



*Vital*

NUTRITION

START-UP MARKETING PROPOSAL

# Vital Nutrition

*A premium health & wellness retail concept  
for the Piedmont Triad*

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A consultation-first wellness retailer built on transparency and trust — pairing a curated selection of vitamins, supplements, protein, and clean skincare with personalized, expert guidance for the Greensboro community.

PREPARED FOR

MKT 424-02 · Marketing Strategy

DATE

May 5, 2026

PREPARED BY

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# 01 OVERVIEW Executive Summary

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*Vital Nutrition is a premium health and wellness start-up in Battleground Plaza, Greensboro, NC – positioned within a high-traffic retail corridor and minutes from major fitness hubs such as Planet Fitness and Club Pilates to serve health-conscious families, professionals, and retirees across the Piedmont Triad.*

The company's core identity is built on transparency and trust, offering a tried-and-tested selection of vitamins, specialized protein powders, supplements, and organic skincare products. What sets Vital Nutrition apart from traditional big-box retailers is its consultation-first service model. Primary market research indicated that while 63% of local consumers prioritize joint health and emotional well-being, many feel overwhelmed by the market. To solve this, Vital Nutrition provides personalized 15-minute consultations, transforming the experience from a confusing marketplace into a guided health journey.

Using a price-skimming strategy, the business positions itself as a high-value destination where wellness is viewed as a long-term investment. To establish a strong foothold in the community, Vital Nutrition engages in local outreach — partnering with influencers to build an authentic brand image alongside the people the community already trusts. Ultimately, Vital Nutrition is a community-focused store dedicated to helping customers achieve their wellness goals.

**3,516**

Qualified target consumers in the immediate Greensboro trade area

**83%**

Of surveyed consumers interested in a free wellness consultation

**46.7%**

Of supplement spending comes from consumers aged 55+

# 02

THE OFFER

## Product Development, Retail Strategy & Pricing

### Product Development

The name of our business is **Vital Nutrition**. It captures the brand's goal perfectly: to offer customers healthy, reliable products they can trust and truly benefit from. Vital Nutrition will carry a wide range of wellness products — protein powders, vitamins and supplements, skincare, and everyday body-hygiene products. With several gyms nearby in Greensboro that older residents frequent, our products are conveniently positioned for them to purchase. This fits the local consumer base, which includes families, working adults, and older individuals who value health and natural products that support their well-being.

According to Claritas data, the main lifestyle segments in this area include Generation Web, Middleburg Managers, Gray Power, and Empty Nests — all of which show a strong interest in easy, health-related purchases. In-store shopping will be the primary experience, supported by bright, enthusiastic staff who provide guidance throughout the store. An online service with in-store pickup will also be available through our website and app.

#### Mon–Sat

7:00 a.m. – 8:30 p.m.

#### Sunday

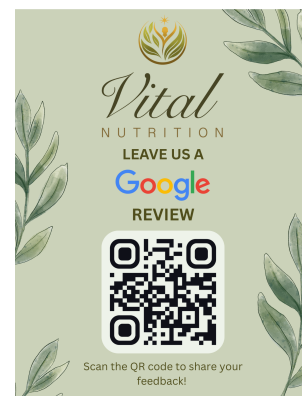
11:00 a.m. – 5:00 p.m.

#### Battleground Plaza

Greensboro, NC — a high-traffic wellness corridor

These hours align well with the shopping habits of working families and retired individuals. Vital Nutrition's products are primarily utilitarian — customers purchase them to meet health needs such as nutrition, fitness, and hygiene. However, products such as candles, oils, and herbal remedies are more hedonic, creating a sense of relaxation and enjoyment.

### Brand Identity



## Logo & in-store review prompt.

The wordmark pairs a botanical emblem with a warm gold-and-olive palette; QR signage drives Google reviews and social proof.

## Interior Concept



Concept renderings of the Vital Nutrition retail floor — warm lighting, clearly merchandised wellness categories, and a welcoming consultation environment.

## Retail Strategy

### Generating Word of Mouth

The in-store experience at Vital Nutrition will be the primary driver of word of mouth. Employees will be trained to ask questions, listen, and recommend products based on health goals rather than price alone, while thoroughly explaining each product's benefits and how to use it. When customers genuinely feel cared for, they naturally talk about it and encourage others to try it. Vital Nutrition will reinforce this with incentives such as loyalty points for successful referrals, and with social-media content — shorts, reels, and TikToks — in which employees discuss product benefits and invite potential customers to ask questions or stop in for a consultation.

## Local Influencer Outreach

### **@ure.anya**

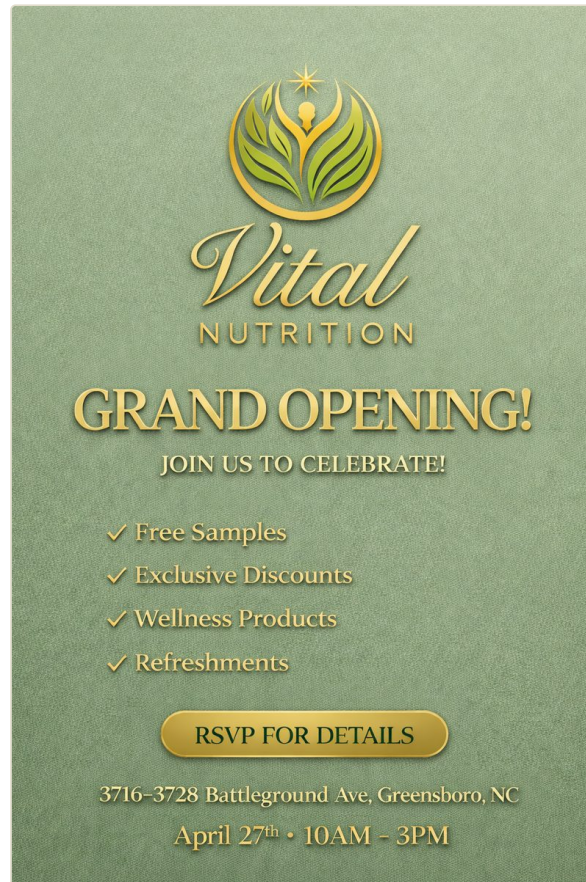
Hi Ure, my name is Larisa and I represent Vital Nutrition, a new health and wellness retailer opening soon in Greensboro, NC. We provide trusted supplements, vitamins, skincare, and everyday wellness products designed to support healthy lifestyles for families, working adults, and active individuals in our community. We've been following your content and think your lifestyle and "get ready with me" videos are a great fit for our brand — especially around skincare and everyday wellness. We're hosting our grand opening and would love to invite you to experience the store, meet the team, and enjoy complimentary product samples.

### **@thechristysanaa**

Hi Christy, I'm Larisa with Vital Nutrition, a new wellness store opening soon in Greensboro. We're all about making high-quality supplements, vitamins, skincare, and wellness essentials easy to shop and easy to trust. We're celebrating our grand opening and would love to invite you to come by, check out the store, and enjoy some complimentary samples. Your lifestyle content immediately stood out to us — we think your style and audience align really well with our wellness focus.

### **@thisbyrdsnest**

Hi Kache! I'm Larisa from Vital Nutrition, a new wellness store opening soon in Greensboro. We're all about feel-good supplements, vitamins, skincare, and everyday wellness must-haves, and we're hosting a grand opening to kick things off. We'd love for you to stop by to explore the store and enjoy some complimentary samples. We love your beauty content — especially your skincare-focused looks — and we'd be thrilled if you shared your experience with your audience.



**Grand-opening invitation.**

*Sent to local influencers alongside an RSVP link.*

**Proposed Channels**

Vital Nutrition will reach consumers primarily through its physical retail store, where shoppers are offered wellness consultations and product sampling. In addition, Instagram, Facebook, and TikTok will establish the brand's presence, share educational and lifestyle content, highlight new products, and engage the local community.

**Instagram**

- Clean, bright aesthetic product photography
- "Get Ready With Me" reels featuring brand products
- Before-and-after skin transformations
- Educational carousels: ingredient lists, routines, and tips
- Stories with polls, Q&A, and promotions

**Focus — looking premium, building trust and engagement**

## Facebook

- Photo albums from events and in-store moments
- Community-engagement posts and customer testimonials
- Blog-style posts with more detail than Instagram

**Focus — local community, information, and sharing**

## TikTok

- POV-style store visits and "day in the life" employee content
- Trending sounds paired with product use
- Quick supplement tips

**Focus — personality, authenticity, and trends**

Each channel connects with target consumers and feeds the loyalty program, which lets customers register for our email list and receive exclusive deals, rewards, and early access to new products.

## Street Signage



*Roadside signage displaying the Vital Nutrition wordmark and store hours.*

## Pricing

Vital Nutrition will enter the market with a slight price-skimming strategy. Battleground Plaza is surrounded by fitness and wellness centers — including Planet Fitness, Gold's Gym, and Club Pilates — and with no dedicated wellness store nearby, the closest competition is the limited product selection sold inside those gyms. This is an advantage: while commercial gyms typically stock only energy drinks or a few protein shakes, Vital Nutrition offers a full array of vitamins, minerals, supplements, and healthy snacks. The majority of geodemographic segments in the immediate area are wealthier adults or retirees, who are, on average, more willing to accept a higher price tag when they need a product.

