Park City Grocery Hub Opportunity

Launch an Exclusive Fulfillment Operation in One of the Nation’s Premier Vacation Markets

# Executive Overview

Guest Groceries is seeking a strategic operator or partner to develop an exclusive grocery fulfillment hub serving the Park City region. This venture combines operational control with high-margin potential, made possible through our turnkey technology platform, centralized sourcing, and embedded market demand.

With access to our Salt Lake City-based infrastructure and full use of the Guest Groceries Pro Platform, this hub will serve tens of thousands of short-term rental guests per year—fulfilling grocery, meal kit, and concierge stocking orders in one of the most lucrative hospitality markets in the U.S.

This is a prime opportunity for companies involved in food handling, grocery services or individual operators looking to expand their reach, modernize their logistics, and take ownership of a tightly protected market.

# Location Overview: Park City, Utah

Park City is a world-renowned travel destination with a constant flow of short-term rental guests and luxury travelers.

Market Highlights:
- 15,000+ vacation beds across STRs, lodges, and resorts
- Year-round demand: ski season, Sundance, summer events
- High-spend traveler profile (average guest household income: $150K+)
- Scarce access to major grocers (Costco, Sam’s Club)
- Limited local delivery capacity for volume-based orders

# Fulfillment Model

Salt Lake City Fulfillment Hub (400 West Facility)
- Costco, Walmart, and supplier pickup
- Cold/frozen storage and prep capabilities
- Dedicated assembly space with loading dock
- Optional partner pickup and local business add-ons

Park City Last-Mile Delivery
- In-unit guest stocking
- Contactless delivery or concierge handoff
- Optional pickup lockers or local handoff partners
- Serves Park City, Deer Valley, and surrounding STR zones

# Business Model

Core Revenue Streams:
- Grocery markup (standard or split-item pricing for bulk/multipacks)
- Tiered delivery and in-unit stocking fees
- Add-ons: welcome kits, local goods, partner meal kits
- STR owner co-branded Microsite subscriptions ($9/month each)
- Revenue share with property managers and concierge partners

Split-item pricing allows operators to break down Costco-sized multipacks (e.g., 30-count snack boxes, multi-loaf bread packs, bulk produce) and resell individual units. This enhances guest convenience while significantly increasing gross margin per unit sold.

Optional Add-Ons:
- Build B2B accounts with vacation rental firms or resorts
- Concierge resell of welcome bundles or partner goods
- Cross-market expansion to Heber, Sundance, or other ski towns

# 5-Year Growth Projection

Year | Monthly Orders | Annual Gross Revenue | Gross Margin | Net Margin
---- | -----------------------|------------------------------|-------------------|-----------
1 | 400–500 | $650K–$900K | 23% | 12%
2 | 750–1,000 | $1.2M–$1.7M | 25% | 14%
3 | 1,200+ | $2M–$2.5M | 26% | 15%
4 | 1,500+ | $3M–$3.5M | 28% | 17%
5 | 2,000+ | $4M–$5M+ | 29%+ | 19%+

# Platform Technology

Includes the “Pro Grocery Platform” and “Costco Platform” developed in-house by Guest Groceries.

Key Features:
- Built-in grocery and meal kit catalog
- Dual Microsite system (intake + payment/delivery logic)
- Distance-based delivery fees
- Split-item pricing engine with inventory bundling tools
- Branded storefront and white-label interface
- Dashboard for order, pricing, and staff control
- STR revenue-sharing capabilities for rapid onboarding

The split-item system is fully supported by our platform and enables operators to sell individual items from bulk purchases—perfect for guests who want smaller portions or curated bundles without waste.

# Market Protection

This is a region-locked opportunity. The Park City license includes:

- Exclusive territory rights (Park City + Deer Valley)
- Optional secondary rights for Heber or nearby regions
- Exclusivity contract paired with facility lease at 400 West
- All inquiries in this region redirected to the license holder
- Existing users in the area will be reviewed and integrated if appropriate

# Ideal Operator Profile

- Existing grocery delivery or concierge brand seeking scale
- STR-focused hospitality group looking to control the stocking experience
- VC-backed company aiming to expand operational reach
- Owner/operator or team looking to run a lean, high-revenue operation

# Strategic Advantages

- Built-in logistics support from SLC to Park City
- Split-item retailing unlocks untapped margin from bulk inventory
- High-value customer base ready to spend
- No development required—just plug in your team and operate
- Extendable to nearby vacation markets and STR-heavy regions
- Advanced tools and white-label-ready branding

# Investment Summary

Start-Up Costs:
- Licensing Deposit: Based on scope and setup ($XX,XXX – presented in consultation)
- Facility Lease: Negotiable for 400 West SLC warehouse
- Equipment: ~$7K–$12K (racks, fridges, carts, branding, signage)
- Initial Staffing: 2–4 team members recommended

**Vehicle Lease or Acquisition:** Required for reliable transport to Park City (e.g., insulated van or small cargo vehicle)

Note: All licensing fees include setup, onboarding, and support from the Guest Groceries team.

# Legal & Disclosure

Guest Groceries is a division of Co-Op Shopper LLC. The Pro Grocery Platform does not include rights to the Costco brand or IP. Use of Costco grocery data is limited to public product availability and pricing estimates for fulfillment purposes. Exclusivity is granted based on signed license agreements and subject to availability.

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