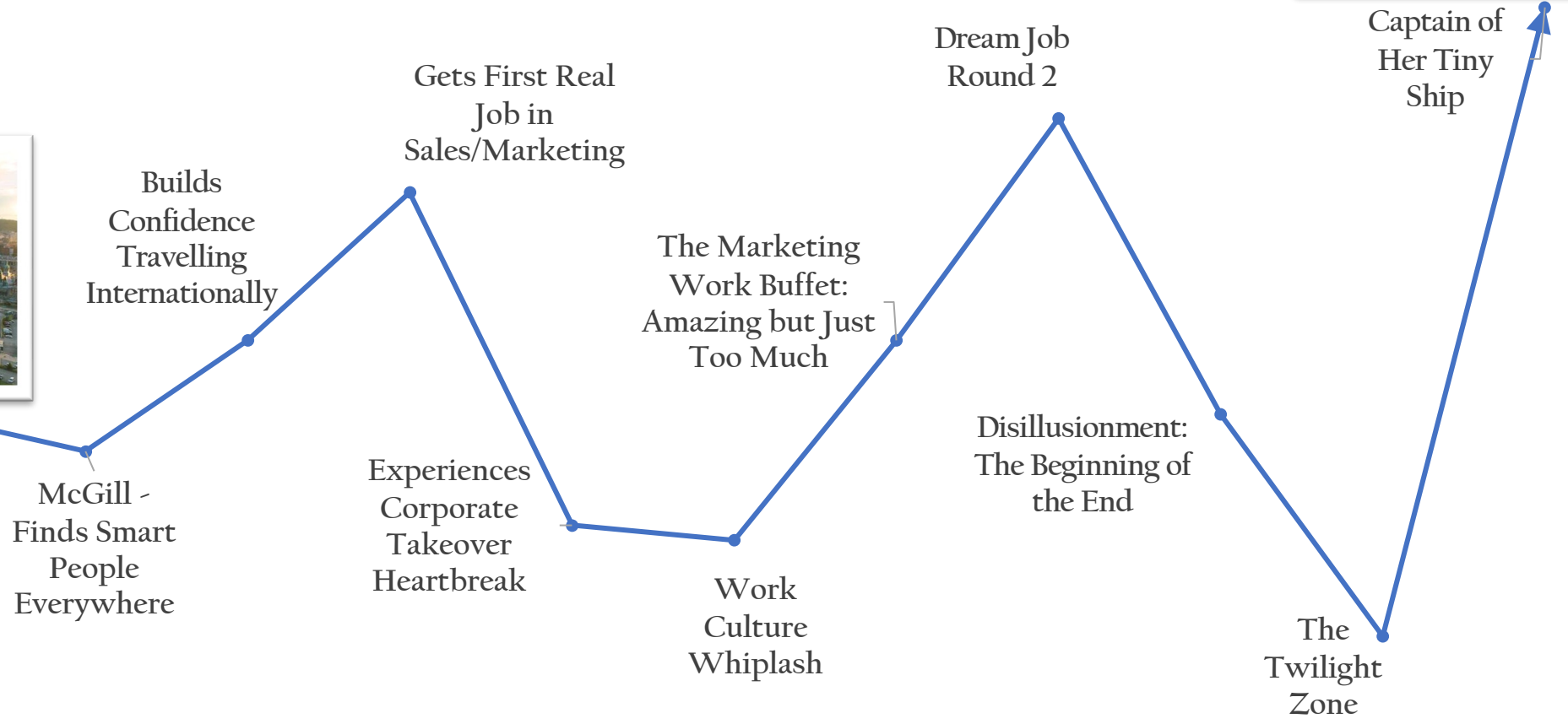
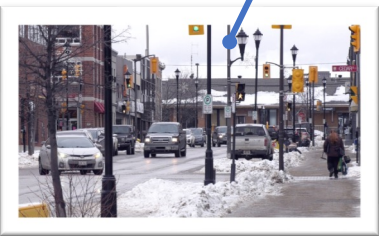
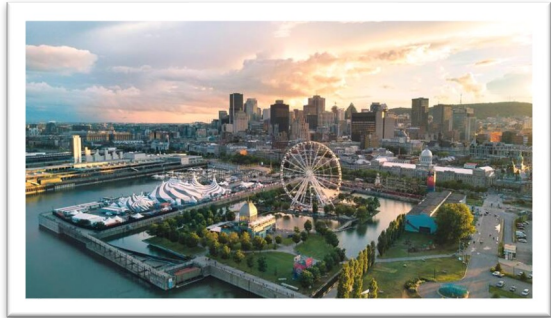
A specialty kitchenware store & cooking class studio, filling the needs of passionate home cooks & their families, in urban 'boutique' neighbourhoods

Alison Fletcher – 'Head Cook in the Kitchen'