The best way to implement price skimming is to offer products at a slight premium to market price, then use package deals to encourage early buyers to purchase multiple items at once. Membership incentives and "BOGO half-off" deals minimize the perceived cost and keep customers coming back. Fitness- and wellness-oriented customers with deeper pockets are happy to return frequently to take advantage of new deals and make use of their memberships. *Tap-to-pay, credit or debit, Venmo, Cash App, and cash are all accepted at the register.*

### Single-Item Pricing

Product Category	Item	Regular Price
Vitamins	Daily Multivitamin (60 ct)	\$24.99
Vitamins	Vitamin D + Zinc	\$18.99
Protein Powders	Whey Protein (2 lb)	\$49.99
Protein Powders	Plant Protein (2 lb)	\$54.99
Energy Drinks	Natural Energy Drink (12 oz)	\$3.99
Skincare	Daily Cleanser (8 oz)	\$15.99
Skincare	Vitamin C Serum (1 oz)	\$24.99
Accessories	Shaker Bottle	\$14.99

## Multi-Purchase Deals

Product	Deal	Bundle Price	Customer Savings
Vitamins	Buy 2, get 10% off	<b>\$44.98</b>	Save \$5.00
Skincare	Buy 2, get 10% off	<b>Varies</b>	Save \$3-\$5
Protein Powders	Buy 2, get \$10 off	<b>\$89.98</b>	Save \$10.00
Energy Drinks	6-pack	<b>\$21.99</b>	Save \$2.95
Energy Drinks	12-pack	<b>\$39.99</b>	Save \$7.89

## Product Bundles

Bundle	Includes	Bundle Price	Savings
Daily Wellness	Multivitamin + Vitamin D + Zinc	<b>\$39.99</b>	Save \$3.99
Fitness Starter	Whey Protein + Shaker Bottle	<b>\$59.99</b>	Save \$5.00
Plant Power	Plant Protein + Shaker Bottle	<b>\$64.99</b>	Save \$5.00
Energy Boost	6 Energy Drinks + Shaker Bottle	<b>\$29.99</b>	Save \$8.94

# 03

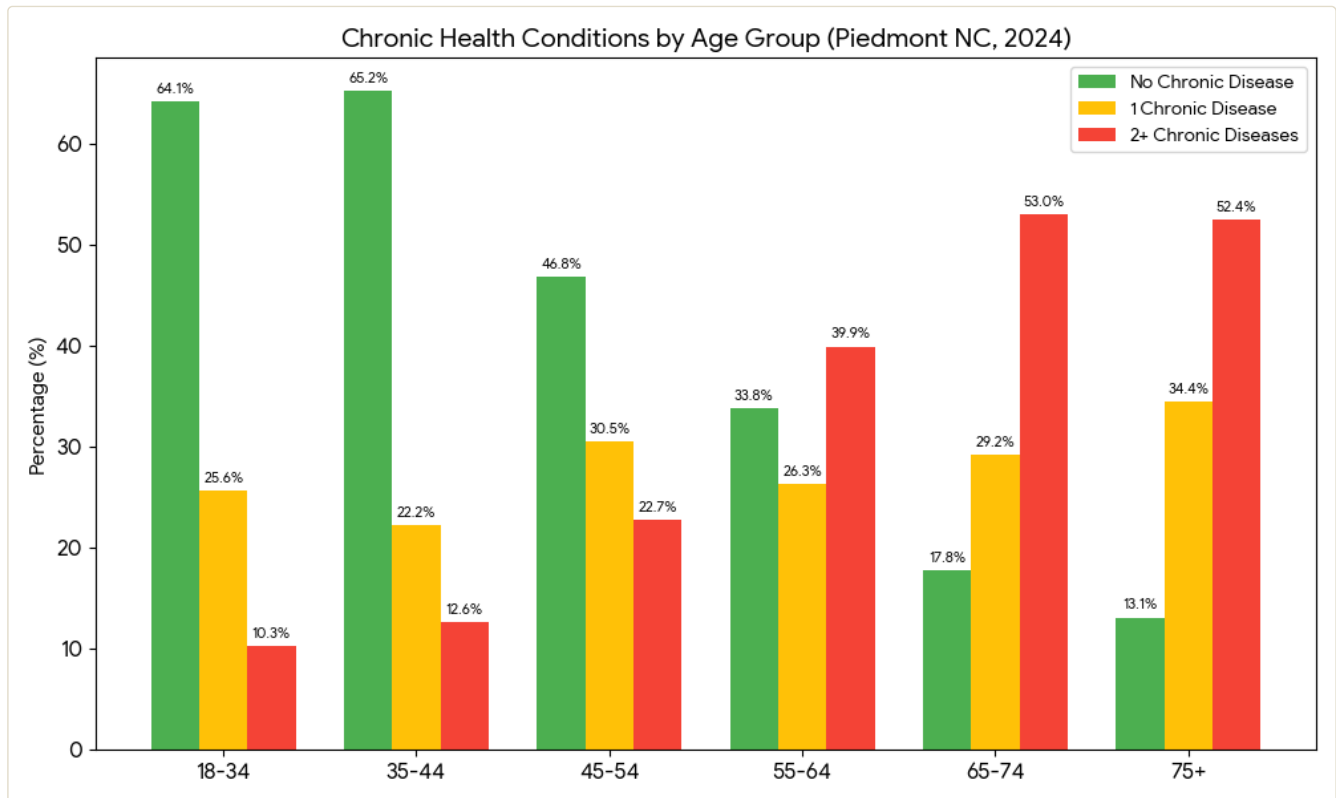
## EXTERNAL ANALYSIS

# Macro-Level Environment

### Culture

Sociocultural factors in the Piedmont Triad strongly support Vital Nutrition's products and services. The region has a large population of middle-aged and older adults, with a concentration of residents aged 45–64 and 65+ (NCDHHS, 2025). These groups are more likely to prioritize their health and purchase wellness products that support them over the long run — a demographic that fits Vital Nutrition's offering precisely and increases the likelihood of adoption.

Health-related cultural trends reinforce this. North Carolina public-health data show that a high share of adults in the region are overweight or obese, and Figure 1 shows that at least 40% of individuals aged 55 or older report two or more chronic illnesses (BRFSS, 2024). This drives strong demand for wellness products such as vitamins, supplements, and immune-health products, highlighting a substantial need within the demographic.



**FIGURE 1**  
**Chronic Health Conditions by Age Group**

Note. Adapted from "2024 BRFSS Survey Results: Region 7 (Piedmont Health Region)," North Carolina Department of Health and Human Services, State Center for Health Statistics.

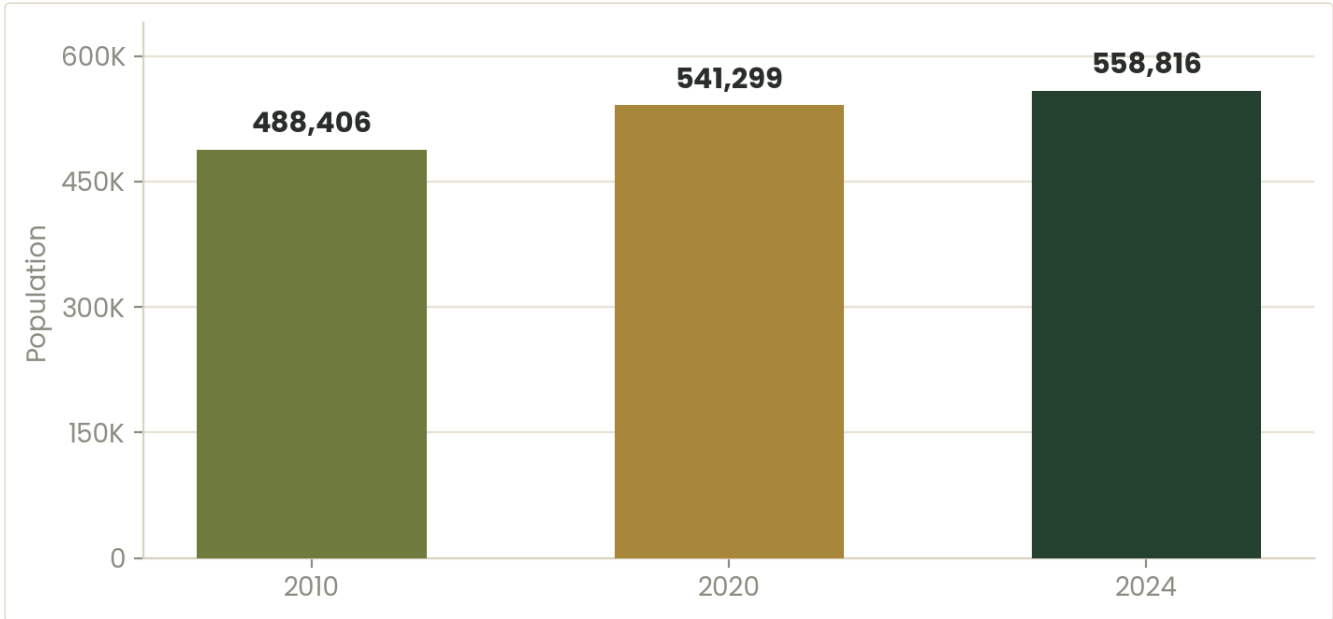
Greensboro's rural, traditional lifestyle also plays a major role. Most residents value self-reliance, routine, and simple solutions (NCDHHS, 2025), which aligns with our focus on reliable, evidence-based wellness products rather than trendy health fads. There is also growing interest in clean, natural ingredients and transparency — a sign of mindful consumption among older households such as Gray Power, Cruisin' to Retirement, and Empty Nests (NCDHHS, 2025). A wide range of regional health programs promoting nutrition education, disease prevention, and healthy aging further reflects a culture that values health management, leading consumers toward complementary wellness products outside the traditional medical setting and positioning Vital Nutrition as a trusted provider.

