



# TABLE OF CONTENTS

INTRODUCTION .....2

MEET FIVE SUCCESSFUL GROCERY SHOPPERS .....5

LEGAL STRUCTURE.....8

SOLO OR EMPLOYEES? .....9

NAMING YOUR NEW BUSINESS..... 10

INSURANCE ..... 12

ERRAND BUSINESS SUPPLIES ..... 13

OTHER SERVICES TO OFFER ..... 16

PRICING YOUR SERVICES..... 18

HOW MUCH CAN YOU MAKE? ..... 20

PACKAGE PRICING..... 21

SURCHARGES ..... 22

GETTING PAID ..... 23

GROCERY SHOPPING BUSINESS TIPS ..... 25

WHY YOU SHOULD WELCOME COMPLAINTS ..... 28

HOME CHECKS..... 30

FINDING CUSTOMERS..... 32

FORMS ..... 36

FREQUENTLY ASKED QUESTIONS..... 45





# INTRODUCTION

Give the average person a choice between grocery shopping and most other chores, and most will choose “other.” With long checkout lines, crowded parking lots, loss of valuable free time and the ever-present temptation to purchase impulse items or tempting diet-busters, it’s no wonder a trip to the supermarket is not a favorite activity for many.

In fact, a recent customer survey by a national supermarket chain found that an amazing one-third of shoppers said they hated grocery shopping! In addition, there are those folks who have no choice, such as homebound seniors or those with health problems or handicaps that prevent even a simple trip to the grocery store. Finally, busy working professionals, especially those with kids, have little time in their busy schedule for regular trips to the grocery store.

For all those folks who are too busy, unable to get to the store, or just plain dislike grocery shopping, hiring a personal grocery shopper can be the perfect solution, and one that more and more are choosing. A personal grocery shopper offers a valuable





service, and can even save money for many customers who lose control at the supermarket, buying products they don't really need or shouldn't eat.

If you are looking for an ideal service business that can be part-time or full-time and costs very little to start and run, a grocery shopping business could be the ideal choice for you.

The demand for this service is growing every year, as more and more working professionals, faced with increasing workloads at the office and less and less leisure time at home, are turning their grocery shopping over to a professional.

The senior population in the United States is over 40 million today, and forecast to double in just two decades, as boomers enter their golden years. As seniors age, they need more help with daily activities that younger folks take for granted, like grocery shopping.

As seniors age, their needs and abilities change. Most seniors, who are the largest users of grocery shopping services, prefer to stay in their own homes as long as possible, but become less mobile. This creates an opportunity for those who can help by handling the everyday errands that are a part of senior's lives. That's why grocery shopping and picking up other items, such as prescriptions at the drugstore, and other related errands, can keep you as busy as you want to be, and well-paid for your efforts.

For others, a medical condition, from diabetes to a broken leg to a newborn child, may restrict their activities for a few weeks or months. They have no choice but to turn to a pro for help with daily errands outside the home.

As you can see, the potential customer base for a grocery shopping business is large and growing yearly. If you've ever dreamed of starting a profitable home-based business that improves customer's lives, becoming a personal grocery shopper could be the perfect choice for you.





## MEET FIVE SUCCESSFUL GROCERY SHOPPERS

**Lisa Hildreth:** A former medical transcriptionist started her own grocery shopping business in 2010, with just 5 customers in her hometown of Churchill, Pennsylvania. Since then, business has grown steadily to over 350 regular customers. In the first year, the number of customers doubled every month as the word spread about her new service.

Many of her customers are seniors or disabled, but she also shops for many busy professionals and college students. She does her shopping at a variety of stores, from Walmart to Whole Foods to ensure she can purchase exactly what her customers have requested. She charges a \$12 fee for next day delivery or \$20 for same-day delivery, or 15% of orders over \$200.

She uses a fuel-efficient Kia Soul for deliveries and also uses a team of part-timers to help on the busy days. Her advice for others who want to start a successful grocery shopping business: *“My business has blossomed into something beyond my wildest dreams. Provide exceptional service and be prepared to accommodate special requests and you will thrive!”*

**Josephine Amplo:** Has provided grocery shopping services in Farmingville, New York and surrounding towns on Long Island since 1994. Her motto is “Let Us Do The Shopping For You.” She keeps her business low-tech, with customers phoning in their orders to ensure each item is exactly right, including the brand.

Josephine charges a 20% service charge, plus a \$7 delivery charge, and has a specific delivery day for each of the small communities she serves. The secret to her success is exceptional customer service. As one customer said,





*“Josephine is a dream. She finds whatever I need, and nothing is too much trouble for her. I couldn’t live in Southampton without Josephine!”*

**Kris Schemm:** Shops for customers in Pittsburg, Pennsylvania. He started the business after his previous audio/video service for churches was hit hard by the last recession. Kris relies on a blog and social media like Facebook to get search engine visibility when prospects are looking online for a grocery shopping service in his area.

When he first did that, he was surprised to find quite a few prospects called from out-of-state phone numbers. Turns out most were from people with elderly parents in his area, and most are now regular customers. Kris charges a shopping/delivery fee of \$20 for orders up to \$150, and \$25 for those between \$150 and \$300.

**Lori Robinson:** In Saginaw, Michigan, Lori Robinson operates Grocer Gofer, a personal grocery shopping and delivery service for customers without the time or mobility to go shopping. Most of her customers are seniors, many of them regular customers since she started her grocery shopping business in 2009. Robinson says, *“What an amazing population to serve. They are always grateful to have me do their shopping for them.”*

To accommodate her older clients, many of whom do not use a computer or have internet access, she takes phone orders to ensure that each order is tailored to that customer’s personal preferences. She tries to shop local, using a local bakery, meat market, fish market, even a Mediterranean food specialty store, to support independent local producers rather than the supermarket chains, when possible.

