

T6 LOCAL BUSINESS MARKETPLACE SELECTION PROCESS

STAGE 2 INTERVIEW CATEGORIES & QUESTIONS

Business Model and Market Fit

1. Describe your core business model. How does it currently cater to your local market, and how might that adapt to an international airport setting?
2. What are your most popular locally sold products or services provided? How do you plan to adjust your offerings to suit the diverse demographics of international travelers?
3. What percentage of your revenue comes from tourists or non-local customers currently? How do you plan to translate to an international airport environment?
4. How do you handle high-traffic peaks in your current location? What strategies would you use to manage peak traffic in an airport?
5. What customer pain points have you identified in your local business and how did you address them? How do you plan to address similar or new challenges in an international airport setting?

Brand Strength and Recognition

6. Is your brand known outside of your local business area? If not, how do you plan to build brand recognition among JFK's travelers?
7. Have you partnered with causes, cultural institutions, or business associations that might help enhance your brand visibility to international customers? If yes, please describe.
8. How adaptable is your brand's messaging to different cultures and languages? Do you plan on any modifications for a global audience?

Operational Considerations

9. Airports operate 24/7. Do you have the capacity and resources to maintain such extended hours?
10. How does your current supply chain function? Can it handle the logistical demands and security protocols of an airport?
11. What is your plan for inventory management in a high-turnover, space-constrained airport environment?
12. Have you evaluated the costs associated with airport retail space, including rent, utilities, and staffing? How do you plan to maintain profitability given these potential higher overheads?

Customer Experience

13. What is your current customer service model? How will it translate to quick, high-volume transactions in an airport setting?

14. What are your strategies for attracting impulse buyers, considering that most airport travelers are time-constrained?
15. How do you plan to create a unique customer experience that stands out from other airport retailers?
16. How do you plan to accommodate language barriers, especially when dealing with international customers who may not speak English fluently?
17. What training will your staff receive to ensure they can provide high-quality service to a global clientele?

Security and Regulatory Compliance

18. Are you familiar with the security requirements and regulations of operating within an international airport? How will you ensure compliance?
19. How will you handle high-security restrictions, such as limits around sharp objects or carry-on size restrictions, in relation to your product offerings?

Competitor Landscape and Differentiation

20. What research have you conducted on other businesses operating in international airports? How will you differentiate your offerings from those already available?
21. What unique value proposition do you offer that would attract frequent travelers, including business travelers and tourists, in an airport environment?

Financial Projections and Risk Management

22. What are your projected sales for the first year of operation at the airport? How do these compare to your current local sales?
23. What financial risks have you identified if you were to operate at JFK, and what is your plan for mitigating them?
24. What is your break-even point in this new environment, considering the higher costs of operation?