

# TRADER JOE'S

## Industry Report 2024

*By Bryn Hotes*



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# I N T R O D U C T I O N

The Trader Joe's 2024 Industry Report is a comprehensive compilation of primary and secondary research, data analysis, and strategic recommendations for the brand. The report includes insights on demographics, psychographics, behaviors, geodemographics, and preferred channels of Trader Joe's audience.

A vital component of this report is a participant-observer user experience analysis, providing firsthand research on the flow, behaviors, and pain points of the brand's consumers. This unstructured record-keeping is valuable for a complete comprehension of the brand experience.

Ultimately, the research highlights Trader Joe's strengths and weaknesses based on its target audience. By reading this report, Trader Joe's brand can enhance consumer engagement and brand equity through improved social media engagement, platform diversification, interior updates, product management, and product diversity.



# Audience Research

## Demographics

Trader Joe's appeals to Millennial and Generation Z, aged between twenty-five and forty-four, who are typically college-educated and often married (OSUM, n.d.). Additionally, their consumers usually live in households with an annual income of \$100,000 (Hawkins, 2021). Although one might assume that Trader Joe's attracts mainly young women due to its highly designed brand, the company effectively draws in young male professionals as well (Zink, 2024). These young professionals are predominantly Asian or Caucasian (Numerator, 2024).

## Behaviors

The audience values quality ingredients, customer service, and affordability. These consumers seek products that are both budget-friendly and healthy (OSUM, n.d.). Additionally, they appreciate good customer service, including quick returns and friendly staff. Millennials and Gen Z customers also look for a creative and aesthetically pleasing atmosphere. This target audience often purchases pre-made food products that they can conveniently freeze due to their busy schedules (Hawkins, 2021). Few consumers stock up their pantry with Trader Joe's products; instead, they typically visit the store once a month, and they are more likely to visit other stores more frequently for items such as cleaning products (Zink, 2024).

## Psychographics

The customers of Trader Joe's are enthusiastic about staying up-to-date with the latest trends and having a modern lifestyle, which is why they choose to shop at a store that prioritizes constantly evolving products (Zink, 2024). While they are interested in trendy food items, they also place great value on affordability, with budgeting being a central part of their lives (OSUM, n.d.). Additionally, Millennials continue to shop at Trader Joe's for its affordable gourmet options, whereas Gen Z prefers the store for its unique product offerings (Hawkins, 2021).

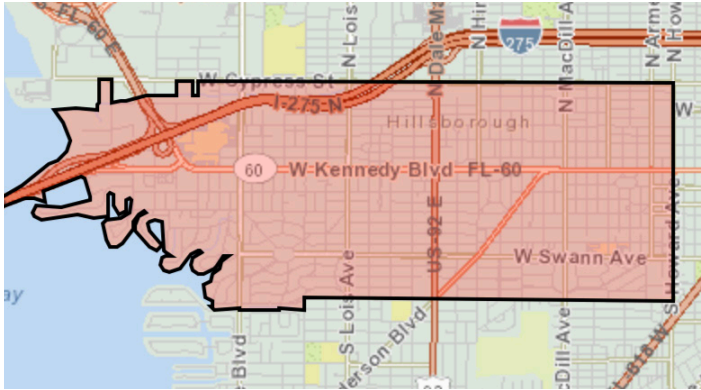
## Channel/ Platform Segmentation

Trader Joe's consumers are active on social media platforms such as Instagram and TikTok, where they look for current trends (Zink, 2024). Young professionals also spend a lot of time on social sites like LinkedIn and Facebook. Additionally, the audience uses other platforms like Snapchat, Spotify, and Pinterest (Zink, 2024). Trader Joe's has seen significant engagement from this audience on social media sites like Facebook and Instagram. This increase in engagement is due to the different preferences of millennials and Gen Z, who are more active on Facebook and Instagram. Furthermore, Trader Joe's consistently creates content for their followers on these platforms.