Hardlines, October 2022

Hi! I'm Alison Fletcher, Marketing Manager turned Kitchenware Entrepreneur







Captain of
Her Tiny
Ship

Dream Job
Round 2

The Marketing
Work Buffet:
Amazing but Just
Too Much

Gets First Real
Job in
Sales/Marketing

Builds
Confidence
Travelling
Internationally

Disillusionment:
The Beginning of
the End

Experiences
Corporate
Takeover
Heartbreak

Work
Culture
Whiplash

The
Twilight
Zone





Captain of Her Tiny Ship

Dream Job Round 2

The Marketing Work Buffet: Amazing but Just Too Much

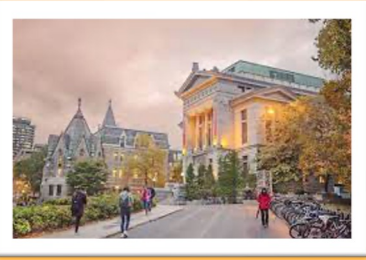
Disillusionment: The Beginning of the End

The Twilight Zone

Work Culture Whiplash

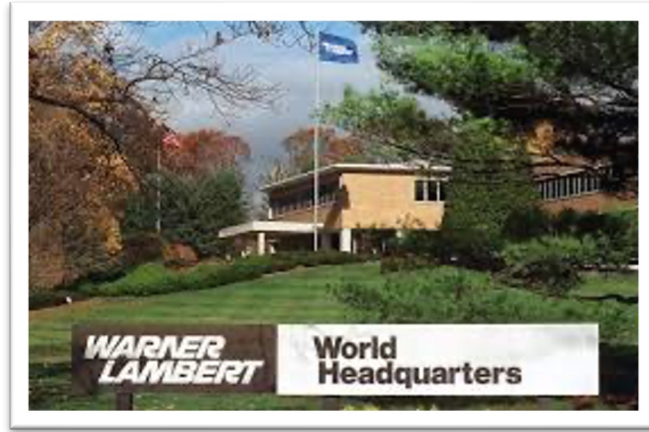
Experiences Corporate Takeover Heartbreak

Gets First Real Job in Sales/Marketing





Captain of Her Tiny Ship



Dream Job Round 2

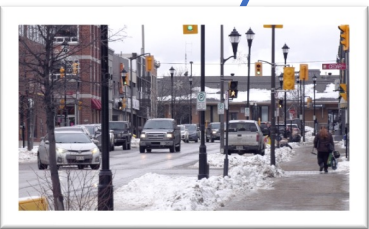
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Dream Job Round 2

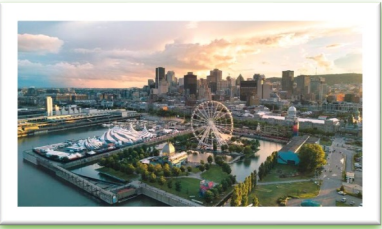


The Marketing Work Buffet: Amazing but Just Too Much

Disillusionment: The Beginning of the End

Work Culture Whiplash

The Twilight Zone





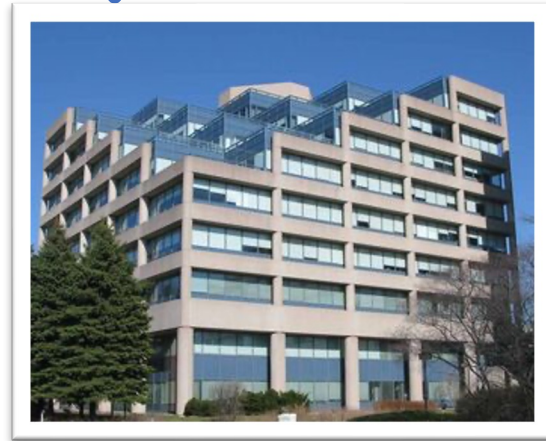
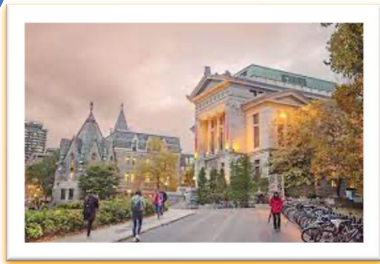
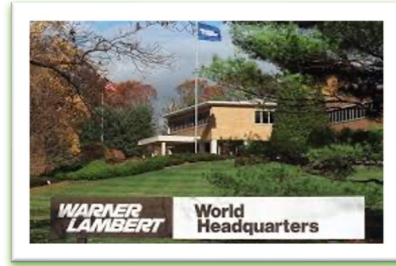
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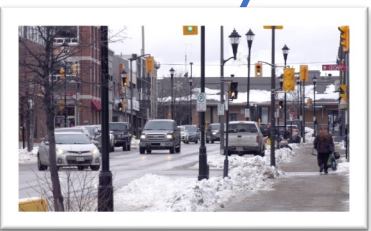
Dream Job Round 2



- Purpose
 - Innovation
 - Brand Growth
 - Portfolio Strategy
 - Insights ROI
 - Corporate Culture