Overall, these sociocultural characteristics — an aging population, durable health-conscious trends, and practical values — support the need for wellness products that are reliable, trustworthy, and practical for everyday life, giving Vital Nutrition strong potential for adoption in this region.

## **Demographics**

Demographic trends strongly influence whether consumers will adopt wellness- and supplement-focused retailers such as Vital Nutrition. Key factors include age distribution, income, education, and household composition. In the Piedmont Triad — particularly Guilford County — these patterns align well with Vital Nutrition's target market of health-conscious families, working adults, and aging consumers who prioritize convenience.

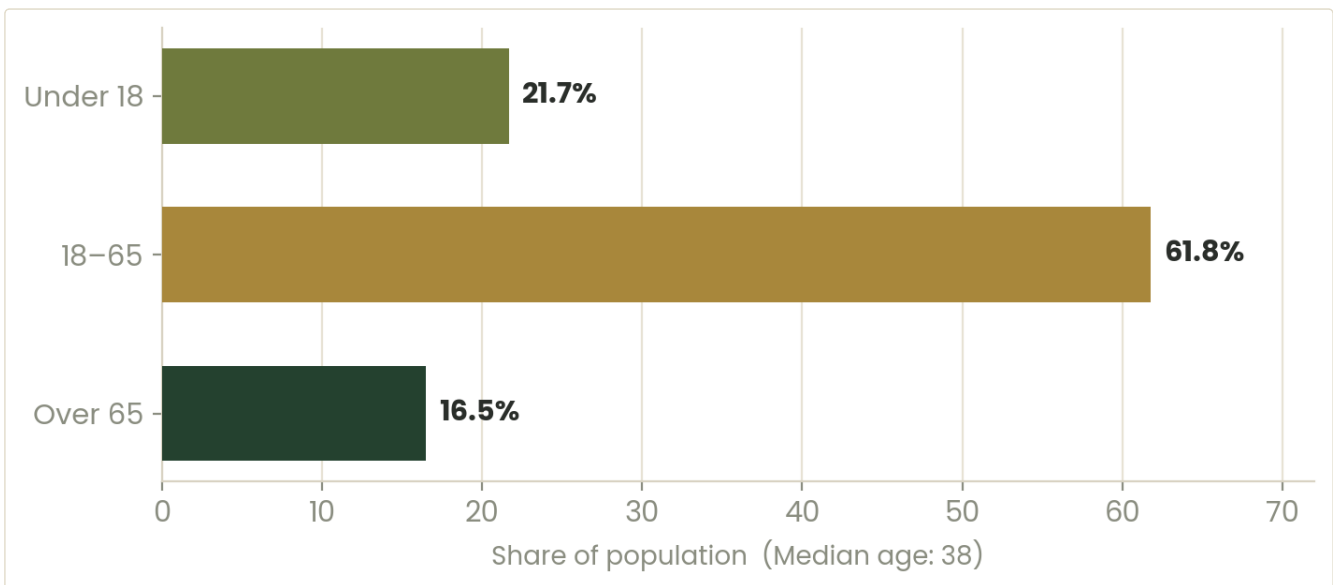
Guilford County's population has grown steadily over the past decade, increasing demand for retail and wellness services. This growth implies durable, long-term customer demand and reduces the risk that the target market stagnates.



**FIGURE 2**  
**Guilford County Population Estimates**

*Note. U.S. Census Bureau QuickFacts, Guilford County, NC (2024).*

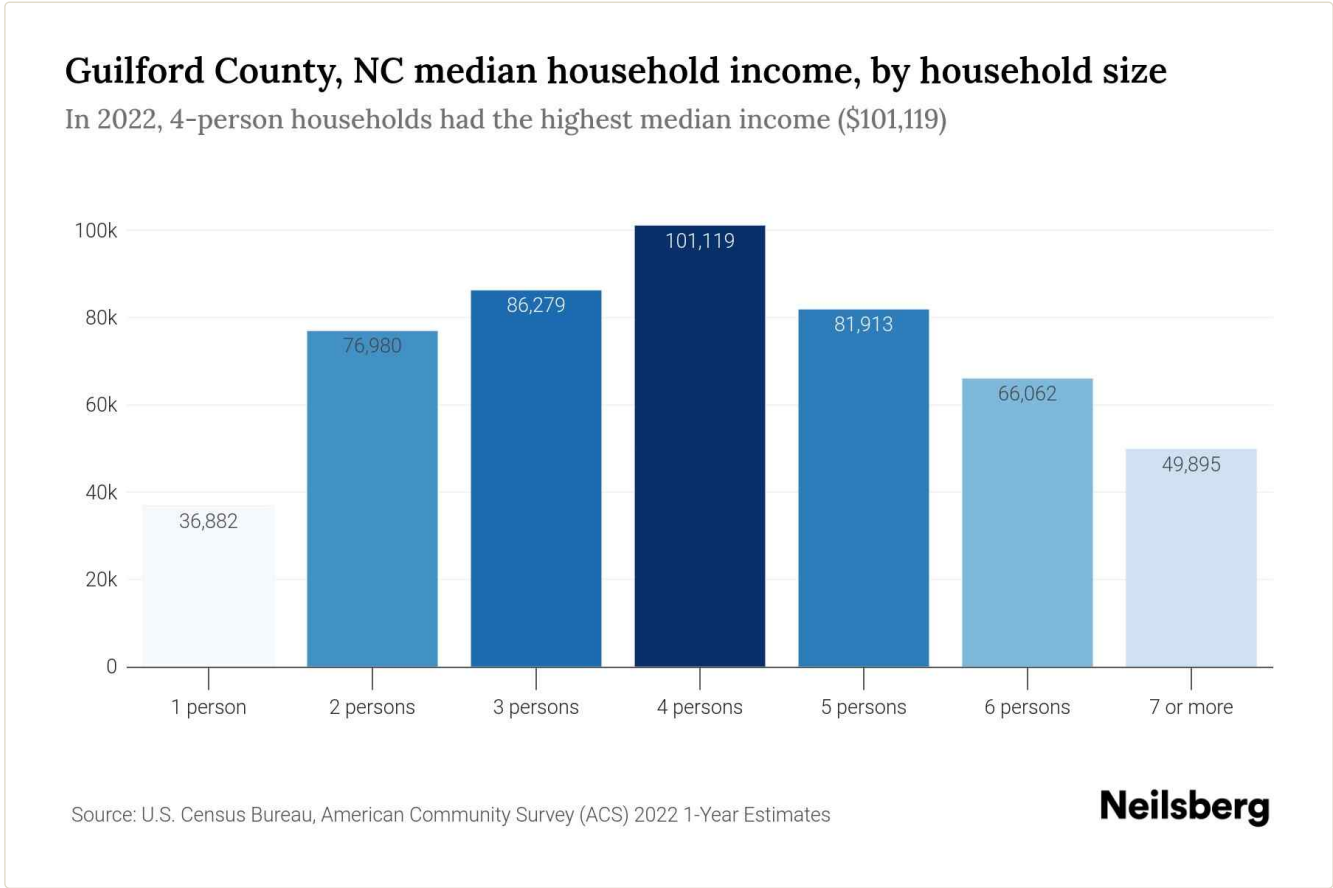
The largest age group in Guilford County is working-age adults. This distribution aligns with Vital Nutrition's goals: older adults gravitate toward vitamins and preventative health products, while younger adults tend to purchase fitness supplements and energy products. Vital Nutrition sits in a retail area where it can sell effectively to roughly 78% of the local population.



