

## **Executive Summary**

Soto's True Earth Market is a new organic market startup which is located in a historical facility in the small town of Cambria. The new owner of Soto's Andre Ponce has a vision to create a community revolved around local organic foods and sustainability. Since Soto's is still in the initial startup phase there is a large amount of room for optimization and redesign in order to create a solid customer foundation. Andre presented several opportunities for improvement to the team. With a time constraint of solely two quarters the project team decided to provide the following:

- Old and new deli/smoothie department layouts
- Old and new facility layouts
- Economic analysis of equipment purchases

The overall objective of this project was to provide a concrete layout and operating procedure for the overall facility of Soto's market along with an evaluation of potential equipment purchases for their food service station. The constraints of the project was anything excluded from the deliverables and any further redesign outside of the main shopping area of Soto's market.

In the following report the overall background of the project is described in more detail along with the project scope for optimizing Soto's. Also, an in depth literature review is included to provide a greater insight on how to approach and achieve the overall goal of the project. Through all the research that the project team obtained a proposed methodology for each deliverable was created to streamline the next steps of the project. Included along with the proposed methodology is also proposed schedule to be followed in order to efficiently complete the project.