

الدُّكَّانَةُ الإِجْتِمَاعِيَّةُ

THE SOCIAL GROCERY

بالرسمال أو أكثر شوي

Rationale

almost 50% poverty in Tripoli

CNN World Africa Americas Asia Australia China Europe India Middle East United Kingdom

75% of Lebanon needs aid after coronavirus, and hungry protesters are back on the streets

By Tamara Qiblawi, CNN

Updated 1524 GMT (2324 HKT) April 29, 2020

AP

Lebanon faces grave threat to stability as poverty mounts

By SARAH EL DEEB May 11, 2020

NEWS / LEBANON

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



الدكانة الإجتماعية
THE SOCIAL GROCERY

BECAUSE THERE IS A NEED

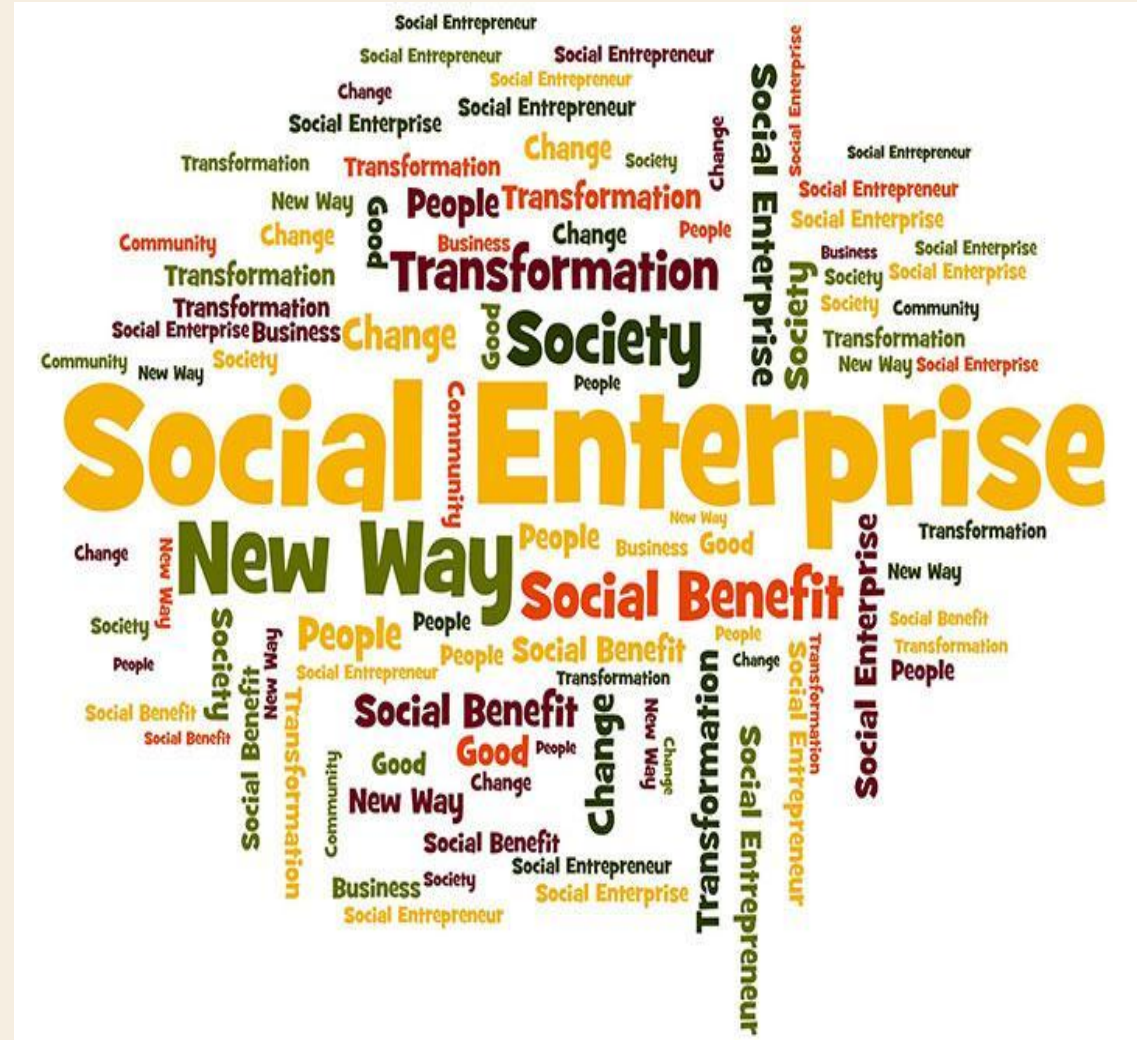
One of the most significant difficulties for poor families is the price rocketing of essential food and non-food items.

الدَّكَّانَةُ الْإِجْتِمَاعِيَّةُ
THE SOCIAL GROCERY



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.



الدكانة الإجتماعية
THE SOCIAL GROCERY

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.

بطاقة الدكانة الاجتماعية

الاسم:

الرقم:

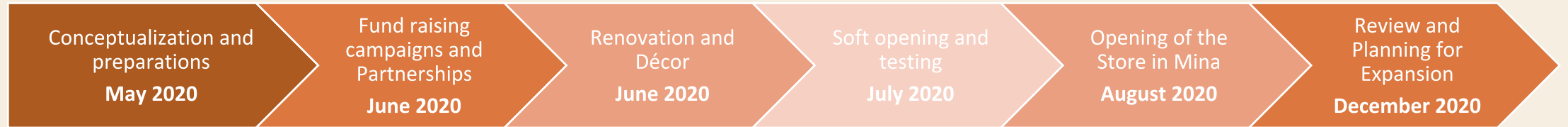


الدكانة الاجتماعية
THE SOCIAL GROCERY

The Business Model

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

2020 Milestones



www.social-grocery.org

<https://www.facebook.com/TheSocialGroceryLebanon>

الدكانة الإجتماعية
THE SOCIAL GROCERY