**FIGURE 3**  
**Guilford County Population by Age**

*Note. U.S. Census Bureau QuickFacts, Guilford County, NC (2024).*

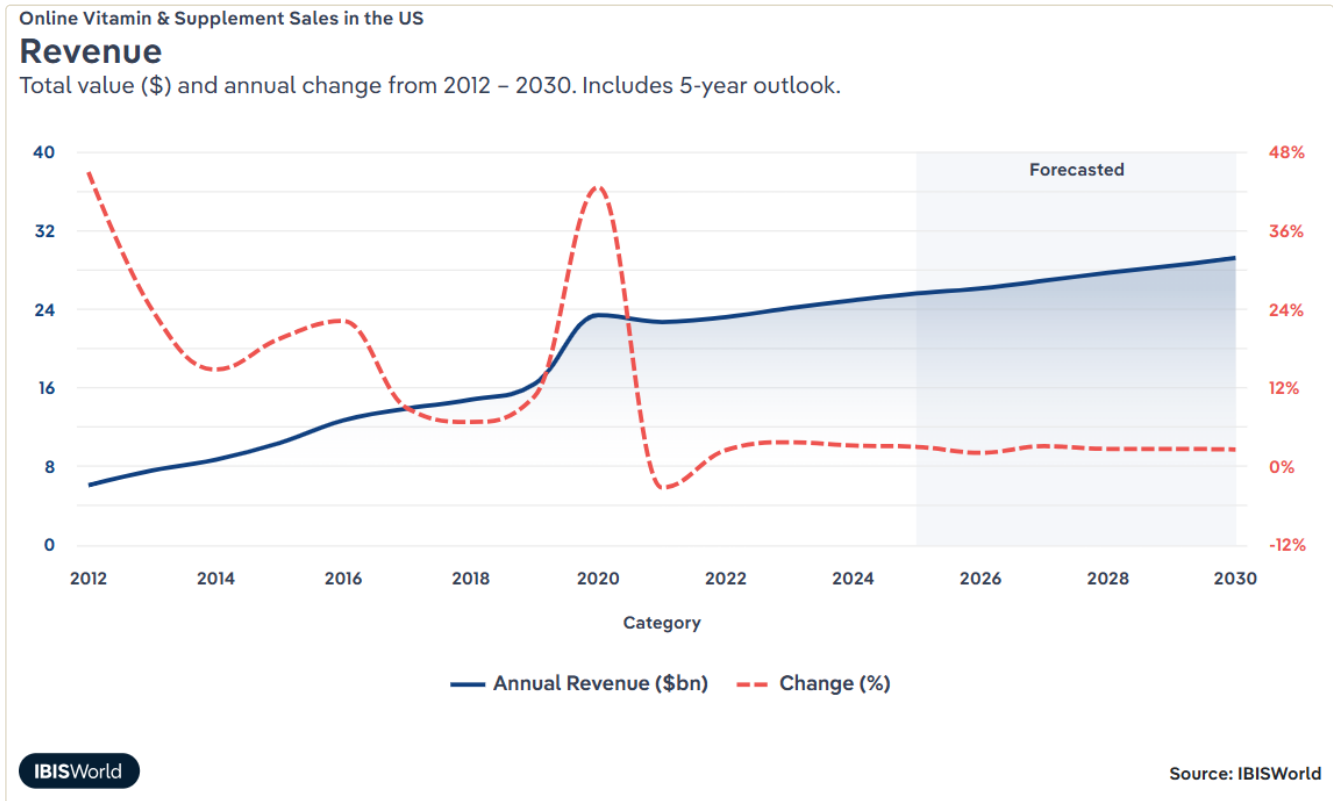
Finally, average income in the surrounding county fits Vital Nutrition's business plan. With the majority of the county of working age and holding disposable income, demand should remain healthy. Monitoring the local economy and competitor supplement prices is worthwhile but does not require over-scrutiny. Figure 4 shows a peak median income of \$101,119 for a four-person household, while key targets — two- and three-person households — show incomes of \$76,980 and \$86,279, respectively.



**FIGURE 4**  
**Guilford County Median Household Income, by Household Size**  
 Note. U.S. Census Bureau, American Community Survey (ACS) 2022 1-Year Estimates.

## Syndicated Reports

The U.S. vitamin and supplement market was already growing steadily before COVID-19; during and after the pandemic, it saw a significant rise in demand driven by a heightened focus on health and preventative care (Gulati, 2025). What began as a short-term response to a global health crisis has evolved into a sustained shift in consumer behavior, with supplements becoming a daily wellness practice for a large share of the population. This durable growth presents a significant opportunity: a larger, more consistent customer base.

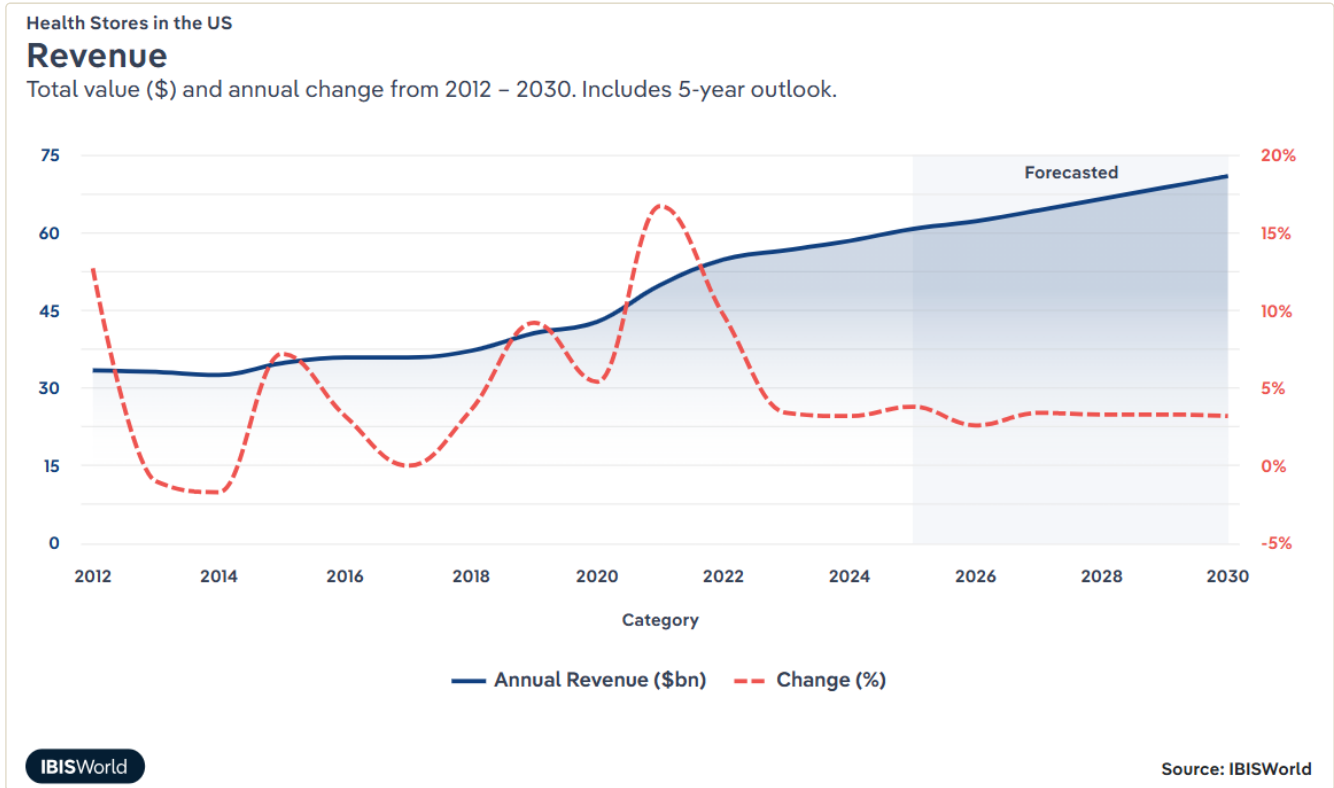


**FIGURE 5**

**Online Vitamin & Supplement Sales in the U.S.**

*Note. From Online Vitamin & Supplement Sales in the US (Report 5091), IBISWorld, 2024.*

This heightened focus on wellness — now a \$40 billion industry (Gulati, 2025) — has drawn more retailers into the space. While health stores are on the rise, most offer similar general products and services. By providing a specialized, personalized, and trustworthy service that focuses on customer needs rather than price alone, Vital Nutrition sets itself apart. It will strategically concentrate on vitamins, minerals, and supplements, which generate an estimated 42.5% of total health-store revenue (Gulati, 2025).