# Claritas PRIZM Segments

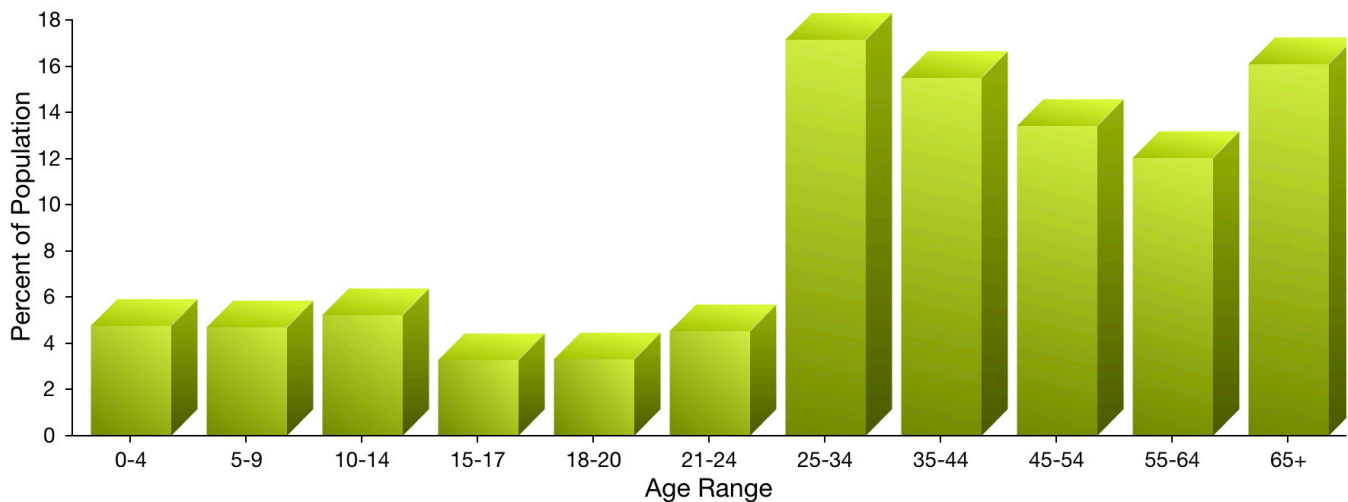
## Geodemographic Segmentation

Location of Search: 33609



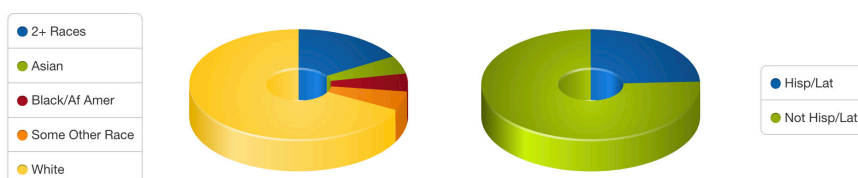
I analyzed the geodemographics of zip code 33609 because it's the location of the Trader Joe's where I conducted User Experience Research. This Trader Joe's is also the closest to downtown Tampa Bay, making it a very popular location. This location is home to busy professionals, university students, and young adults, making it a prime location.

### Age Demographics



The age demographics of this area align with Trader Joe's record because the primary resident pool are within the ages of 25-34. These residents are most likely young professionals, making 33609 a prime location.

