Exhibit F

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PLANNING REVIEW BY _____ DATE _____
TRAFFIC ENG. _____ DATE _____
APPROVED BY _____ DATE _____
CITY OF FRESNO DARM DEPT

Operational Statement

[Mission Statement]

Our mission is to create a welcoming, efficient, and clean grocery environment that offers a broad selection of high-quality, fresh, and diverse products while providing outstanding customer service. We strive to meet the daily needs of our community with integrity, excellence, and care.

➢ Store Goals and Objectives

1. Diverse and High-Quality Product Selection

- **Extensive Assortment:** We will offer a wide variety of items, including fresh produce, meats, dairy, baked goods, frozen foods, beverages, and household items. Organic, local, and specialty items will be available to accommodate various dietary needs and preferences.

- **Freshness Guaranteed:** All perishable goods will meet strict quality and freshness standards. Routine inventory checks and strong supplier relationships will help maintain high product quality.

2. Exceptional Customer Service

- **Knowledgeable Staff:** Our employees will be well-trained to offer assistance, recommend products, and resolve concerns efficiently and warmly.

- **Speed and Efficiency:** We will implement multiple checkout lanes, including self-checkout options, to minimize wait times and enhance the shopping experience.

3. Clean and Organized Store Environment

- **Hygiene Standards:** Regular cleaning of all store areas, including carts and restrooms, will ensure a sanitary experience for all customers.

- **User-Friendly Layout:** Clearly marked aisles and signage will support easy navigation throughout the store.

4. Community and Environmental Responsibility

- **Sustainable Practices:** We will prioritize eco-friendly actions such as reducing plastic use, recycling, and sourcing from local and sustainable suppliers.

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- **Community Engagement:** We will collaborate with local businesses and nonprofits and actively seek customer feedback to better serve our shoppers.

5. Modern Technology and Innovation

- **POS and Analytics:** Updated point-of-sale systems will streamline transactions and help us better understand inventory and customer preferences.

- **Online Options:** We will evaluate online ordering and delivery services to accommodate customers who value convenience.

6. Operational Effectiveness

- **Inventory Management:** Efficient systems will be in place to monitor stock levels and reduce waste through audits and real-time tracking.

- **Training:** Staff will undergo regular training to ensure the delivery of top-tier customer service.

7. Enhanced Customer Experience

- **Customer Engagement:** Feedback will be gathered via surveys and suggestion boxes to guide store improvements.

- **Loyalty Programs:** Promotions and reward systems will encourage repeat visits and enhance customer satisfaction.

- **Customer Service Center:** This area will include services such as returns, money orders, inquiries, and loyalty program support.

Layout

- 12-ft counter with two cash registers for customer checkout.

Services Offered

- Money orders
- Check cashing
- Send/receive money
- Bill payment services (City of Fresno, PG&E, credit cards, mortgage, auto loans, and more)
- Printing/faxing station
- Partner with Amazon hub

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This comprehensive store strategy supports a full-service grocery experience that prioritizes freshness, service, efficiency, and community engagement.

8. Health and Safety

- **Food Safety:** Full compliance with all food safety regulations will be strictly enforced.
- **Employee Safety:** We will implement comprehensive training and workplace safety protocols to ensure a secure working environment.

➢ **Key Store Departments with Measurements**

Items include, but are not limited to, the following examples listed under each department.

1. **Refrigerated Foods and Beverages (16 doors)**
   - Items include, but are not limited to:
     - *Dairy & Eggs:* milk (full fat, 2%, skim, flavored (chocolate, strawberry), lactose-free, plant-based: soy, almond, oat), butter, yogurt (plain, Greek), cheese (string cheese, mozzarella, parmesan, American, cottage, cream cheese), kefir, buttermilk, yogurt drinks, whipped cream, sour cream, half & half, coffee creamer, protein shakes, eggs
     - *Beverages:* water, flavored water, soft drinks, sports drinks, energy drinks, iced coffee/teas, kombucha, probiotics drinks, kid's drinks, fruit juices (apple, orange, grape)
     - Percentage of sale 20% of total sales

   Beer and wine
     - Proposed Beer location would be 4 doors in the 16 doors walk-in cooler in the section labeled "K" in the floor plan approximately 160 sf. Display of approximately 40 sf and rest sf used for storage.
     - Main side door used for employees only.
     - Proposed sale percentage of beer would be 5% of our total sales.
     - Wine location would be two doors in section "J" approximately 20sf of display with no storage.

