

Transitioning away from **TOBACCO**



TIPS FOR PHILLY RETAILERS

- Make Money
- Save Lives
- Support Your Community

COMMUNITY HEALTH & YOUR STORE

The retail environment has a big impact on the health of your community.

By transitioning away from tobacco, your store is improving community health.

Your customers live in your neighborhood. You can help your customers have healthy lives without influence from tobacco companies. We're here to offer some alternatives to selling tobacco so that **your store and your community can thrive.**



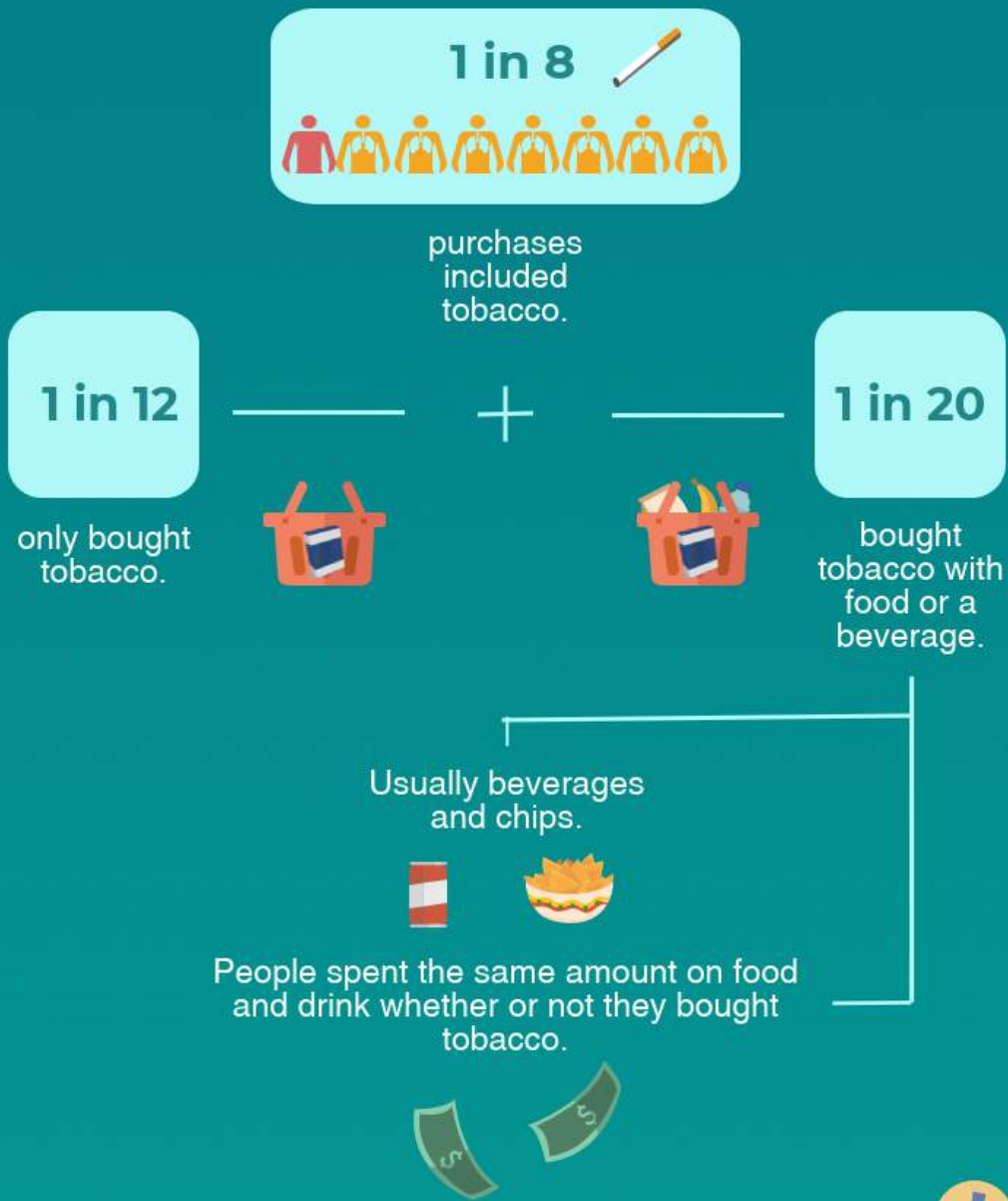
Let's get started.

DOES TOBACCO BRING IN OTHER SALES?

Do Stores Need to Sell Tobacco?



A study of 6,000+ customer purchases from 120 Philadelphia corner stores showed...



Is it time for a new business model?