Transitionment:
beginning of
the End

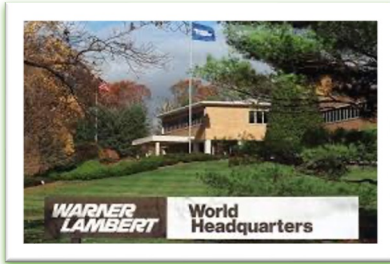
The Twilight Zone





Captain of Her Tiny Ship

Dream Job Round 2

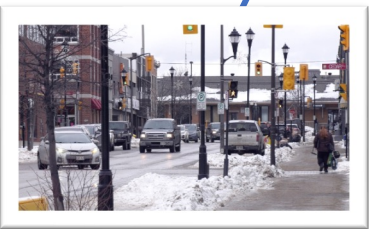
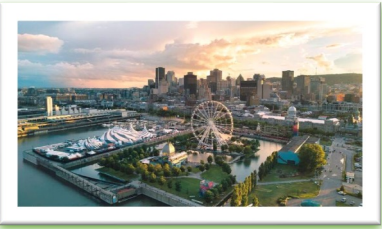


Disillusionment: The Beginning of the End

SKLAR WILTON ASSOCIATES

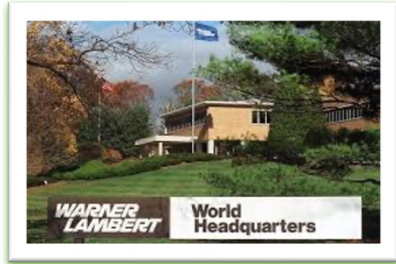
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The Twilight Zone





Captain of Her Tiny Ship

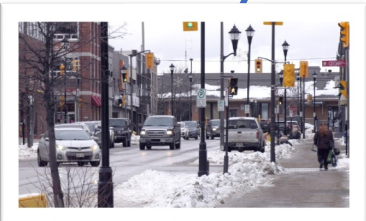


SKLAR WILTON & ASSOCIATES

- Purpose
 - Innovation
 - Brand Growth
 - Portfolio Strategy
 - Insights ROI
 - Corporate Culture

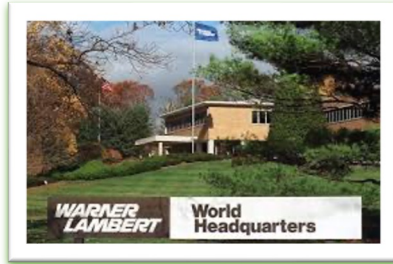
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Captain of Her Tiny Ship



SKLAR WILTON

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- Innovation
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- Insights ROI
- Corpora



The Twilight Zone





Captain of Her Tiny Ship



SKLAR WILTON ASSOCIATES

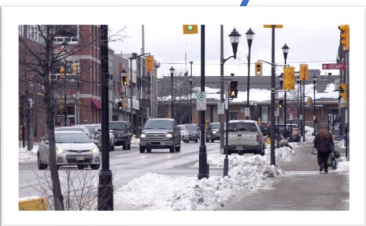
- Purpose
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SKLAR WILTON & ASSOCIATES

- Purpose
 - Innovation
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My Entrepreneurial Roadmap

- Do what you love, in a way that you love
- Use successful strategic frameworks
- Use data to make decisions
- Work really hard

cookery

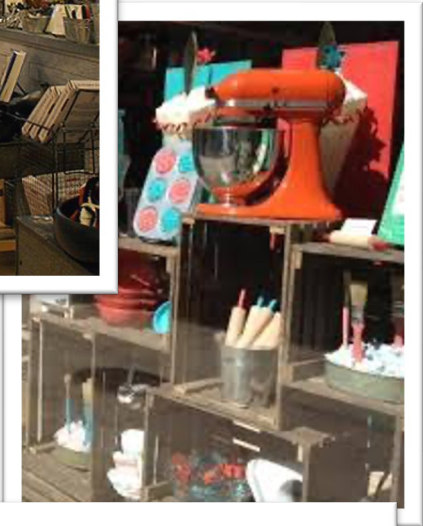
the art of cooking

Business Overview

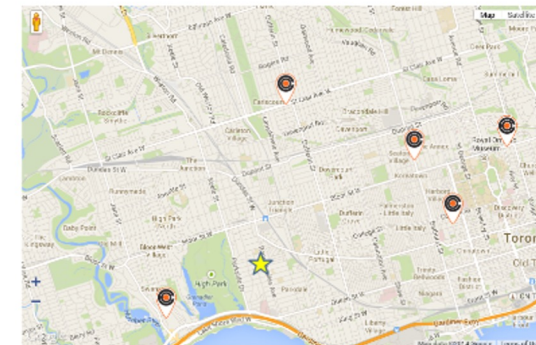
Description of the business	3
Categories & brands	3
Community Services	3
Trends in the industry:	4
Market & Consumer target	4
Pricing and distribution	5
Implications or risk factors	5
Competitive Review	6

Sales & Marketing Plan

Customers	7
	8



Le Creuset vendors in Toronto – note gap in the mid-southwest indicated by star



BUSINESS OVERVIEW

Description of the business

COOKERY is a new gourmet cookware boutique looking to open in Roncesvalles Village. While this retail concept is popular in other primary retail neighbourhoods in Toronto¹, there is a significant vacancy for this type of specialty shop in Roncesvalles.