### Race Demographics

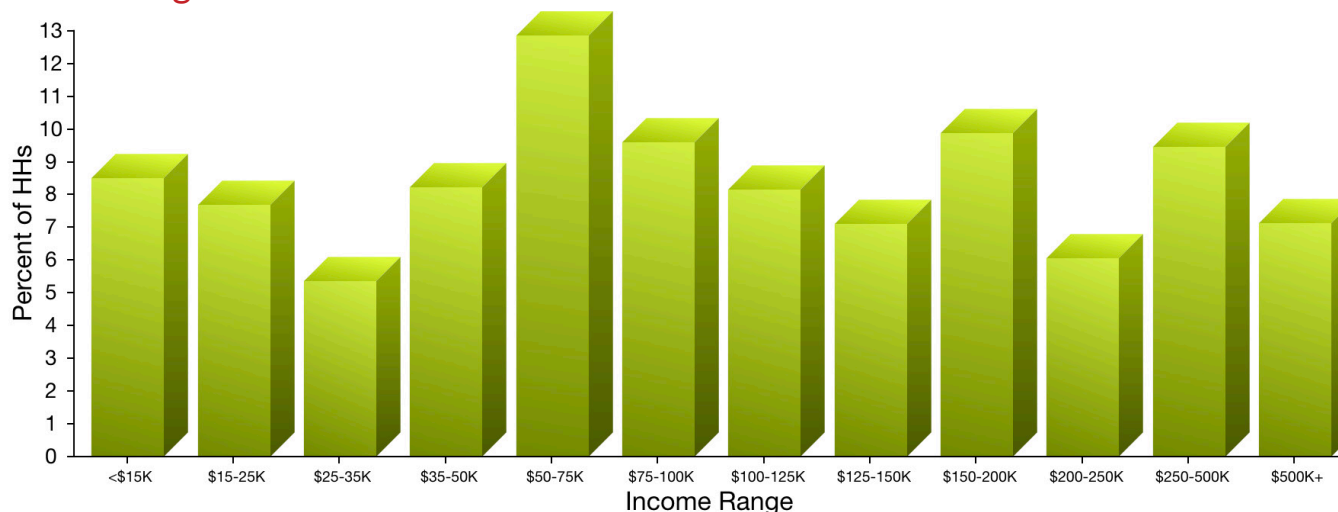


The area's racial demographics are mostly white, with a noticeable lack of Asian presence. This partially aligns with Trader Joe's racial demographics.

# Claritas PRIZM Segments

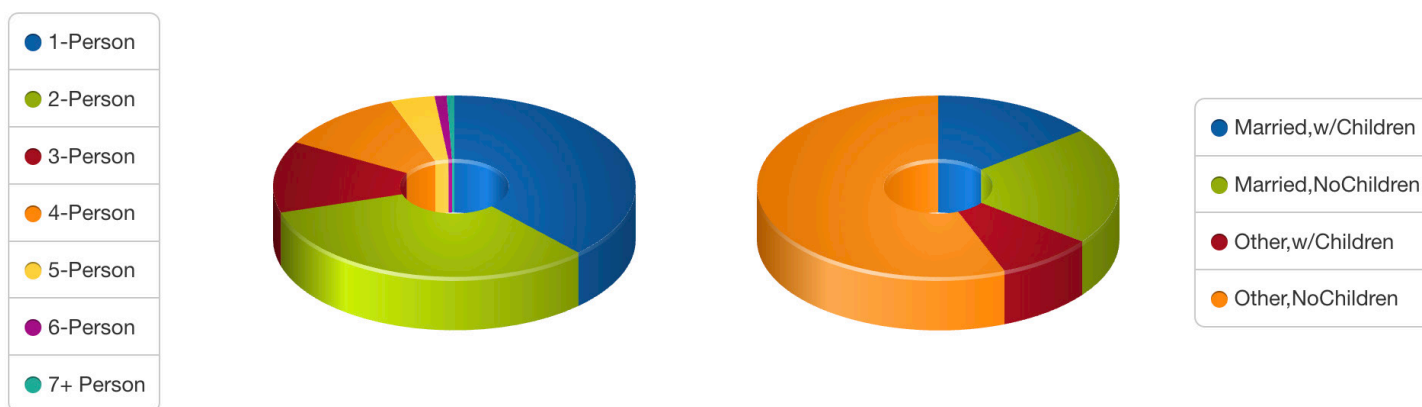
## Geodemographic Segmentation

### Income Range



The percentage of household income partially aligns with Trader Joe's records. Trader Joe's demographic often earns \$100,000 annually; however, only around 10% of residents receive this salary. The highest percentage of Household income is \$50,000 - \$75,000, which is 13% of the area population. While this household salary is lower than that of Trader Joe's demographic, this group remains a prime target audience as they earn a medium-high income and are most likely young professionals.

### Household Composition



The graph provided is in line with the demographic of Trader Joe's target market, as the majority of the 33609 population lives in a two-person household, whether married or unmarried. Additionally, given that this location is near two universities, a significant portion of the population consists of four-person and no-child households, making it an ideal location for Trader Joe's to target college students.

# Claritas PRIZM Segments

## Geodemographic Segmentation

### Conclusion

Trader Joe's selection of the 33609 area for its Tampa store is informed by a thorough geodemographic analysis that reveals a strong alignment between the store's target demographics and the local population. Trader Joe's likely employed sophisticated tools, such as Claritas PRIZM, to conduct in-depth surveys and research, enabling them to identify this location as an ideal fit for their brand.

The demographics of the 33609 area are particularly promising, featuring a significant proportion of medium to high-income households, predominantly married and unmarried couples. Notably, many residents live alone or in pairs, often without children. This demographic insight is especially compelling, as it underscores the impact of the nearby universities on the local population dynamics, creating a vibrant community of young professionals and students who are likely to be busy and value convenience.

