

Citizens' meeting Hovborg on April 24, 2023

Do you want

Min

KØBMAND

to be my grocer?

by/Hans Meldgaard, Dagrofa Ejendomsudvikling

Who are Dagrofa?

Dagrofa

Ownership:



49%



42%

Købmænd

9%



Dagrofa

What is a local area without a convenience store?

Current situation:

- DagliBrugsen closes and Hovborg has no grocery shopping options

Will the citizens of Hovborg accept that the local area is without a full service grocery store?

- Can Hovborg retain its current residents without a grocery store?
- Can Hovborg attract newcomers without its own store?
- What will happen to house prices in Hovborg in the long term?
- What will happen to the length of time homes are for sale?

Why is a supermarket important for Hovborg?

Hovborg becomes more attractive to newcomers

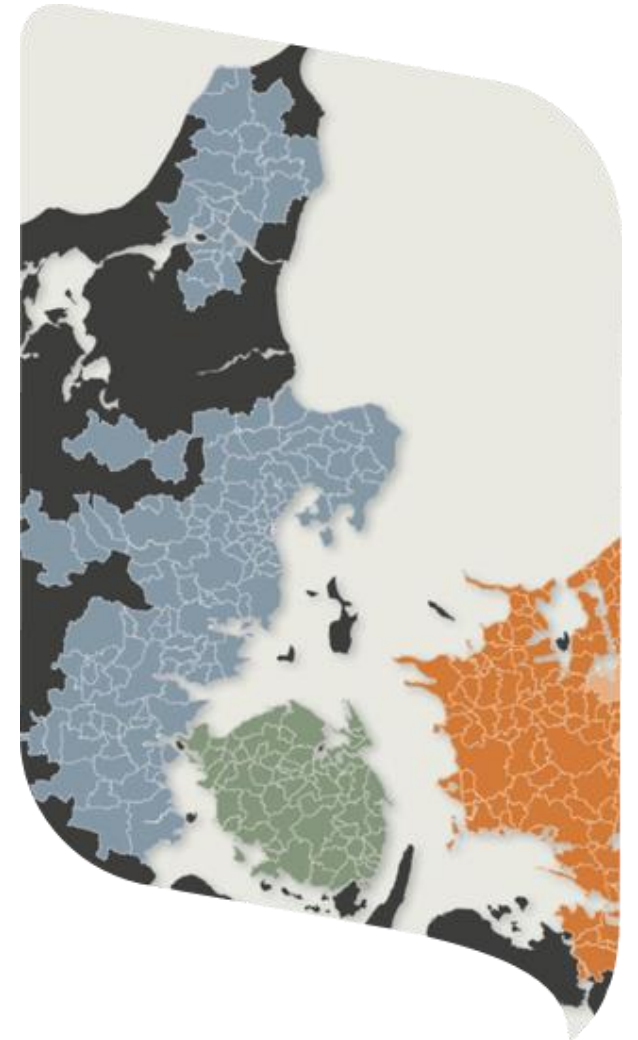
Local residents have a "close-to-home" shopping option

The shop creates job opportunities for young people in the area

The shop is often a meeting point - also for events

Socially, a local shop benefits the climate - less transport

The grocery store can support local associations and projects



Why is a supermarket important for Hovborg?

A grocery store weighs heavily for newcomers, according to a large YouGov survey of 2000 Danes - new fond can give new life to villages without shopping facilities, says Estate agency chain

All danes more than 18 years

What are the 3 most important wishes when it comes to placement of your house?	Jan 2020	Feb 2021	Feb 2022
number of respondents	2002	2034	2008
close to shopping facilities	42%	45%	47%

All danes divided into age-groups

What are the 3 most important wishes when it comes to placement of your house?	18-29	30-39	40-49	50-59	60+
number of respondents	400	294	330	345	639
close to shopping facilities	44%	34%	43%	44%	57%

home
Kom godt hjem

The grocers' own chain:

Min

KØBMAND

Mere lokalt bliver det ik'

It cannot be more local

Dagrofa

Sales area	Minimum 160 m2
Basic range	1400 item numbers (possibility of local customization)
YELLOW Price	250 items in the fixed low price program
Marketing	Weekly offer newspaper
Product range	Full grocery assortment - covering daily needs
Food vs. non-food	Focus on food rather than non-food
Shopping experience	Easy and fast shopping
Needs	Full grocery assortment
Target group	Main shopping place for Hovborg residents



Locally adapted service concepts



Local Pharmacy



Local bakery



Local dry cleaning



Local grill bar



Town post office



Local flower shop



2nd Fishing shop



Local cheese trader



Local hardware store



Local party organizer

Everything a discount can't do

Yellow Price



**Always low price on the
most popular items**

- because we continuously scan the market and adjust our prices

We match REMA1000 and Netto on more than 250 prices

Special offers – newspaper once a week

Min KØBMAND
Kender mig godt
- OG HAR GODE TILBUD
LIGE I NÆRHEDEN

10.-
Spar op til 8.25

10.-
Pr. pose

15.-
Pr. stk.

