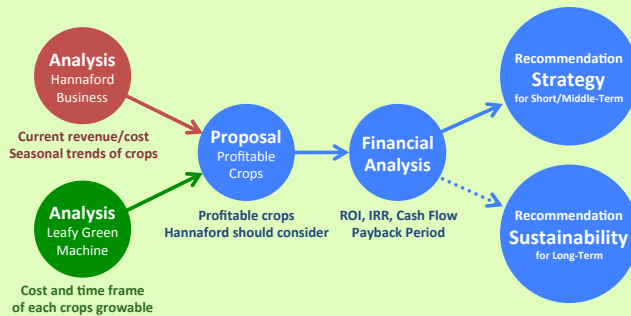


# LEAFY GREEN MACHINE

## BUSINESS FEASIBILITY EVALUATION

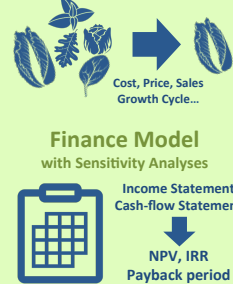


### APPROACH



### FRAMEWORK & TOOL

#### Crop Selection Tool

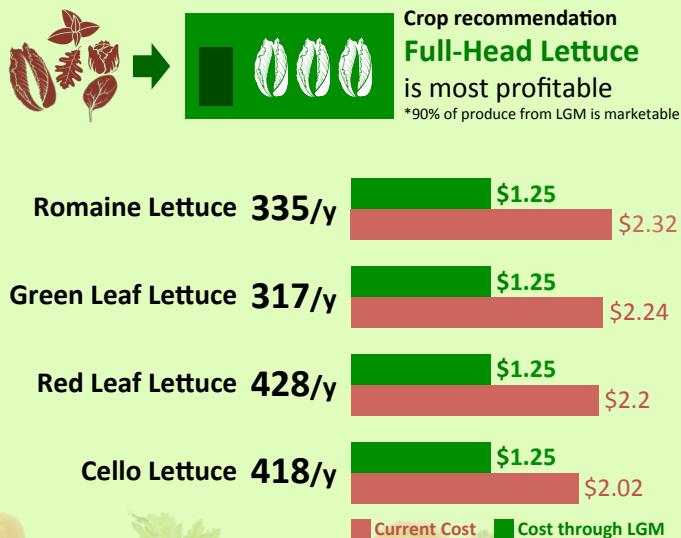


#### SOI Evaluation Framework



### RECOMMENDATION

#### Financial Analysis for Leaf Green Machine (LGM) Strategy



#### SOI Evaluation Framework for Hydroponics Case

Dimension	Aspects	Operational Checkpoints	Hydroponics SOI's Readiness Assessment
1. ALIGNMENT Alignment of Hydroponics with Hannaford overall Business	Materiality of Challenge	Magnitude	Unclear
		Urgency	High
	Alignment with Business Goals & Capacities	'Place' in System	Unclear
		Technical	High
2. SUITABILITY Potential for Adoption of Hydroponics by technical feasibility and customer desirability	Technical Viability	Financial	Partially done
		Network	Unclear
	Customer Fit	Prototyping & Testing	Phase 1 Not Done
		PMM System	Phase 2 Tracking schedule and criteria need to be planned
3. SCALABILITY Potential for Diffusion of Hydroponics across 100% Hannaford stores	Business & Organizational Model	Technical/IP Basis	Phase 1 Done
		Customer Development	Phase 2 Qualitative/Quantitative customer research needs to be done
	Institutional & Infrastructure Requirement	Customer Acceptance	
		Willingness-to-Pay	Phase 2 Various scenarios need to be worked out
4. SUSTAINABILITY Potential for Systemic Impact of the Hydroponic initiative on various subsystems	Management Capability	Production & Logistics	
		Marketing & Sales	
	Impacts on Subsystem & System	After Sales	
		Legal Regulatory	Phase 2 Might have Legal and Regulatory issues outside the firm's boundary
	Impacts on Need Fulfillment & System	Financial	Phase 2 New Expertise, Roles and Capabilities will be required
		Physical	
	Governance	Expertise & Experience	
		Roles & Responsibilities	
	Economic	'Effectual' Qualities	
		Usage System	Phase 3 Hannaford needs to comprehensively study the impact of Hydroponic on work system and all key stakeholders
	Environmental	Culture	
		Team	
	Social	Stakeholders	
		Ethic & Integrity	