Trader Joe's offerings, characterized by high-quality, affordable products, are well-suited to meet the needs of these residents. The emphasis on health and budget-conscious shopping aligns perfectly with the lifestyles of the area's population, many of whom prioritize nutritious options that fit their fast-paced lives. The store's focus on unique and accessible products makes it an attractive destination for individuals seeking value and quality in their grocery choices.

Overall, Trader Joe's strategic positioning in the 33609 area not only reflects a perceptive understanding of the local market but also demonstrates an opportunity for sustained success. By continuing to cater to the needs of this diverse demographic, Trader Joe's is well-positioned to cultivate a loyal customer base, ensuring its relevance and appeal in the rapidly evolving Tampa Bay market.

(Claritas, n.d.)



# Empathy Map

## Audience Persona

Young Professional Male

### SAYS

- Health Conscious
- Seeking Fresh Ingredients
- Budget Minded
- Convenience
- Good Location
- Good Customer Service
- Variety
- Unique Selection

### THINKS

- Wants to eat healthier
- No time to cook
- Wants to better physique
- Impress friends by cooking
- Is quality worth the expense?
- I don't like going to Trader Joe's after work because it is crowded

### FEELS

- Excited about new products
- Inspired to cook
- Relieved by convenient pre-made meal options
- Nostalgic
- Community
- Satisfied due to great quality groceries

### DOES

- Experiment with new recipes
- Share finds on social media
- Share cooking on social media
- Visit in the morning for a less crowded experience
- Browse the store



# Empathy Map

## Amplifier Persona

Emily Mariko

### SAYS

- I love sharing accessible recipes with my audience
- Enjoys Fresh Ingredients
- Meal Prepping is Easier with Trader Joe's Groceries
  - Food can be fun
- Quick meals for busy days
- Healthy food is important

### THINKS

- Questions how she can make healthy eating accessible
- Questions the origin of Trader Joe's Products
- Wants to be perceived as healthy and authentic
  - Wishes to inspire others
- Questions how she can simplify cooking

### FEELS

- Loves how Trader Joe's follows food trends
- Inspired to show her audience how to cook on a budget
- Inspired by Creativity in Cooking
- Connected to the Trader Joe's Community and Audience

### DOES

- Creates cooking videos featuring Trader Joe's Products
  - Posts Trade Joe's based recipes
  - Experiments with new products
- Engage with audience by answering cooking questions

# Audience Persona Profile

## Segmentation

### Young Professional Male

**Motivations:**

- Healthy Living
- Reputation
- Budget-Friendly Choices
- Exploration and Variety
- Social Connection

**Pain Points:**

- Limited Selection (Dietary Options)
- Overwhelming Variety
- Crowded Stores
- Product Availability
- Time Management

**Influential Platforms:**

- Instagram | @traderjoes
- Instagram | @chefsouschef
- TikTok | @emilymariko
- TikTok | @fitmencook
- TikTok | @GordonRamsay

**Influential Websites:**

- Food52.com
- BBCGoodFood.com
- America'sTestKitchen.com
- EatThisNotThat!.com

**Influential Podcasts:**

- Gastropod
- The Modern Bar  
Cart Podcast
- The No Meat Athlete Podcast
- The Food Chain

**Top of Mind:**

Meal Prepping Trend | Budgeting | Impressing Friends | Protein | Diet's Effect on  
Physique/ Working Out | Time Management | Dating | Health & Wellness

# Amplifier Persona Profile

## Segmentation

### Emily Mariko

#### Motivations:

- Inspiring Healthy Home Cooking
- Health and Wellness
- Creativity in the Kitchen
- Community Engagement
- Sustainability

#### Related Socials:

- Instagram | @TheKitchn
- TikTok | @GordonRamsay
- Instagram | @MattDavella
- TikTok | @PlantBasedJess

#### Influential Platforms:

- Instagram | @emilymariko
- TikTok | @emilymariko
- Youtube | @emilymariko
- Food Blogs | emilymariko.substack.com

#### Influential Websites:

- BonAppetit.com
- SeriousEats.com
- NewYorkTimesCooking.com
- Trader Joe'sWebsite.com

#### Influential Podcasts:

- The Splendid Table
- Home Cooking
- The Food Medic Podcast
- The Good Food Podcast

#### Top of Mind:

Meal Prepping Trend | Food Waste/ Sustainability | Making the next trending recipe

# User Experience

## Research Question

How is the average shopping experience affected by the Tampa Bay Trader Joe's grocery store's layout? Is the current grocery store layout functional for average grocery shoppers?