Categories & Brands

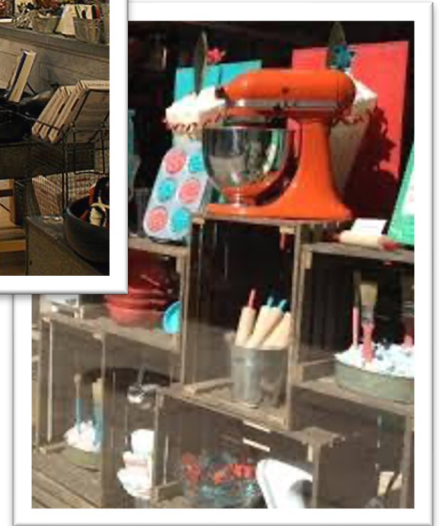
This store will serve the everyday and gifting needs of adults interested and involved in amateur and/or more professional cookery. The selection of goods will include, but not be limited to, the following categories & brands:

Cookware

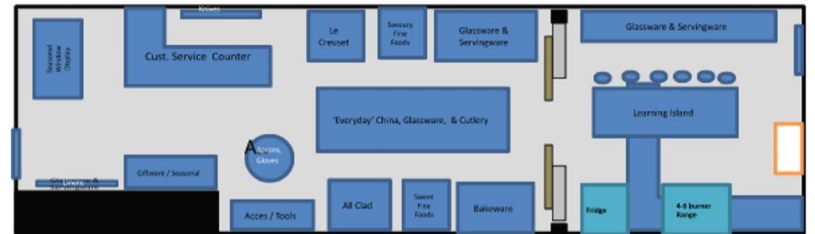
- All-Clad
- Cuisinox
- Emile Henri
- Le Creuset

Knives & Cutlery

- Mac Knife
- Victorinox
- Wusthof



Preliminary layout:



cookery

the art of cooking

Business Overview

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Community Services

As important as the right product selection, COOKERY will serve the local community in their need for information, expertise, and social connection on their 'foodie journey'. As such, COOKERY will be a hub for sharing ideas, exploring trends, and increasing knowledge in 'fooducation'.

While the front 700 sq. ft. of the store will be dedicated to the housewares selection, the back 200 sq. ft. will be dedicated to demonstration and hands-on participation classes in the use of culinary tools, the practice of cooking techniques (braising, roasting, and browning) and the rebirth of traditional eco-cooking activities – growing your own vegetables & herbs, pickling, canning, and butchery, and of course, baking: Christmas cookies & birthday cupcakes. These services will be available to all ages including kids.

Finally, important loyalty drivers such as gift & wedding registries, as well as seasonal gift packages will be offered from the start.

Critical Enablers

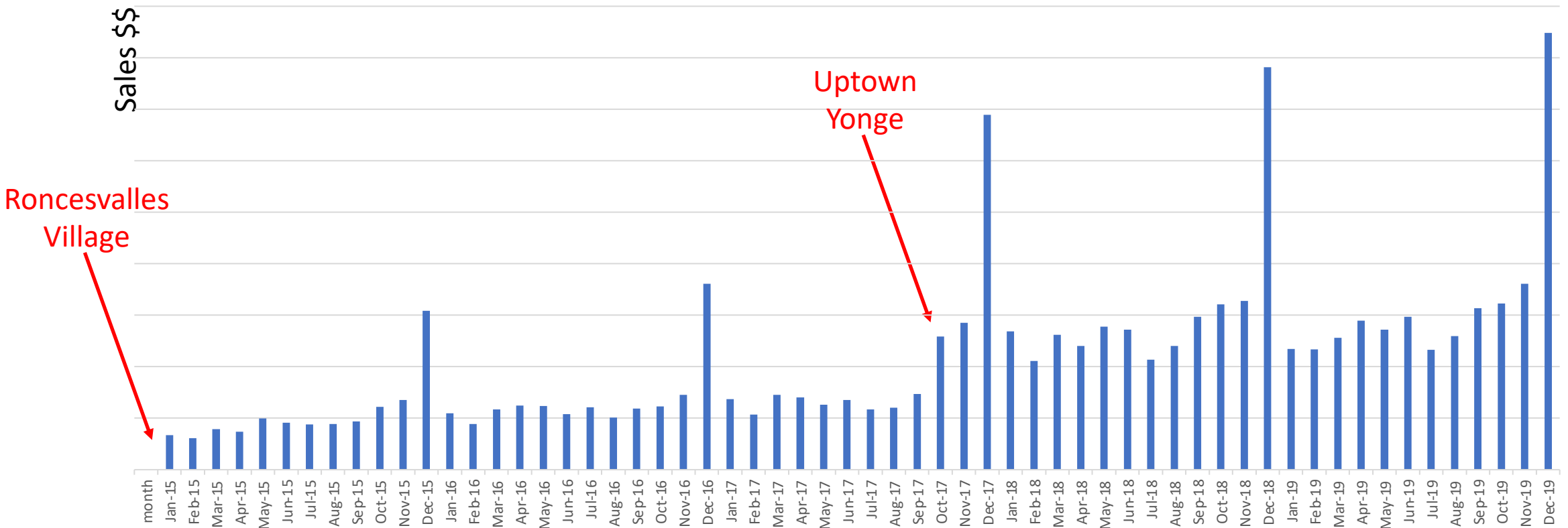
- Time-saving Technology
- Data to draw Insights
- Like-minded People
- Neighbourhoods not locations