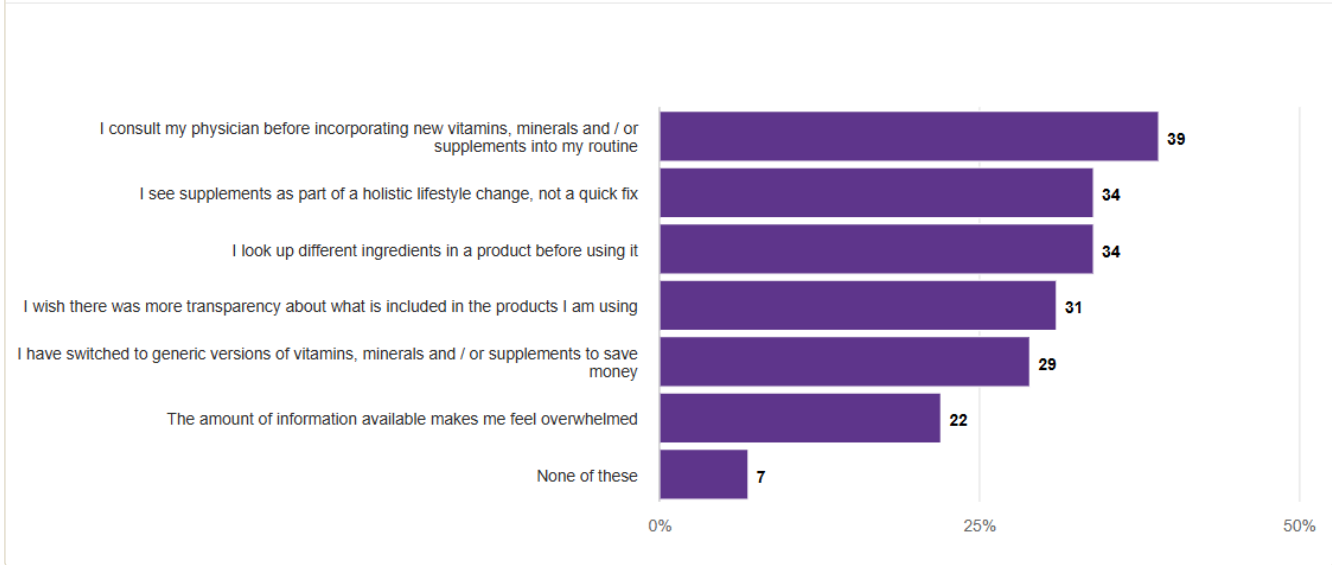


**FIGURE 6**  
**Health Stores in the U.S. – Total Value & Annual Change, 2012–2030**

Note. From *Health Stores in the US* (Report 44611), IBISWorld, 2024.

A 2025 Mintel survey reveals that 39% of respondents consult their physician before adding new supplements, 34% actively research ingredients before purchasing, and 22% feel overwhelmed by the volume of available information. This highlights a clear gap: consumers seek guidance and knowledgeable support, yet many struggle to find reliable information. Vital Nutrition directly addresses this need by combining expert product knowledge with personalized recommendations.

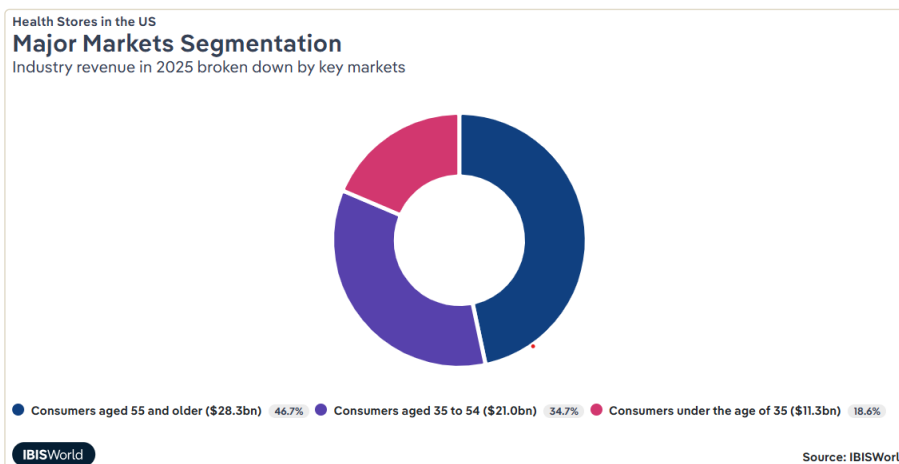
**How would you describe your feelings about the current vitamins, minerals and/or supplements market?**  
 Asked of internet users aged 18+ who have taken a VMS product in the past 12 months



**FIGURE 7**  
**What Consumers Consider When Purchasing Vitamins, Minerals & Supplements**

Note. From US Vitamins, Minerals and Supplements Market Report 2025, Mintel, 2025.

Consumers aged 55 and older represent the largest share of spending in the supplement and wellness markets, accounting for 46.7% of total sales. This demographic focuses on long-term wellness and seeks products that support joint health and immunity (Gulati, 2025). Targeting older consumers also reduces market-entry risk, as this segment demonstrates established, continued usage and a willingness to invest. This supports Vital Nutrition's strategy of targeting older adults to maximize long-term growth.



**FIGURE 8**  
**Major Market Segmentation of Health Stores in the U.S.**

Note. From Health Stores in the US (Report 44611), IBISWorld, 2024.

# 04

LOCAL MARKET

## Micro-Level Environment

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### Data Axle – Target Consumer Quantification

To pinpoint Vital Nutrition's micro-level environment, we researched consumer counts in the Data Axle database using a focused set of filters. The result is a clearly defined local market of qualified, upmarket health-product buyers.

**3,516**

Total potential consumers identified in the immediate trade area

**27410**

Primary Greensboro, NC ZIP code analyzed

**\$75K+**

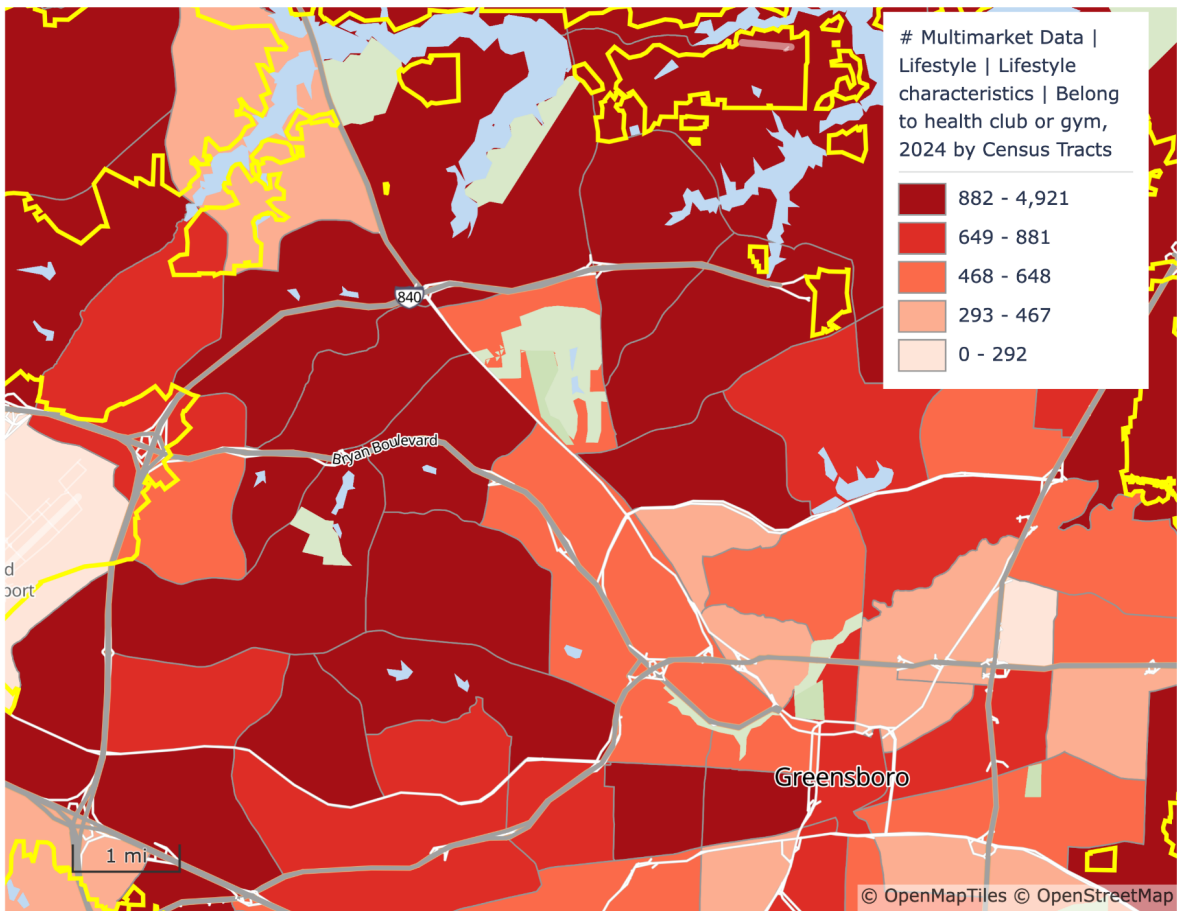
Estimated household income, age 60+, health & dieting lifestyles

Filtering everyone within the 27410 ZIP code who is 60 or older, earns roughly \$75,000+ per year, and indexes for health and dieting lifestyle interests returns a target market of 3,516 potential consumers. This sizeable group signals strong local demand for premium health products.

### SimplyAnalytics

#### Health-Club & Gym Membership

Because a nutrition and supplement store supports an active lifestyle, the number of consumers who already hold gym memberships matters. The data show that most areas surrounding Battleground Plaza are saturated with regular gym-goers, with the majority of segments falling in the upper two quintiles of membership. A large share of nearby consumers is therefore already health-oriented — and those who are not will inevitably be exposed to personal nutrition.