## Observational Technique

I will conduct shop-along observational research because this method best aligns with my objective: to understand how the layout of the Tampa Bay Trader Joe's store affects the average shopping trip. Grocery shopping involves many spontaneous experiences, such as dropping a product or waiting in line for checkout. Therefore, observing a shopper's entire experience will provide the necessary information to answer my research question without leaving out any vital information or possibilities.

## Observation/ Recording Technique

I will use the participant-observer technique to conduct my research with the goal of understanding the average shopper's experience at Trader Joe's. This involves shadowing a shopper throughout their grocery visit to gain insights into the details of the average grocery visit experience at Trader Joe's. I will directly observe the shopper with their consent and take notes during the visit to document the experience. My approach will be unstructured to remain open to any shopping experience the shopper may have. However, I will make note of instances that require particular attention, such as busy aisles and the checkout line experience. This unstructured approach will allow me to capture every detail of the shopper's experience without limitations.

## Date, Time, Duration

September 21st 2024, 4:30PM - 5:10PM, Forty Minutes

## List of Topics (Unstructured)

1. Number of people in each aisle
2. Difficulty accessing particular aisles
3. Difficulty accessing particular products
4. Instances of disruption
5. General proximity between shoppers
6. Parking Lot Fullness
7. Number of entrances
8. Number of exits
9. Number of employees in each aisle
10. General layout of store
11. Checkout experience



## Results

When my friend, the shopper I shadowed, arrived at Trader Joe's, they had to wait for a parking space due to high demand. Upon entering the store, they encountered approximately seven people at the entrance, making it difficult to maneuver around customers exiting, entering, browsing display flowers, and grabbing shopping carts. The aisles were slanted, which allowed for clear visibility into each one. The shopper first went to the condiments, baking, and spices aisle, where they found about fourteen customers. This made it challenging for them to access their chosen products and exit the aisle.



Next, they visited the deli, where nine people shopped along the lengthy deli wall. Fortunately, they had no trouble grabbing the products they wanted in this section.

Moving on to the bakery, they encountered another fourteen customers weaving between each other and moving in different directions. The shopper patiently waited about a minute to access their desired product. Just a few steps away, in the produce section, ten people were present despite its larger size. The shopper navigated this area quickly, aided by the ample space and the presence of four employees.

Next, they went to the frozen section with two employees and fourteen customers. This area was quite congested, making it difficult for the shoppers to navigate and retrieve the product they wanted. Due to the high density of people, they waited about two minutes to access it. After the frozen aisle, they headed to the packaged produce section, where about eight people were shopping, most young females.

All nine lines were open at the checkout, each with one to three people in line. The shopper quickly entered a checkout line and was helped within seconds. The cashier was very friendly and completed the transaction in about three minutes. Upon exiting the store, the shopper struggled to get through the exit due to the crowd density. It is worth noting that the entrance and exit share the same doors, while a separate employee entrance is not open to the public.

## Conclusion & Suggestions

Based on my experience participating in participant observation at the Tampa Bay Trader Joe's, the overall layout of the grocery store is not functional, causing average shopping trips to take more time than necessary and more difficulty buying the products you came to the store to get. The layout affects the average grocery shopper's experience, hindering their ability to shop comfortably. Specifically, I found that shoppers in the frozen section have a challenging time grabbing products and moving throughout the aisle due to the high density of people and the thin width of the aisle. Moreover, the entrance/ exit decreases a positive user experience as it is a multi-purpose space, a place to grab a cart, buy some flowers, exit, and enter; therefore, it creates a traffic jam in a primary location in the store.

I suggest that Trader Joe's construct a separate exit door, allowing customers to enter and exit more freely. Additionally, I suggest that the company spread the frozen and baking isles by subtracting some square footage from the large produce section. This minor shift will provide greater traffic flow and product access in all store areas. Moreover, I encourage Trader Joe's to maintain its slanted aisle technique. It allows customers at the entrance to see directly into the aisles, allowing them to plan their trip based on the number of shoppers in each aisle. Investing in the layout of the Tampa Bay Trader Joe's will result in a more ideal grocery shopping user experience, inducing an increase in the number of consumers at this prime location. As the sole Trader Joe's in Tampa Bay, designing a functional environment for customers is a top priority for a positive brand experience.