20.-
Pr. pakke

Min KØBMAND
Kender mig godt
- OG HAR GODE TILBUD HELE UGEN

10.-
Pr. pose

10.-
Pr. pose

10.-
Pr. stk.

Min KØBMAND
Kender mig godt
- OG HAR ALT TIL
JULENS HVERDAGE

33.-
Pr. pose

10.-
FRIT VALG

10.-
Pr. pose

10.-
Pr. pose

10.-
Pr. pakke

- Household newspaper
- 52 weeks a year
- 8-24 pages

Dagrofa has a strong portfolio of own brands

We are behind a large number of private labels, which make up a large part of the total assortment. Some of Dagrofa's best known Private Labels are First Price, Gestus and Grøn Balance.

First
Price



DISCOUNT
Billigste alternativ

Gestus



MAINSTREAM
God kvalitet

Grøn
Balance



ØKO OG MILJØ
God kvalitet

”First Price” is good groceries at a low price er gode dagligvarer til lav pris

First Price is simply good groceries for those who want to get the most out of their money and their day. The choice is simple, because the price is as low as it can be and the selection covers most things. This means that you and your family can fill your shopping cart and your everyday life with exactly what matters most to you, because you always get more for less. The First Price range consists of more than 300 items in total - a mix of food and household items.

First Price



DISCOUNT
Billigste alternativ



”Gestus” is good quality food

Gestus is a range of tasty food products - affordable and of good quality. Every day of the week should taste good, whether it's an ordinary Monday or a festive Friday. Gestus can do that with good quality flavors - even on an everyday budget. The range consists of more than 600 food products.



MAINSTREAM
God kvalitet



”Green Balance” is caring for you and the environment

... with food, household and care products. Green Balance is the natural choice for those who want to eat organic food, protect the environment and avoid problematic chemicals in their care and household products.



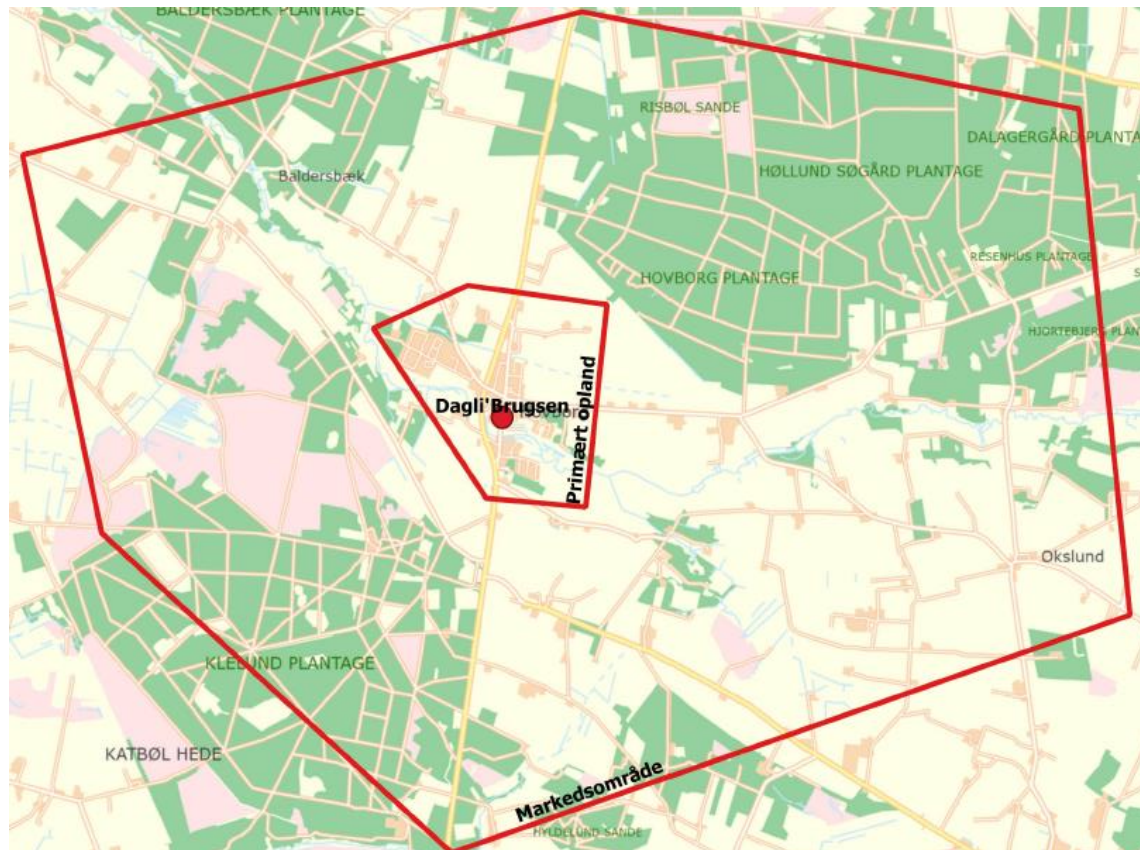
”Grøn Balance”. The household and care range are high quality products, always certified with the Nordic Swan Ecolabel and recommended by Asthma Allergy Nordic. The range consists of more than 100 products including cleaning, detergents, diapers and care products for the whole family.