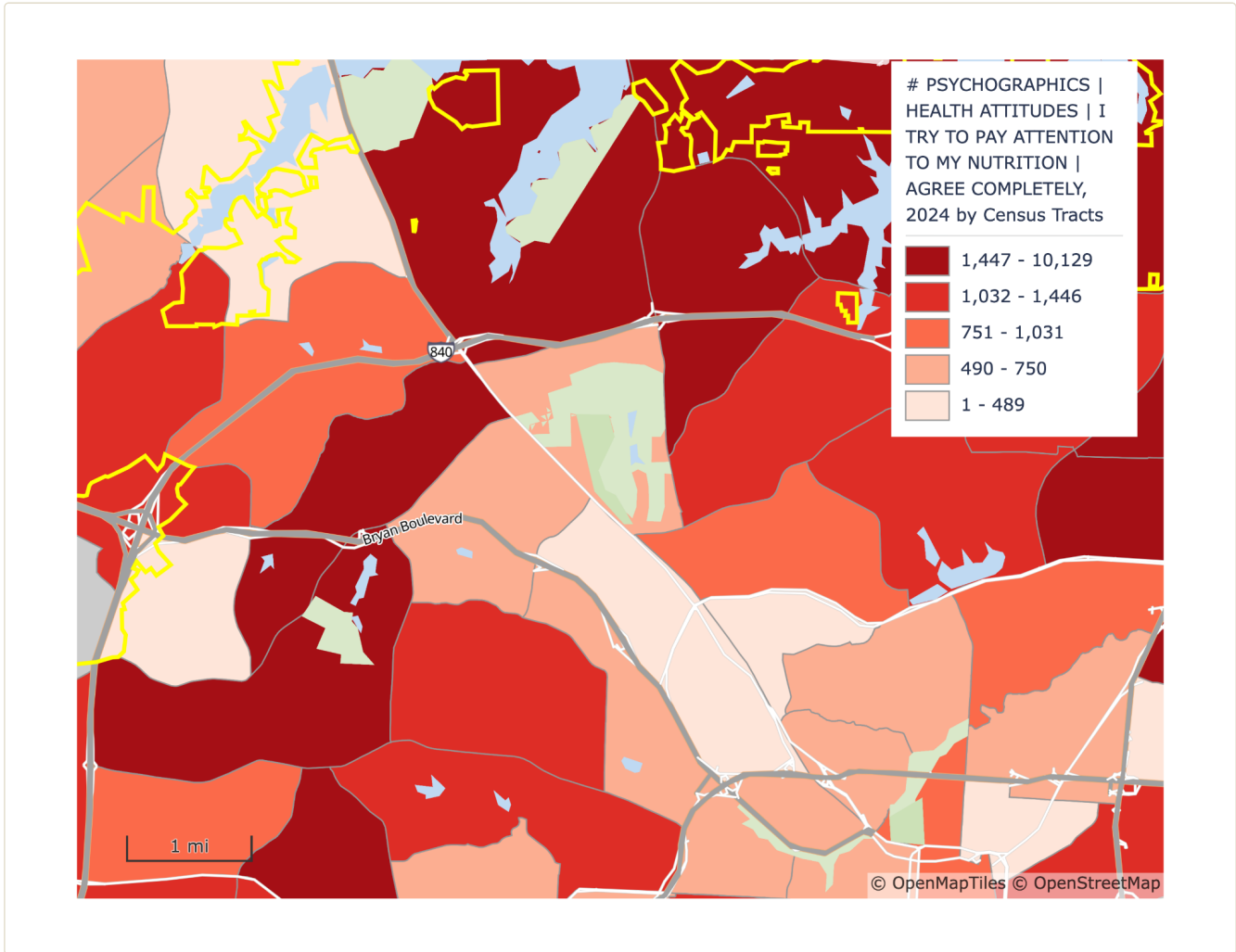


**FIGURE 9**  
**Gym / Health-Club Memberships, Greensboro, NC**

*Note. Distribution of people who belong to a health club or gym. Courtesy of SimplyAnalytics, 2024.*

### Attention to Personal Nutrition

Next, we examined consumers who pay close attention to personal nutrition. While there is no direct segment for shoppers who visit stores like GNC or The Vitamin Shoppe, this map shows where consumers strongly agree that they take care of their nutrition — people who likely monitor ingredients and food quality and already take supplements. The higher-saturation segments align closely with the gym-membership map; while slightly less concentrated, the immediate area still shows strong promise and high involvement.



**FIGURE 10**

**Health Attitudes, Greensboro, NC**

*Note. Distribution of people who agree completely with "I try to pay attention to my nutrition." Courtesy of SimplyAnalytics, 2024.*

## Competitor Analysis

Competitor	Price Range	Target Market	Characteristics
<b>GNC</b>	<b>\$15–\$100+</b>	Active adults 18–55 — gym-goers and athletes who value convenience and brand recognition.	Wide selection including a house brand; frequent promotions and a loyalty program. A trusted, convenient mainstream brand.
<b>Natural Vitality Center</b>	<b>\$10–\$60+ \$100+ programs</b>	Health-conscious adults 30–65+ seeking holistic wellness, including those with chronic conditions motivated by long-term, preventive care.	Personalized, practitioner-led guidance with pharmaceutical-grade supplements; pricing is largely consultation-based.
<b>House of Health</b>	<b>\$10–\$80+</b>	Adults 35–70+ — organic and natural wellness seekers interested in herbal remedies and alternative medicine.	Natural and organic herbal products paired with holistic wellness education.
<b>Walmart</b>	<b>\$5–\$50</b>	Casual, price-conscious consumers 18–65+ — often families buying everyday supplements.	Convenience and accessibility with broad appeal; focused on mainstream supplements and multivitamins.

## Perceptual Map

Price level and level of personalized guidance were chosen as the mapping axes because of their importance to consumers. Price is an obvious factor, as shoppers weigh perceived affordability against product quality — and because Vital Nutrition enters with a slight price-skimming strategy, price is a critical competitive dimension. Personalized guidance matters too: syndicated data (Mintel, 2025) show that many supplement consumers feel overwhelmed by product information and seek trustworthy advice before purchasing.



**FIGURE 11**  
**Perceptual Map — Price vs. Personalized Guidance**

*Note. Original analysis mapping key competitors across price and guidance dimensions.*

Vital Nutrition is positioned as a premium wellness retailer differentiated by a high level of personalized guidance. On the map, it occupies the most highly guided position while maintaining a premium price. Large retailers such as Walmart and Target sit in the low-price, low-guidance quadrant, focusing on variety and convenience. The Vitamin Shoppe and GNC fall in the middle-to-upper price range with moderate guidance — a broad selection but less individualized service. Whole Foods Market competes at a very high price with moderate guidance. The map illustrates how Vital Nutrition fills a strategic gap in the Greensboro market: elevated service paired with a premium pricing approach.

# Primary Research Report

## Data Collection

We collected data over nine days, from March 17 to March 26, 2026, accumulating 18 responses. Participants were chosen through convenience sampling: the survey link was shared on social media and in local Greensboro Facebook groups, where individuals could opt to participate.

## Respondent Demographics

The 18 respondents were fairly evenly split between the two largest gender segments — 50% male and 44% female — with 6% identifying as non-binary. The sample skews younger: the 18–24 group is the largest segment at 65%, while respondents over 55 and 65+ each account for 6%. Employment status was diverse, led by part-time employees (38%) and students (31%), followed by full-time employees (29%), with smaller shares unemployed or retired.

Q11 - Which gender do you identify with? - Selected Choice	Count	Count
Male	50%	9
Female	44%	8
Non-binary	6%	1

**FIGURE 12**

### Gender Distribution of Respondents

Note. From an original survey conducted in March 2026.

Q10: What is your age group? 17 ⓘ		
Q10 - What is your age group?	Count	Count
18-24	65%	11
25-34	24%	4
55-64	6%	1
65+	6%	1

**FIGURE 13**

### Age Group of Respondents

Note. From an original survey conducted in March 2026.

Q12 - What best describes your current employment status?	Count	Count
Employed full time	31%	5
Employed part time	38%	6
Unemployed looking for work	13%	2
Unemployed not looking for work	6%	1
Retired	13%	2
Student	31%	5

**FIGURE 14**  
**Employment Status of Respondents**

Note. From an original survey conducted in March 2026.

## Findings & Recommendations

Our primary research offered valuable insight into supplement-buying habits across demographics. While the sample skews toward the 18–24 range — likely a reflection of the convenience-sampling method rather than a definitive market-wide trend — the data confirm that wellness management is a priority across all ages, indicating a broad focus on health within the Greensboro community. Respondents expressed interest in several health goals at once, led by joint health/mobility (63%) and mood/emotional well-being (63%), followed by memory (50%) and skin health (50%). This suggests consumers are not seeking a single fix but holistic benefits that address a range of common concerns.



**FIGURE 15**  
**Which Health Goals Are Important to Respondents?**

Note. From an original survey conducted in March 2026.

Supplement usage was mixed: only 29% of respondents take supplements daily, while 35% report never having taken them. This reveals a major gap between interest in wellness and actual purchasing behavior, suggesting that barriers such as limited knowledge and lack of habit prevent consistent usage. Vital Nutrition should therefore focus on education and guidance to convert non-users into habitual buyers. With 83% of respondents expressing interest in consultations, the data clearly support offering them as a core service — and because respondents specifically favored 15-minute sessions, the format should be short and time-efficient. Converting that interest into sales will require highly trained, experienced staff.