2. **Frozen Foods**
   - Items include, but are not limited to:
     - Frozen Section (3 doors): frozen vegetables (okra, mixed vegetables, green beans, broccoli, corn), frozen fruit (mixed berries, strawberries, mangoes, pineapple, peaches), fruit concentrates (apple, grape, orange), chicken, turkey and beef patties, chicken nuggets/tenders, wings, Hot

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Pockets, pizza, burritos, chimichangas, pancakes, waffles, corn dogs, sausages, TV dinners (chicken pot pie, macaroni, lasagna, meatloaf).
    - Ice Cream Coolers: popsicles, ice cream cones, gallon tubs.
    - Bagged ice.
    - Percentage of sale 10% of total sales

3. **Hot Foods (**8-foot warmer case**)**
    - Items include, but are not limited to:
        - Crispy chicken, popcorn chicken, wings, fries, rotisserie chicken, hot dogs, corn dogs, burritos, chimichangas, pizza slices.
        - Percentage of sale 10% of total sales

4. **Deli (** 8-foot long**)**
    - Items include, but are not limited to:
        - Sliced deli meats, salami, sausage, hot links, cheeses, salads, sandwiches, cold side dishes (coleslaw, ceviche, pasta salad, egg salad, potato salad).
        - Percentage of sale 10% of total sales

5. **Meat & Seafood (**850 sq ft, 24-foot long**)**
    - Items include, but are not limited to:
        - Meat Department: – Fresh cuts and pre-packaged meats.
          • Includes: beef (sirloin, flank, skirt steak), pork, poultry (chicken, turkey), lamb, seafood (shrimp, fish: catfish, salmon, tilapia, pompano), specialty meats (carne asada, taco meat).
        - Percentage of sale 10% of total sales

6. **Bakery (**12-foot display case and 8-foot shelving**)**
    - Items include, but are not limited to:
        - Cakes, donuts, Mexican bread (from local bakeries), tortillas (corn, flour), bread (whole wheat, white), English muffins, baguettes, rolls, hamburger buns, hotdog buns, cookies, pastries (croissants, danishes, tarts, pies), bagels, brownies.
        - Percentage of sale 5% of total sales

7. **Produce:**

• *Layout:* One 12-foot refrigerated produce case for fruits and vegetables. Two 8-foot dry tables for non-refrigerated produce.

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- Items include, but are not limited to:
    - Refrigerated and non-refrigerated fruits, vegetables, herbs, and specialty produce.
    - *Fruits:* Oranges, bananas, berries (raspberries, blueberries, strawberries), apples (gala, fuji, red, honeycrisp, granny smith, red delicious), melons (honeydew, cantaloupe, watermelon), peaches (white, nectarine), grapes, pineapple, mangoes, avocados, cherries, figs, kiwi, pomegranate, plums.
    - Vegetables: Lettuce (romaine, iceberg, spring mix), tomatoes (roma, cherry, red vine), asparagus, potatoes, onions (Spanish, yellow, white), bell peppers (green, red, yellow), chillies, cucumbers, broccoli, cauliflower, zucchini, cilantro, yams, sweet potato, eggplant, jicama, carrots, squash, radish, green beans, snow peas, tomatillo, lemon, cabbage (red, green), brussel sprouts, kale, spinach, leeks, green onions, okra, lemons, limes, corn.
    - Herbs: bay leaves, thyme, oregano, parsley, cilantro, dill, rosemary, ginger, turmeric, chives, garlic.
    - Specialty produce: nopales, cactus pear, chayote, persimmon, dragon fruit, star fruit, loquat.
    - Percentage of sale 10% of total sales

8. General Items

- Items include, but are not limited to:
    - *Hygiene/Personal Care:* shampoo, conditioner, deodorant, toothpaste, toothbrushes, listerine, feminine products (pads, wipes, wash), toilet paper, razors, q-tips, cotton pads/balls, hand soap, sun protection, body lotion
    - *Healthcare: first aid (bandaids, antibiotic ointment, alcohol wipes), cold and flu medication*
    - *Household: garbage cans,* laundry detergent, dryer sheets, cleaning supplies (bleach, dish soap, brushes, brooms, mops, dustpans), paper towel, aluminum foil, plastic wrap, aluminum trays, disposable cups/plates/tupperware/utensils, pots, pans, coffee filters, bamboo skewers, fly swatters, pest control supplies.
    - *Cooking Essentials:* honey, syrups, sugar, sweeteners, salt, baking powder/soda, flours, corn starch, pie crusts, extracts, ice cream cones, sprinkles, frosting, baking mixes (pudding, jello, boxed cake, pancake, corn muffin), chocolate chips, yeast, pie filling, oils, spices (black pepper, paprika, turmeric, garlic, seasoning salt, etc.), vinegars (red wine, apple cider, white), condiments (ketchup, mustard, bbq sauce, ranch, mayonnaise), sauces (soy, worcestershire, tomato, alfredo), evaporated milk, sweetened condensed milk, powdered milk (Nido).