The food is organic and is always labeled with either the red Ø-label and/or the green EU organic label. The range consists of more than 300 items, including eggs, pasta, breakfast, frozen food and a large selection of fruit and vegetables.



Market analysis



Market area:

	Markedsområde				
	Indbyggere	Boliger	Indbyggere/bolig	Arbejdspladser	Sommerhuse
Primarily upland	451	206	2,2	213	73
Secondary upland	273	120	2,3	175	4
Total	724	326	2,2	388	77

Local supply rate:

	Lokalforsyningsgrad		Market area
	Primary upland Primært opland	Secondary upland Sekundært opland	Markedsområde
Consumption	8,5	7,1	15,6
Turnover	12,5	0	12,5
Discount share	0%	0%	0%
Supermarket share	100%	0%	100%
Local supply rate	147	0	80

Turnover potential (mio. d.dk):

Scenarie	Omsætningspotentiale (mio. kr.)	
	Min Købmand - 475 m ²	Min Købmand - 400 m ²
Primary upland	7,7	7,7
Secondary upland	5,7	5,7
Expected turnover (mio.d.kr)	13,4	13,4
Turnover per m2 – assessment	28.211	33.500
Turnover per m2 – chain	42.054	42.054
MasterPlans turnover estimate	12,3	12,3

MasterPlan version 23

Min Købmand Hovborg – Renovation/modernization - cost estimate:

Wishes:	Price estimate
Cash register/payment area	78.000
Sales area	30.000
Lighting	65.000
Electronic shelf labels	125.000
Pos material	50.000
Refrigeration and freezing	400.000
Miscellaneous	50.000
Painting of ceiling	
Installation of lights	
Renovation of property	

How to make it happen - Citizens

- **Motivation: Opportunity to shop locally for groceries**
- Build support for "our shop"
- Setting up a limited liability company that owns property and inventory
- Do most of their grocery shopping in the store



How do we make it happen - The Grocer

- **Motivation: Opportunity to become "own boss" and earn money**
- Provides a very good retail space at a low rent
- Develop a shop with attractive goods - competitive concept and local support from the start



How to make it happen - Dagrofa

- **Motivation: Create growth in turnover**
- Be an active sparring partner with citizens and the grocery store
- Ensure a competitive chain concept with the right grocery store



Subscription form

Hovborg Handelshus ApS Tegningsblanket for anpartskøb

Antal anpartar: _____ stk. á kroner 2.500,00 I alt: _____ kroner

Indbetaler/Anpartskøber:

Navn (OBS: Skriv kun 1 navn): _____ Evt. firmanavn: _____

Adresse: _____ Postnummer og By: _____

E-mail*: _____ Telefonnummer: _____

Indbetalers betalingsoplysninger:

Reg.nr: _____ Kontonr.: _____

* E-mail bruges ved al senere kommunikation fra Hovborg Handelshus ApS.

Jeg er indforstået med, at tilmålet i henhold til denne blanket om køb af anpartar er juridisk bindende, hvorfor jeg forpligter mig til at indbetale anpartskøbets beløb på anfordring fra arbejdsgruppen for Hovborg Handelshus ApS.

Tidspunktet og kontonummer for indbetaling vil tilgå senere.

Købet af anpartar og derved betalingen for købet af anpartar sker ved, at anpartskøbets beløb indsættes på Hovborg Handelshus ApS konto. Overførslen kan ske enten elektronisk dvs. via din netbank eller ved henvendelse til din egen bank.

Denne blanket skal afleveres senest d. 24.05.2023 i den sølvfarvede postkasse ved Brugsen.

(Kan også afleveres personligt til Inger Randbo, Sandagervej 10.)

Købet af anpartar og dermed tegningen anses først for fuldført, når overførslen er gennemført og registreret på Hovborg Handelshus ApS spærrede konto. Når tegningsperioden er afsluttet og beløbet overført, vil du modtage en kvittering for købet, enten via din e-mail (hvis du har angivet en) eller pr. brev. Registreringen af dine anpartar noteres i en ejerbog.

Har du spørgsmål? Kontakt gerne Poul Henrik Bruun (tlf. 28156283), Thomas K. Carstensen (tlf. 71922492) eller Connie Skovbjerg (tlf. 28898021).

Sted: _____ Dato: _____ Underskrift: _____

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Dagrofa's experiences from shops with citizen involvement

What are the main risks in the project?

- 👎 Fokus alene på køb af anparter og ikke på handel i butikken
- 👎 The shop is only used for complementary purchases
- 👎 "The 'shoes' are turning the wrong way

👍 **ecommendation**

- 👍 Test the store on the whole household shopping for a period of time
- 👍 Compare prices for the whole purchase
- 👍 " If you are "missing" an item, give the shopkeeper a tip (you might not be the only one)
- 👍 Use the shop actively as Hovborg's meeting point

QUESTIONS??