Q5 - If a new store were to open in your area offering nutritional supplements and optional wellness consultations with trained staff (free 15-minute sessions), how interested would you be in visiting?	Count	Count
Very interested	44%	8
Somewhat interested	39%	7
Neutral/Not sure	17%	3

**FIGURE 16**  
**Interest in Wellness Consultations**

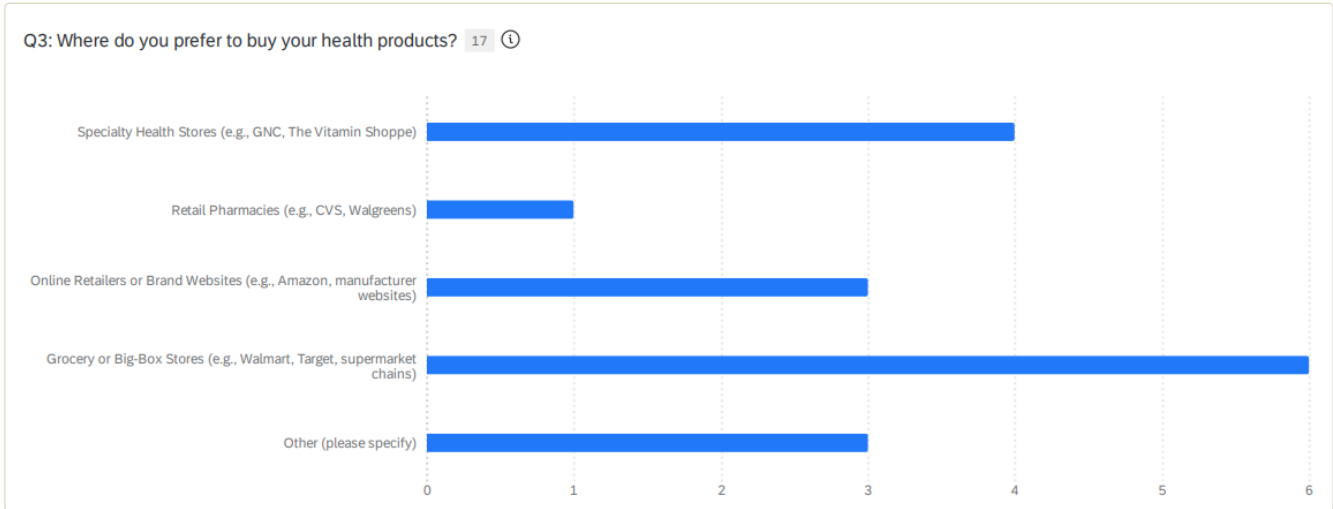
*Note. From an original survey conducted in March 2026.*



**FIGURE 17**  
**How Often Respondents Take Supplements / Vitamins**

*Note. From an original survey conducted in March 2026.*

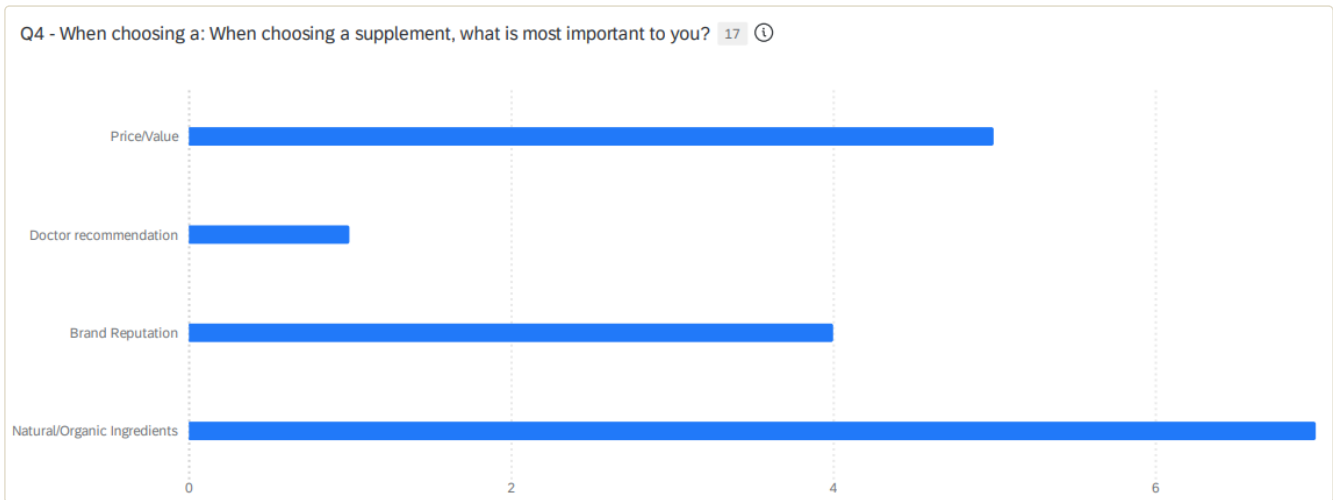
Vital Nutrition's largest competitor, per the survey, is big-box grocery stores — highly convenient for consumers who already shop there for household needs. Respondents prefer to buy primarily from convenient locations such as grocery stores (35%), followed by specialty stores like Vital Nutrition (24%). Encouraging customers to visit a specialty store means keeping the purchase journey as easy as possible: clear signage, fast checkout, and online ordering with in-store pickup. Competing on price will be difficult, so convenience and personalization must be the key differentiators.



**FIGURE 18**  
**Where Respondents Buy Health Products**

*Note. From an original survey conducted in March 2026.*

Consumers prioritize the quality and source of a product above all else (41% of respondents). By emphasizing transparency — easy access to lab results, research, and full ingredient lists — Vital Nutrition addresses this directly rather than competing on price, a top priority for only 29%. To stay environmentally conscious, this information will be provided via QR code, with paper copies available on request. Transparency protects the brand's reputation, important to 24% of respondents, and establishes Vital Nutrition as a one-stop shop for supplement and vitamin needs.



**FIGURE 19**  
**What Matters Most When Choosing a Supplement?**

*Note. From an original survey conducted in March 2026.*

Based on these findings, we recommend that Vital Nutrition position itself as a personalized specialty brand offering free consultations and genuine employee expertise across all things wellness. To reach the majority

of consumers who lack wellness knowledge, the Battleground Plaza location should offer free, personalized consultations with certified nutrition or medical staff rather than leaving shoppers to browse aimlessly. We also recommend a transparency program that provides a QR code or link to lab results and ingredient information for every product.

## Segmentation, Targeting & Positioning

### SWOT Analysis

#### Strengths

- Personalized 15-minute consultations
- Specialized wellness inventory
- Strategic, high-traffic location
- Price-skimming positioning
- Expert-trained staff

#### Weaknesses

- New company — low brand recognition
- 35% of consumers prefer all-in-one shopping
- Premium prices may deter some shoppers
- Relatively few take daily supplements
- High staff-overhead costs

#### Opportunities

- Growing supplement market
- Large 45+ demographic in Greensboro
- High interest in personal consultations
- Strong demand for personal care
- Digital marketing (Instagram / TikTok)

#### Threats

- Competition (Walmart / Target)
- Consumer information overload
- Economic sensitivity
- FDA labeling regulations
- Proximity to competing wellness centers

### Segmentation

#### Geographic

Vital Nutrition is located in Greensboro, minutes from downtown. It focuses on individuals within a convenient 15–20 minute drive — both urban and suburban neighborhoods that provide access to high-foot-traffic areas such as fitness centers, universities, and residential communities.

#### Demographic

Vital Nutrition serves two primary groups. **Emerging Wellness Explorers** are individuals aged 18–28 — students, part-time workers, and early-career professionals. With incomes of \$15,000–\$45,000, they have limited disposable income but a strong interest in health and fitness; most are single and able to focus on personal goals. **Guided Health Optimizers** are adults aged 30–60 earning \$50,000 to \$120,000+. Typically full-time professionals, they are more financially stable and willing to invest in premium wellness products; many are married with children, which heightens their focus on long-term health. Together, these groups let Vital Nutrition capture both entry-level and experienced consumers.

## **Psychographic**

Emerging Wellness Explorers are interested in fitness, appearance, and self-improvement, yet often feel overwhelmed by the number of supplement options. Heavily influenced by social media and trends, they value simple, convenient solutions and are receptive to guidance and product recommendations. Guided Health Optimizers prefer a structured, long-term approach — prioritizing prevention and specific outcomes such as joint health, cognitive function, and energy. They value transparency, quality, and credibility, and are less swayed by trends. Despite their differences, both segments share a common need for clarity, which Vital Nutrition meets through education, transparency, and personalization — positioning the brand as a trusted guide.

## **Behavioral**

Emerging Wellness Explorers tend to use supplements lightly or inconsistently; their habits fluctuate with trends and motivation, creating an opportunity for Vital Nutrition to build routines through personalized consultations. Guided Health Optimizers are more consistent and purposeful, incorporating supplements into daily routines, valuing expert advice, and willing to invest in products that align with long-term goals.