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- *Canned Goods:* fish, chicken, luncheon meat, fruits (peaches, cranberries, pineapple, fruit cocktail), vegetables (mixed, corn, green beans, peas), soups, ravioli, stew, beans, lentils, olives.
- *Dry goods:* pasta, rice, cereal, boxed meals and sides (pasta salads, stuffing, rice), seeds (pumpkin, sunflower, flax, seed).
- *Snacks & Candy:* chips, cookies, crackers, chocolate, nuts, trail mix, dried fruit, fruit snacks, gums and mints, fruit cups and applesauce, pudding and jello cups, jerky, popcorn, pretzels, snack cakes.
- *Baby Needs:* wipes, diapers, baby food (pureed, snacks, formula), baby oil/lotion/powder, baby wash/shampoo, bottles, baby bottle brushes, sippy cups.
- *Miscellaneous: toys,* charcoal, lighter fluid, lighters, antifreeze/washer fluid, party supplies (balloons, candles, streamers, bows, gift bags/wrap), office supplies (pens, books, notepads, markers, tape), pet food (cat, dog, bird; canned and packaged).
- Percentage of sale 20% of total sales

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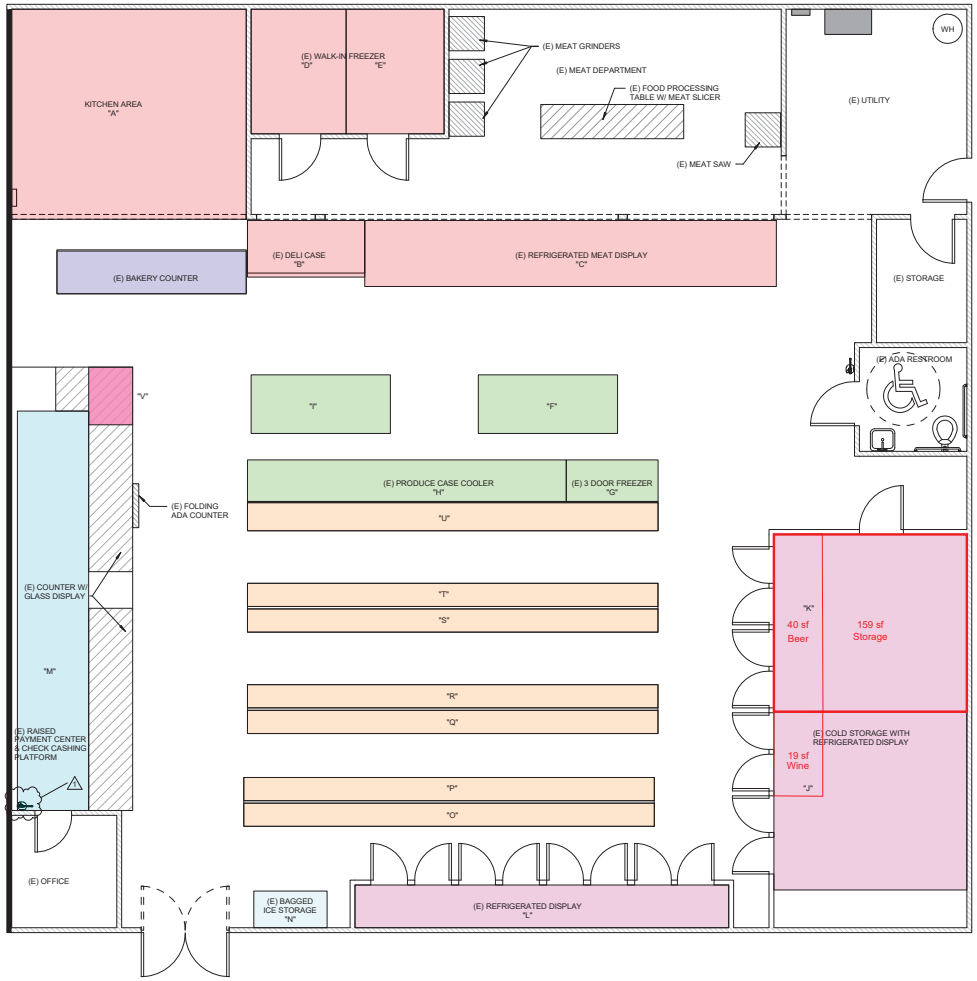

1 UTILIZATION LEGEND

1/4" = 1'-0"

LEGEND

- MEAT DEPARTMENT
- BAKERY COUNTER
- PRODUCE
- PRODUCT SHELVING
- BEVERAGE & COLD FOOD PRODUCTS
- CUSTOMER SERVICE
- ICE CREAM COOLER

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SEAL

CONSULTING ENGINEER

AUTHORITY HAVING JURISDICTION

PROJECT#

A'S FAMILY MARKET

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FRESNO, CA

YESLAM HAIMED
2717 N. HUGHES AVE.

PROJECT DETAILS

PROJECT NO:
SUBMITTAL DATE:

PROJECT REVISIONS

MARK	DATE	DESCRIPTION
1	Date 1	CITY OF FRESNO

SHEET DETAILS

DRAWN BY: Author
CHECKED BY: Checker

SHEET TITLE

UTILIZATION LEGEND

SHEET NUMBER

A4

IF THIS SHEET IS NOT 24"x36", IT HAS BEEN RESIZED - SCALE ACCORDINGLY 0 1/4" 1/2" 1" 2"

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