

Case Study Report Overview

General Format:

- A. Single spaced, plus appendices
- B. Relevant quotations embedded throughout (indented if >1 sentence)
- C. Integration of data sources (qual and quant) within each section (also including lay press articles, photos)
- D. Use of tables/figures in common formats → to be discussed

Report Outline

- 1) Executive Summary
- 2) Introduction
 - a) Store Setting
 - i) Physical, social, cultural, historical context of the store
 - (1) Organizational details (owner/manager background, staff composition)
 - (2) Description of surrounding community
 - ii) Economic context (e.g., business model, funding sources)
 - b) Mission of the store (e.g., health focus)
- 3) Store Operations (prior to the events of 2020)
 - a) Food stocking and sales
 - i) Decision-making process
 - ii) Sourcing strategies
 - iii) Pricing strategies
 - b) Community engagement
 - i) Customer demographic
 - ii) Customer shopping experience
 - iii) Outreach/marketing strategies
- 4) Regional impact of events of 2020
 - a) Description of the events that have impacted the store's region
 - b) How these events affect the store
- 5) Store operations (2020 – present) *attention to patterns and practices that differ from prior to 2020*
 - a) Overview of operational changes that occurred in store (e.g., staffing, hours, layout, safety, home delivery; etc.)
 - b) Overview of changes in sourcing/procurement and pricing
 - i) *Includes findings from adapted NEMS-S assessment and sales assessment tool*

- c) Overview of changes with community engagement
 - i) Customer demographic
 - ii) Customer shopping experience
 - iii) Outreach/marketing strategies
- d) Key partners/stakeholders that supported the store's adaptations and their involvement
[need to decide if this can be integrated into section E. or should have a separate section]
- 6) Lessons learned
 - a) Successes – key adaptations that were successful
 - b) Challenges – adaptations that did not go well; areas in which they need additional support and resources
- 7) Future Directions
 - a) Outlook for the food retailer: struggling/expanding?
 - i) Anticipated challenges
 - b) Future plans (e.g., going online, etc.)
- 8) Implications
 - a) Retailer implications: how can these findings be used to inform the practices of similar food retailers looking to adapt in this setting or others?
 - b) Policy implications: what would keep this store from functioning to its full extent?