### Proof of Participation



\*Photo of Bryn and Josh doing  
Observation Research at Trader Joe's  
Left: Josh (Participant)  
Right: Bryn (Participant Observer)

# Social Media Audit

WHO BRAND	WHERE	WHAT	WHEN	WHY	PROBLEM / OPPORTUNITY 1=Poor 5=Excellent	RECOMMENDATIONS
Trader Joe's	Instagram	Instagram Reel	09-06-24	Promotion of Fall Product Release	5 This is an excellent post because it recieved 35.5K likes, about 30K higher than average posts. The post contains a call to action and incorporates memorable design.	Trader Joe's should utilize this reel on suitable platforms such as TikTok or Youtube Shorts due to its high success.
Trader Joe's	Instagram	Instagram Post	04-25-24	Advertisement for Cleaning Product	2 This is a decent post; however, it has a muted and colorless palette and does not showcase the product's features.	Consider promoting Trader Joe's cleaning products by showcasing their features and benefits through a short video demonstrating quick cleaning, rather than a still post.
Trader Joe's	X	X Post	12-17-18	Encouraging Customers to Shop at Trader Joe's for Party Snacks	3 Recieved little engagement; however, the prompt and image is welcoming to customers, encouraging them to reply with their opinions.	The company should consider utilizing more engaging and active photography for their X post. Showcasing products in a real world scenario will engage audience members more effectively.
Trader Joe's	Instagram	Instagram Story	12-17-18	Promoting High Performing Products	2 Positive image attached to post; however, it does not engage audience members as there is no call to action or question included.	Trader Joe's must include a call to action or question in each of their X posts to better engage consumers.
Trader Joe's	Instagram	Instagram Post	06-20-24	Promoting a Limited Time Product in Stores	4 This post is successful because it showcases a dynamic photo, employs a time sensitivity technique, and informs the audience about its ingredients.	This post could be improved by including a call to action or means of engagement for audience members. This may be in the form of a question in the caption or a link to their website.
Audience						
@cInegative	Instagram	Instagram Reel Comment	09-06-24	Responding to Post Asking Question about Product Availability	5 Response is positive and shows interest about the post's content. Clearly Trader Joe's action and art packed social media approach was successful as it excited and intrigued their audience.	Trader Joe's should hire a social media manager to reply to commentors' questions, improving consumer-business relationships and encouraging consumer spending.
@Deja_Vu_Chicboutik	Instagram	Instagram Post Comment	04-25-24	Sharing Opinion in Response to Product Promotion	3 Response is thoughtful and constructive. Enjoy the product; however, they write that the product makes their fingers turn white.	Trader Joe's should hire a social media manager to reply to comments. For instance, the manager could reply to this comment by providing an explanation.
@JuliaFarino	X	X Post Reply	04-05-24	Complain about Trader Joe's Consisten Discontinuation of Numerous Products	3 Response showcases clear area for improvement. Trader Joe's is loved for their diverse selection; however, they may not maintain products for long enough, provoking a feeling of inconsistency	Trader Joe's must survey their customers about favorite and staple products each quarter. By doing this, the company may consistently sell particularly popular products and evolve with their audience's preferences.
@LizRuskin	X	X Post Reply	11-12-23	Inquiry about Specific Product Source	2 Although it is positive that their post recieved thoughtful engagement, Trader Joe's fails to answer the commentor's question. Moreover, Trader Joe's does not have an accessible platform for consumers to find sourcing answers.	The company must develop a platform that supplies the sourcing and ingredient information about each of their products. Additionally, Trader Joe's must prioritize responding to social media comments, especially when they are questions.
@tranc3lina	Instagram	Instagram Post Reply	06-20-24	Expressing opinion about product featured in post	5 Enthusiastic reply that showcases engagement with the post.	Trader Joes should continue to post limited time products on their Instagram, reminding consumers to stock up on their favorite treats. The company could post reminders when certain items are going out of season; therefore, customers are always aware when to stock up on products.
Competitor						
Publix	Instagram	Instagram Post	09-22-24	Increase social media engagement and promote fresh produce	5 This post is fantastic because it showcases the great Publix produce through imagery. It also clearly asks the audience a simple question, both in the post and the caption. These techniques resulted in positive engagement.	Trader Joe's should experiment with a similar post format, intriging their audience with delicious product imagery while directly asking them a question. This will ensure increased engagement on their Instagram.
Sprouts	Instagram	Instagram Reel	09-18-24	Pronouncing the affordable, accessible, and delicious sushi and produce at Sprouts	5 This Instagram reel is successful because it places the quality of Sprouts products at the forefront of the audience's focus. Moreover, the reel demonstrates fun ways to spice up dinner with Sprouts products.	The brand should invest time into producing reels that entice their audience to try new products at Trader Joe's, similarly to the Sprouts Instagram Reel. Moreover, the brand should partner with influencers to create media trends surrounding cooking with their products.
Whole Foods	TikTok	TikTok Post	03-01-24	Promoting Friday Deals on Oysters	5 This post recieved high engagement because it is brief and promotes a great product deal that is eligible at all Whole Foods.	Trader Joe's should prioritize their TikTok presence as they currently do not have an account. Whole Foods recieves a surplus of advertising through this platform; therefore, Trader Joe's should create a TikTok account that promotes their products in brief videos, similarly to Whole Foods.
Sprouts	X	X Post	05-25-23	Promotion of limited time food truck event hosted by Sprouts	4 This post is positive as it showcases an engaging image, clearly communicates event details, and directly invites the audience to attend the event; however, the high amount of text may cause viewers to be less interested in its content.	Trader Joe's should host events and promote them on their various social channels. Moreover, Trader Joe's should provide clarity about the events while not overwhelming their audience with text.
Whole Foods	Instagram	Instagram Reel	05-28-24	Encourage customers to visit their local Whole Food's and try their new product, take and bake rolls	5 This post is successful because it is quick and focuses attention on the product itself. This focus interests the audience and convinces them to go to Whole Foods.	Trader Joe's should promote more Instagram Reels on their Instagram. While their Instagram posts do well, Reels provide a greater opportunity for promoting and pronouncing product features; therefore, utilizing Reels as advertising should be a main priority.



