



SamBrazil Market

Lakeland, Florida · Brazilian Market & Bakery · Family-Run Business

ENGAGEMENT

Audit & Full Implementation

PACKAGE

01 Full Implementation

OUTCOME

Full Transformation

THE CHALLENGE

SamBrazil Market is something truly special — a family-run Brazilian market and bakery in Lakeland, Florida, founded by Tatiaia, who moved from Brazil nearly a decade ago. She watched Brazilian communities grow across every city she lived in, yet found nowhere to truly shop like home. Six months after opening, the response was extraordinary — a devoted customer base drawn to authentic produce, genuine flavour, and real community. But behind the success, costs were spiralling, procedures were non-existent, stock waste was climbing, and the team were firefighting daily. The business was never at risk from a lack of customers — it was at risk from a lack of structure and a clear path forward.

"What I appreciated most was the transparency. Knowing exactly what I would receive for a fixed fee gave me real confidence to take the first step."

— Tatiaia · **SamBrazil Market**

THE SOLUTION

Referred through a satisfied client of Jason's, Tatiaia knew within minutes of their first conversation that she had found the right partner. SamBrazil began with a focused audit — a deep-dive across every area of the business. What Jason uncovered was significant: untapped growth potential and a clear path to cutting costs. Extending to full implementation was an easy decision. What started as an audit became a complete transformation.

WHAT WAS DELIVERED

- ◆ A comprehensive proprietary audit across every area of the business
- ◆ Store policies, procedures, and operational standards
- ◆ A cost-control framework covering purchasing, ordering, and stock
- ◆ POS data analysis and AI-driven reporting templates
- ◆ Customer experience redesign and end-to-end journey mapping
- ◆ Staffing structure, labour planning, and a performance framework
- ◆ Full implementation — every recommendation turned into a live system

THE RESULTS

The transformation was immediate and far-reaching. Every area of SamBrazil's operation was audited, restructured, and optimised – from purchasing and stock management through to customer experience and technology. Critically, Jason unlocked the power of data already sitting inside SamBrazil's own POS system: transaction values, top-selling lines, peak footfall times, margin performance, and stock levels – all now visible, measurable, and driving smarter decisions every single day.

40%

Cost Savings

Immediate reduction in overheads & waste

Operational Clarity

Policies & procedures installed across the business

Data-Driven Decisions

AI-powered templates from existing POS data

85%

Revenue Growth

Projected increase over the next 12 months

"Jason improved every aspect of how we operate and developed a plan that dramatically reduced our costs – without ever losing what makes us special. He didn't just help us grow revenue; he made the entire business more profitable."

– Tatiaia · **SamBrazil Market, Lakeland**

"We honestly can't believe what has been achieved. It has given us so much hope and excitement for the future of SamBrazil."

– Tatiaia · **SamBrazil Market, Lakeland**



Tatiaia

Owner & Founder

SamBrazil Market
Lakeland, Florida



Jason Cropper

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Ready to transform your business?

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