Early Monthly Sales Growth

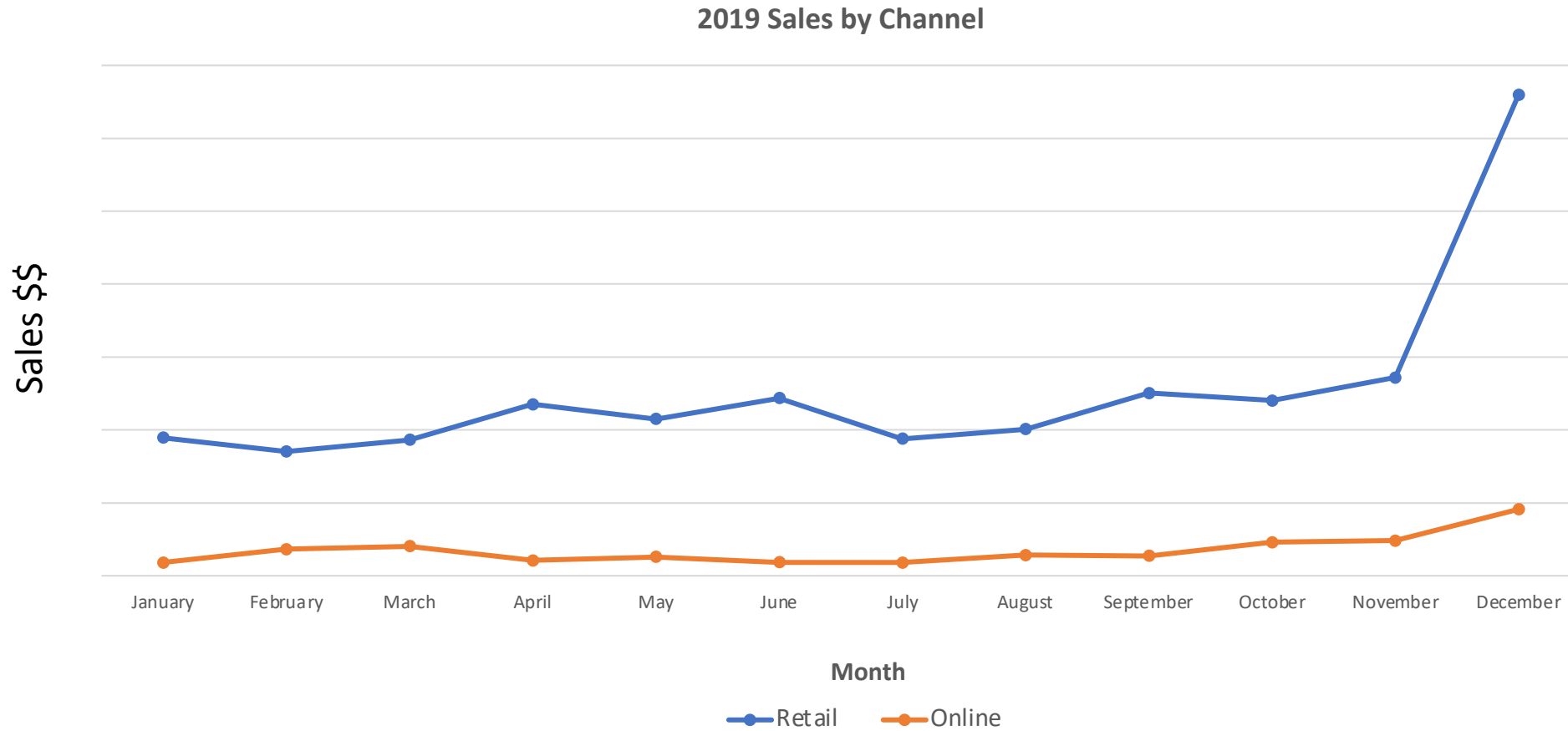
Early Growth generated by New Locations

2015 – 2019 Monthly Sales



Sales by Channel

2019- online represented 12% of total sales



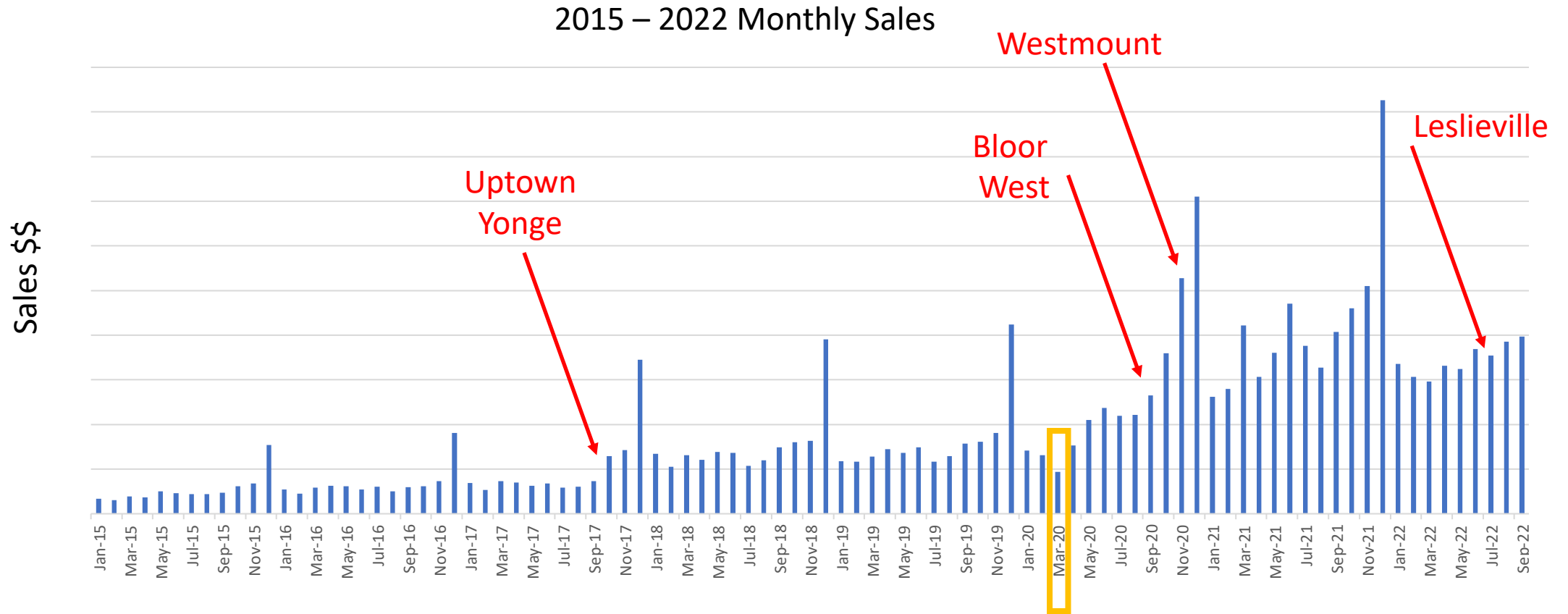
When Disaster Strikes