THE NEGATIVE SIDE TO SELLING TOBACCO

- Selling tobacco turns off the increasing numbers of health-minded customers.
- Philly retailers report that they make little profit per pack.
- Underage shoppers put your business at risk of fines unless all staff are vigilant in checking IDs.
- Tobacco products take up prominent and valuable shelf space in your store.

Enhance your business by selling other items instead of tobacco.

According to the National Association of Convenience Stores, today's customers expect to have a "shopping experience" when they enter a store and that they want a selection of healthy food options.

Selling the products and services listed on the following pages can



- Improve Your Store's Image
- Expand Your Customer Base
- Increase Your Profits

PRODUCT & SERVICE SUBSTITUTES

Fruits & Vegetables

Add healthy, colorful options to your store by stocking fresh produce.

- Handheld fruits like bananas, oranges, apples, and mangoes store easily and sell quickly.
- Pick things that are in season, like watermelon in the summer and pumpkins in the fall.
- Make practical and attractive displays with wooden crates, baskets, and barrels.



Other Food Products

Healthy snacks and value-added food items are easy to stock and sell and make your store healthier.

- Tree nuts and peanuts can be purchased and sold in bulk.
- Canned products (like honey, jams, pickles, and salsas) have a long shelf life and look nice.



Non-Food Products

Attract more customers by adding new services and unique products.

- Remittances (Western Union)
- Online food ordering (Grubhub or UberEATS)
- Delivery services (USPS, Amazon drop box)
- Clothing items (hats, sunglasses, t-shirts)



THE 5 P'S TO PRODUCT INTRODUCTION

Pick the Right Products

- Ask your customers what they would like to see in your store.
- Do a **sticker survey** near the register.
- Visit other stores in the area to see what they are selling.
- Work with small business owners to sell their products.
- Partner with local farmers and make your store a CSA pickup location.

Sticker surveys are an easy way to engage your customers and learn about their product preferences. All you need is a piece of paper, a marker, and some stickers!

Write down the names of different products you are considering, and ask people to vote for their favorite by putting a sticker on it.



THE 5 P'S TO PRODUCT INTRODUCTION

Promote Your Products

- Use social media to let people know about your new offerings.
- Offer a special deal to customers who mention your ads.
- Use signage to advertise at your store
- Put posters in your windows and small signs inside your store to help people find new items.



THE 5 P'S TO PRODUCT INTRODUCTION

Place Your Products

3

- Put new items in a high-traffic area of your store that is well-lit.
- Create an attractive display.
- Use baskets, crates, and shelves to organize your products.



THE 5 P'S TO PRODUCT INTRODUCTION

Poll Your Customers

- Ask your customers which new products they like.
- Do a sticker survey near the product display.
- Ask them what else they would like to see in your store.



THE 5 P'S TO PRODUCT INTRODUCTION

Perfect Your Product Selection

- After 2 months, examine your customer feedback.
- Review your sales and marketing.
- Look at how many people clicked on your social media advertisements.
- Decide which items to prioritize and which ones to drop.



RESOURCES IN PHILADELPHIA

Contact the Following Organizations for Additional Support

Technical Assistance

- Business Resource and Innovation Center
<https://libwww.freelibrary.org/programs/bric/business/>
(215) 686-5394
- Center for Small Business Education
www.ccp.edu/business-and-industry/center-small-businesselphia.score.org
(215) 751-8000
- Philadelphia Association for CDCs
www.pacdc.org/members/member_list
(215) 732-5829
- SCORE Philadelphia
www.philadelphia.score.org
(215) 231-9880
- The Business Center for Entrepreneurship & Social Enterprise
www.thebizctr.com
(215) 247-2473
- The Enterprise Center
www.theenterprisecenter.com
(215) 895-4000
- The Food Trust
www.thefoodtrust.org
(215) 575-04444
- The Welcoming Center for New Pennsylvanians
www.welcomingcenter.org/
(215) 559-2626

Funding

- The Merchants Fund
www.merchantsfund.org
(215) 399-1349
- Finata
www.finata.org/services
(267) 236-7000
- Women's Opportunities Resource Center (WORC)
www.worc-pa.com
(215) 564-5500

TA & Funding

- City of Philadelphia Department of Commerce
www.phila.gov/commerce/neighborhoods
(215) 683-2026
- Entrepreneur Works
www.myentrepreneurworks.org
(215) 545-3100
- Local Initiatives Support Corporation Philadelphia
www.lisc.org/philly
(215) 923-3801
- PIDC
www.pidcphila.com
(215) 496-8020
- Small Business Development Center Pennsylvania
www.pasbdc.org
(215) 898-1219

For more information about the
Voluntary Retailer Transition Project contact **Ryan Coffman**
Tobacco Policy and Control Program Manager
Philadelphia Department of Public Health
Ryan.coffman@phila.gov or (215) 685-5620