# Social Media Audit

## Conclusion & Suggestions

Trader Joe's social media presence could be more powerful compared to that of its primary competitors. The brand fails to take advantage of diverse channels, produce media in multiple formats, incorporate calls to action in media, and engage with its audience.

Trader Joe's Instagram account stands out as their most successful social media platform, boasting the brand's most successful audience engagement and consistent content creation. With a substantial following of 3.1 million, this platform holds significant potential for future advertising, especially considering the brand's consistent product promotion posts.

Trader Joe's must reflect on their competitors' successes on social media and attempt to engage with their audience on platforms such as TikTok and YouTube. The brand should engage in short video production, designing active and engaging posts that may be posted on numerous platforms such as TikTok, YouTube Shorts, and Instagram Reels. Trader Joe's has a unique and highly personality-based brand, making it the perfect company to promote itself directly to its consumers on video platforms. Additionally, Trader Joe's must consider enhancing its posts by including a call to action in its caption and on the post through graphics and typography. These calls to action may contain relevant links, questions, or action statements. As the social media audit chart notes, many of their primary competitors utilize the call to action strategy because they receive the highest amount of post engagement on these posts. This addition will tremendously increase consumer engagement with social platforms and the brand website.

Trader Joe's should prioritize engaging with its audience on social media, as this builds brand equity and helps clarify and answer questions. Many of the audience comments I reviewed contained questions or concerns about Trader Joe's products and experiences, yet unfortunately, these went unanswered. By addressing these comments, Trader Joe's can better connect with its audience and empathize with their needs.





# Summary of Insights

## Conclusion

Based on my research and analysis, Trader Joe's main target audience is health-conscious young professionals looking for a local grocery store that allows them to maintain a budget, prioritize their health, and save time while still providing quality pre-made meal options and cooking ingredients. Trader Joe's has done an excellent job with their geodemographic research, as my findings on Claritas confirmed that the population around their store locations strongly aligns with their target audience. Furthermore, Trader Joe's wide variety of ingredients, flavors, and pre-made meals provide perfect options for much of their clientele.