- Go back to the plan
- Ask for help: communicate
- Work even harder



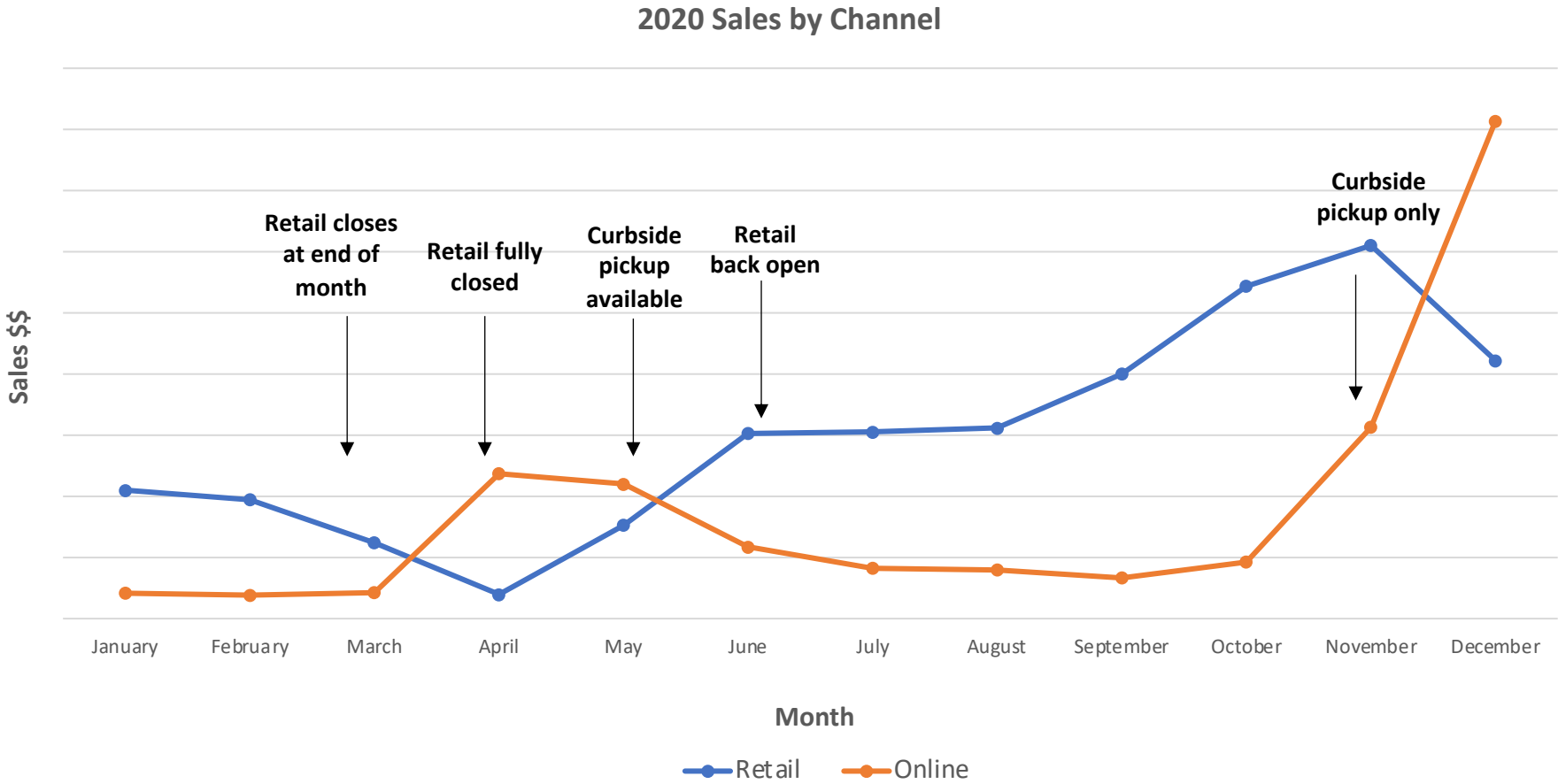
Monthly Sales Growth

Pandemic Growth generated by Consumer Behaviour changes & Customer Loyalty



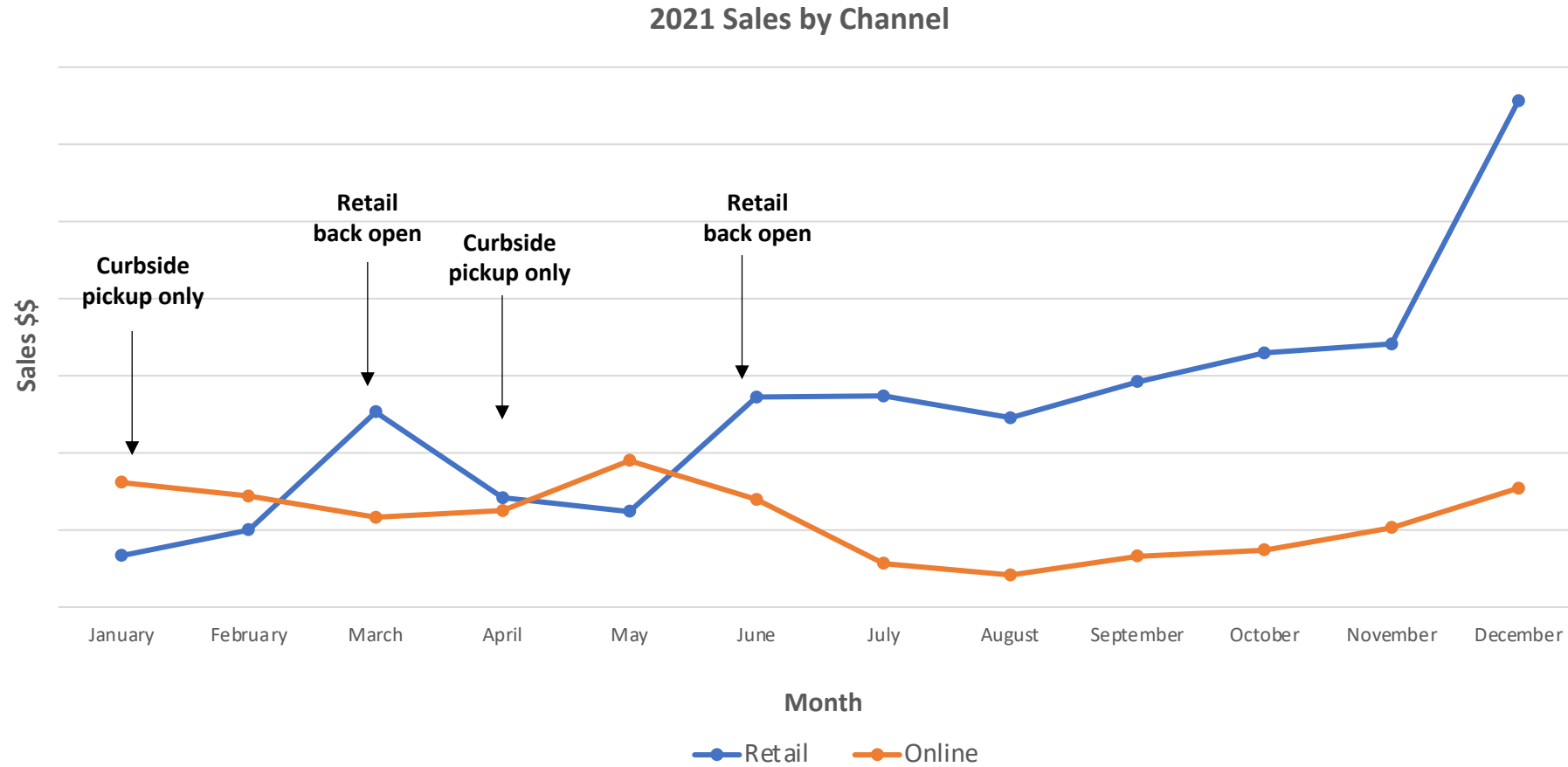