## **Benefits**

The most important benefit is clarity and transparency. Many customers feel overwhelmed by product variety and conflicting information; Vital Nutrition offers clear, easy-to-understand recommendations and clearly labeled, tested products to build credibility. Personalization is the second major benefit: through free 15-minute consultations, the company tailors recommendations to each individual's goals and health needs, setting it apart from mass-market retailers and creating a more engaging experience.

## **Geodemographic**

By analyzing where customers live alongside income, lifestyle, and life stage, Vital Nutrition finds its suburban customers tend to be higher-income households with established professions and families — long-term-focused and willing to invest in personalized wellness solutions. In urban areas, customers are typically college students and young adults with fast-paced lifestyles who prioritize credibility, honesty, and quick access, and are more influenced by social-media trends.

## Targeting



### Profile 1 • Emerging Wellness Explorers

<b>Age</b>	18–28
<b>Occupation</b>	Students, part-time workers, and early-career professionals
<b>Income</b>	\$15,000–\$45,000
<b>Household</b>	Single, no children
<b>ZIP codes</b>	27401, 27403, 27405, 27408, 27410, 27412, 27413 — selected for their concentration of college students and young adults near universities, gyms, and commercial areas within 20 minutes of the store

### Psychographics

- Interested in health, fitness, and self-improvement but lack deep supplement knowledge
- Often overwhelmed by product choice and conflicting information
- Motivated by energy, mood, and physical appearance
- Inconsistent users despite strong interest in wellness
- Highly receptive to quick, easy guidance such as 15-minute consultations
- Value convenience, simplicity, and social influence when purchasing



## Profile 2 · Guided Health Optimizers

<b>Age</b>	30–60
<b>Occupation</b>	Full-time professionals across various industries
<b>Income</b>	\$50,000–\$120,000+
<b>Household</b>	Married or partnered; 1–3 children (common but not required)
<b>ZIP codes</b>	27358, 27408, 27410, 27455, 27403 — selected for higher average incomes, stable residential populations, and proximity to the store

## Psychographics

- Focused on long-term health, prevention, and overall well-being
- Seeking solutions for joint health, mood, memory, and skin health
- Value high-quality, transparent products with clear sourcing and lab verification
- Rely on expert advice when unsure which supplements are effective and safe
- Less price-sensitive; willing to pay a premium for trusted, personalized solutions
- Prefer efficient, reliable, and professional purchasing experiences

## Positioning

<b>To</b>	health-conscious adults in Greensboro who want trustworthy, expert-vetted wellness support — especially young adults and older working professionals overwhelmed by the variety of supplements,
<b>Vital Nutrition is the</b>	premium wellness retail store and consultation-based supplement destination in the Greensboro area, an alternative to mass-market retailers,
<b>that</b>	simplifies health decisions through personalized advice, trustworthy products, and a supportive shopping experience,
<b>because it is</b>	a specialty retailer offering expert staff, free consultations, transparent product information, and a curated selection of high-quality wellness products for people of all walks of life.

In short, Vital Nutrition is positioned as a premium wellness retailer for health-conscious Greensboro customers — a specialized alternative to large mass-market retailers that pairs curated products with personalized expert guidance, simplifying supplement shopping and building trust through transparency and expertise.

## 5P Strategy

### Product

A curated selection of premium, lab-tested supplements. We don't just stock shelves — we deliver clarity through clinically tested ingredients, addressing information overload by carrying only high-quality options.

### Place

Strategically located in Battleground Plaza, a wellness hub beside high-traffic gyms like Planet Fitness and Gold's Gym, capturing customers right after their workout when health is top of mind.

### Price

A price-skimming strategy suited to the surrounding wealthier adults and retirees with disposable income — a less price-sensitive, more value-conscious market willing to pay for high-quality ingredients mass brands don't offer.

### Process

The consultation creates a professional experience, moving customers from workout to a personalized health assessment that filters a vast inventory into a few expert-vetted recommendations.

### People

Well-trained staff serve as wellness consultants — the key differentiator from the limited service of typical commercial health stores. By offering honest, clear advice, our team builds the trust that justifies premium prices and turns confused shoppers into loyal customers.

## Ad Design & Communications

### Ad A — Independent Self-Concept



*Vital*  
NUTRITION  
Your Strength.  
Your Vitality.

**Information processing — Central.** Specific details on protein purity and vitamin benefits appeal to the logical mindset of the individual consumer.

**Stimuli — Contrast.** A sharp contrast between the dark background and the bright Vital Nutrition product draws attention to the brand.

**Brand personality — Competence.** Vital Nutrition is presented as a high-performing, reliable brand for people who take physical health seriously.

**Appeal — Security.** The ad emphasizes the safety of and trust in our products, reassuring the buyer they are making the right decision.

**Reference groups — Aspirational.** A fit professional athlete represents the group individualistic consumers admire and strive to emulate.

### Ad B — Interdependent Self-Concept



*Vital*  
NUTRITION  
Healthy Living,  
Shared Together.

**Information processing — Peripheral.** The ad relies on peripheral cues, associating a warm, healthy atmosphere with the brand rather than dense information.

**Stimuli — Focal point.** A smiling family bathed in warm light surrounds a tray of Vital Nutrition products, implying the product supports this lifestyle.

**Brand personality — Sincerity.** The happy, healthy family environment conveys a health-conscious, trustworthy image.

**Appeal — Security.** A trustworthy, healthy brand promotes feelings of safety and reassurance.

**Reference groups — Aspirational.** A whole family living a healthy lifestyle reflects what our customers strive to attain.

## Email Communication



**Images & text.** The flyer balances images with brief, scannable text — preventing overwhelm while still delivering the necessary information and reinforcing the brand's focus on health, wellness, and personalization.

**Message framing.** Positively framed around the benefits of attending — free consultations, guidance, and high-quality products — encouraging proactive steps toward better health.

**One-sided message.** Focused solely on promoting the grand opening — expertise, services, and offers — with no mention of drawbacks.

**Order of presentation.** The most important information leads: the Grand Opening headline and business name appear prominently at the top.

**Call to action.** "Join us for the Grand Opening" and "Celebrate with us and start your journey to better health," with special opening-day gifts as an incentive to arrive early.

## Social Media Communication



**Images & text.** Limited text highlights only the essentials, centered on a single photo that shows what happens at Vital Nutrition.

**Message framing.** Positive and informative — announcing the grand opening along with the date, time, and benefits.

**One-sided message.** Focused solely on the business — its hours, location, and potential benefits.

**Order of presentation.** Leads with the grand opening and brand name, followed by logistics, leveraging the primacy effect.

**Call to action.** A "special gift for the first 15 customers" creates urgency, while a "Learn More and Register" button directs readers to engage further.

# 08

## SOURCES

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*Note. Conceptual imagery for store appearance, advertisements, and promotional materials was generated with AI tools, including Google Gemini and ChatGPT.*

## Appendix — Consumer Survey

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The following 12-item instrument was distributed via social media and local Greensboro Facebook groups in March 2026 (n = 18).

**Q1 · Which health goals are important to you?  
(Select all that apply)**

- Joint health / mobility
- Memory / cognitive focus
- Immune system support
- Skin health / anti-aging
- Mood / emotional well-being
- Bone health
- Other (please specify)

**Q2 · How often do you take vitamins / supplements?**

- Daily (7 days per week)
- Several times per week (3–6 days)
- Occasionally (1–2 days per week)
- Infrequently (less than once per week)
- Never

**Q3 · Where do you prefer to buy your health products?**

- Specialty health stores (e.g., GNC, The Vitamin Shoppe)
- Retail pharmacies (e.g., CVS, Walgreens)
- Online retailers or brand websites (e.g., Amazon)
- Grocery or big-box stores (e.g., Walmart, Target)
- Other (please specify)

**Q4 · When choosing a supplement, what is most important to you?**

- Price / value
- Doctor recommendation
- Brand reputation
- Natural / organic ingredients
- Other

**Q5 · If a new store opened nearby offering supplements and optional free 15-minute wellness consultations, how interested would you be in visiting?**

- Very interested
- Somewhat interested
- Neutral / not sure
- Not interested

**Q6 · Does a store's loyalty program influence your decision to purchase?**

- Yes, it strongly influences my decision
- Yes, it somewhat influences my decision
- Neutral / no impact
- No, it rarely influences my decision
- No, it doesn't influence my decision at all

**Q7 · What is your preferred form of supplements / vitamins? (Select all that apply)**

- Capsules
- Powders
- Liquids
- Gummies
- Other

**Q8 · Thinking about wellness stores you visit (or might visit), what services, products, or features would help you better achieve your health or fitness goals?**

- Open-ended response

**Q9 · What ZIP code do you currently reside in?**

- 27410
- Other

**Q10 · What is your age group?**

- Under 18
- 18–24
- 25–34
- 35–44
- 45–54
- 55–64
- 65+

**Q11 · Which gender do you identify with?**

- Male
- Female
- Non-binary
- Prefer not to say
- Prefer to self-describe

**Q12 · What best describes your current employment status? (Select all that apply)**

- Employed full-time
- Employed part-time
- Unemployed, looking for work
- Unemployed, not looking for work
- Retired
- Student
- Disabled