According to my research, the majority of Trader Joe's customers appreciate the store's trendy and diverse products because they align with their preferences and shopping behaviors. This alignment of products with customer preferences is a key strength of Trader Joe's. Additionally, the pricing of grocery products aligns with the desires of their audience, an affluent group who still prioritize budgeting and getting a good deal.

While customers enjoy Trader Joe's products' selection, quality, and seasonality, they disengage from the brand due to a lack of social media engagement, parking lot issues, and crowded stores. Crowded stores and parking lots are a primary issue for Trader Joe's, as many of their target audience work corporate jobs, forcing them to go to the grocery store at especially busy times such as weekends or weekday evenings.

Trader Joe's also engages with social platforms their target audience gravitates to, such as Instagram, Twitter, and YouTube. These platforms are heavily curated, which is an essential social media aspect as their target audience values aesthetics.

While Trader Joe's current platforms are successful, it is imperative that the brand prioritizes engaging with customers' comments on channels such as Twitter and Instagram. This is a crucial aspect of social media engagement that Trader Joe's cannot afford to overlook, and the marketing and strategy team should feel the urgency of this task. Moreover, they must take advantage of more platforms that their target audience consistently uses, such as TikTok, Instagram Reels, and Youtube Shorts.

Trader Joe's competitors include Whole Foods, Sprouts, and Publix. These grocery stores attract similarly affluent and health-conscious shoppers; however, their demographics slightly differ in age and income range. Many of their competitors successfully utilize numerous social media platforms, achieving greater engagement than Trader Joe's. Moreover, these competitors offer services such as curbside pickup, a service Trader Joe's target market is interested in, as they are very tech-savvy. This highlights the need for Trader Joe's to adapt to their audience's preferences and make them feel understood and catered to.

# Recommendations

## Platforms/ Channels

While the current Trader Joe's social platforms are primarily successful in increasing engagement and brand equity, they must mirror their competitors and utilize a broader variety of channels, including Instagram Reels, YouTube Shorts, and TikTok. The younger segment of their audience highly values these platforms. Additionally, the company must improve its engagement with commenting customers on their platforms, such as Twitter and Instagram. While performing a social media audit, I found that many customers utilize the comments section to ask questions or make complaints, therefore acting as the perfect platform for Trader Joe's to improve brand equity through thoughtful responses.

## Products

Trader Joe's offers a wide variety of products, which is a strength of the brand. However, during a social media audit, I noticed that many consumers complained about products being moved in and out of stores too frequently and without warning. While the brand's scarcity strategy is successful, it may be taken too far, not allowing customers enough time to stock up on their favorite seasonal items before they disappear for another year. To address this issue, Trader Joe's should consider posting the products that are leaving in the coming month so that customers can make informed decisions. This information could be shared monthly on their social media platforms and displayed on a board in their stores.

## Store Layout

I discovered that the store layout of Trader Joe's has a negative impact on the average shopping experience. This is due to the narrow aisles and limited entrances and exits, which lead to overcrowding and disorganized customer flow. It is recommended that the store increase the aisle spacing in the frozen foods, spices, baking, and condiments sections by reallocating some space from the larger areas designated for produce and wine. While this may result in slightly smaller produce and wine sections, customers will benefit from having more space to navigate and access products throughout the store. The brand should consider investing in additional entrances and exits. Currently, there is only one public entrance and exit, which serves multiple functions such as entry, exit, plant sales, and cart access.

## Customer Acquisition

While Trader Joe's does a fantastic job servicing their target audience, they should consider broadening their scope to older consumers as the primary residents of their location (33609) are over the age of 35. They may do this by producing and promoting more gourmet product options such as specially crafted wines or ingredients like truffle and wagyu beef.

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# Appendix

## Social Media Audit Post Links

BRAND	AUDIENCE	COMPETITION
<a href="#">Post 1</a>	<a href="#">Post 1</a>	<a href="#">Post 1</a>
<a href="#">Post 2</a>	<a href="#">Post 2</a>	<a href="#">Post 2</a>
<a href="#">Post 3</a>	<a href="#">Post 3</a>	<a href="#">Post 3</a>
<a href="#">Post 4</a>	<a href="#">Post 4</a>	<a href="#">Post 4</a>
<a href="#">Post 5</a>	<a href="#">Post 5</a>	<a href="#">Post 5</a>