2020 Sales by Channel

2020 - online represented 37% of total sales



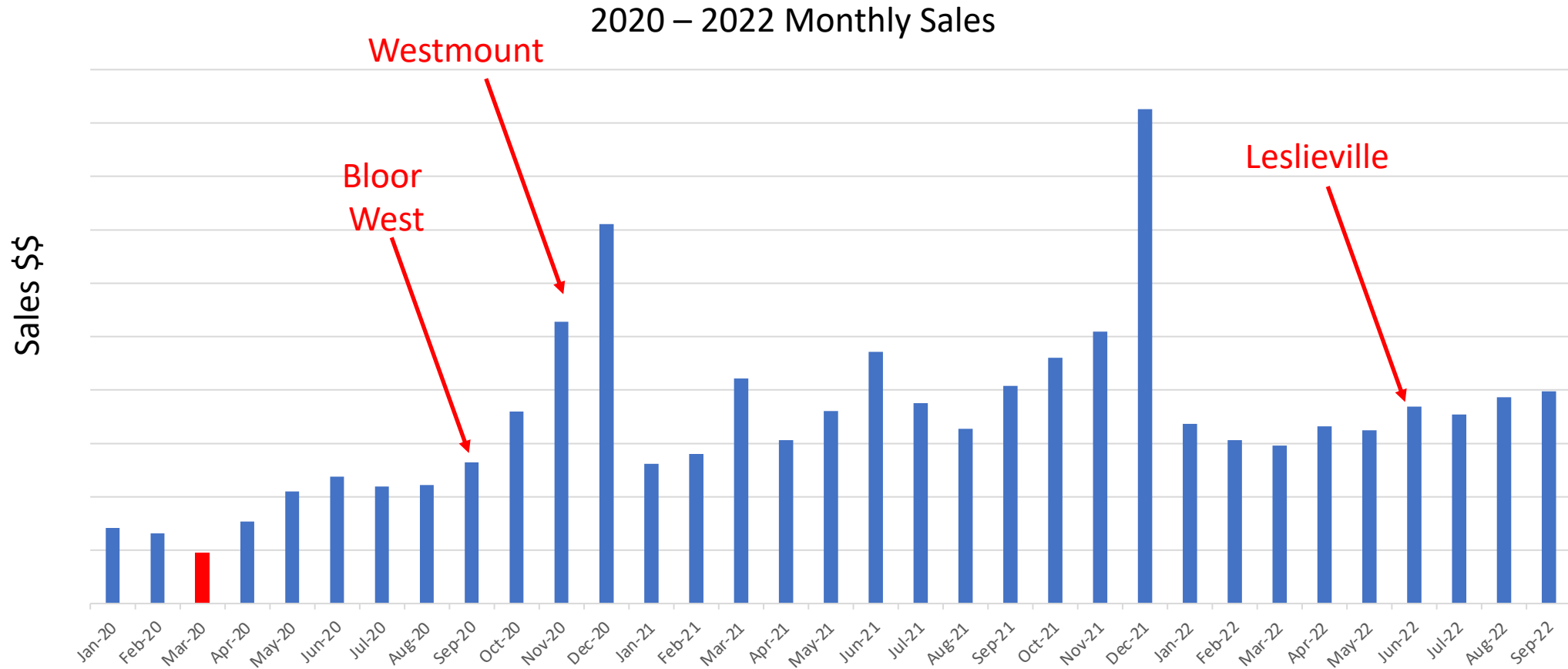
2021 Sales by Channel

2021- online represented 30% of total sales



Pandemic Monthly Sales Growth

Pandemic Growth generated by Consumer Behaviour changes & Customer Loyalty



What's next?

- More Deep Personal Connections: customers & colleagues
 - Colleague Benefits, Living Wage
- More Tech for more training
- Our shops & teams as advertising
- The future of Ecommerce vs Bricks



Thank you