

LOGO


Retail Store Business Plan


Every day you get our best.

Business Plan

2020 - 21

 John Doe

 10200 Bolsa Ave, Westminster, CA, 92683

 (650) 359-3153

 support@upmetrics.co

 <https://upmetrics.co>

CONFIDENTIAL

Table of Contents

Executive Summary	3
Company Profile Summary	3
Market Research Summary	3
Marketing Summary	3
Finance Summary	4
Company Profile	5
Business Overview	5
Company History	5
Management	5
Location	6
Legal Structure	6
Vision & Mission	6
Market Research	8
Industry Profile & Market Size	8
Local Market	8
Target Market	9
Competitor Analysis	9
GT Pet Foods	9
Features	9
Strengths	9
Weaknesses	9
Smith Pet Boutique	10
Features	10
Strengths	10
Weaknesses	10
Keys to Success	10
Customer Survey Summary	10
SWOT Analysis	10
Sales & Marketing	12
Products and Services	12
Pricing Strategy	12
Marketing Strategy	12
Primary Marketing Activities	12
Marketing Objective	13

Positioning Statement	13
The Sales Process	13
Strategic Alliances	14
Operations	15
Location(s)	15
Legal Issues	15
Insurance Issues	15
Human Resources (Or Team)	16
JOHN DOE	16
JOHN DOE	16
JANE DOE	16
Process/Production	16
Risk Assessment	17
Financial Plan	18
Startup Funding & Capital	18
Start-Up Costs	18
Sales Forecast	19
Cash Flow	19
Projected Profit & Loss	20
Appendix	21

Executive Summary



REMEMBER

An Executive Summary is the first and most basic piece of the accomplishment of the business plan. The Executive Summary offers an abstract of your business plan and features the key focuses you need to address in the rest of your document. This chapter of your business plan is urgent in light of the fact that it is the place you should catch the reader's attention with the goal that the person will be constrained to keep reading.

[Read More](#)

Company Profile Summary



TIP

This section is an overview of your basic business. It describes what business you are in, what your business will do, what are your goals for your business. This section includes the following:

[Read More](#)

Start Writing here...

Market Research Summary



TIP

This section is a quantitative and qualitative assessment of a market. It looks into the size of the market both in volume and in value, the various customer segments and buying patterns, the competition, and the economic environment in terms of barriers to entry and regulation.

[Read More](#)

Start Writing here...

Marketing Summary



TIP

This section should define the basics of your marketing plan. It should disclose who the customers are, where the business is conducted, and the products and services that will be sold. List a set of marketing strategies are you're going to apply.

[Read More](#)

Start Writing here...

Finance Summary



TIP

Your financial summary should provide your company's current value as accurately as possible.

In this section, you should consider adding charts, tables, and graphs to guide your investors and readers with the figures in your company.

[Read More](#)

Start Writing here...

Company Profile



REMEMBER

Note: Don't try to get creative when writing this section. Use easy-to-read, common terminology that people can relate to. You never want to assume that those reading your business plan have the same level of technical knowledge that you do.

[Read More](#) 

Business Overview



TIP

It should include your business structure, Established year, legal name, location, and the goods or services offered.

[Read More](#) 

Start Writing here...

Company History



TIP

This section is not for startups, If it's already an established organization, let's say a few words about company history and achievements.

[Read More](#) 

Start Writing here...

Management



TIP

In the Management section, the information included should show that your retail business has the necessary human resources to be successful. This part answers questions about your key management personnel and their backgrounds, explains how the store will be staffed, and details all personnel compensation and benefits, including employment policies and procedures.

[Read More](#)

Start Writing here...

Location



TIP

Where does it locate? if you have multiple branches write down about them all.

[Read More](#)

Start Writing here...

Legal Structure



TIP

Describe legal structure

[Read More](#)

Start Writing here...

Vision & Mission



TIP

This is when you really start getting into the core of why your business exists, what you hope to accomplish, and what you actually stand for.

[Read More](#)

Start Writing here...

Market Research

Industry Profile & Market Size

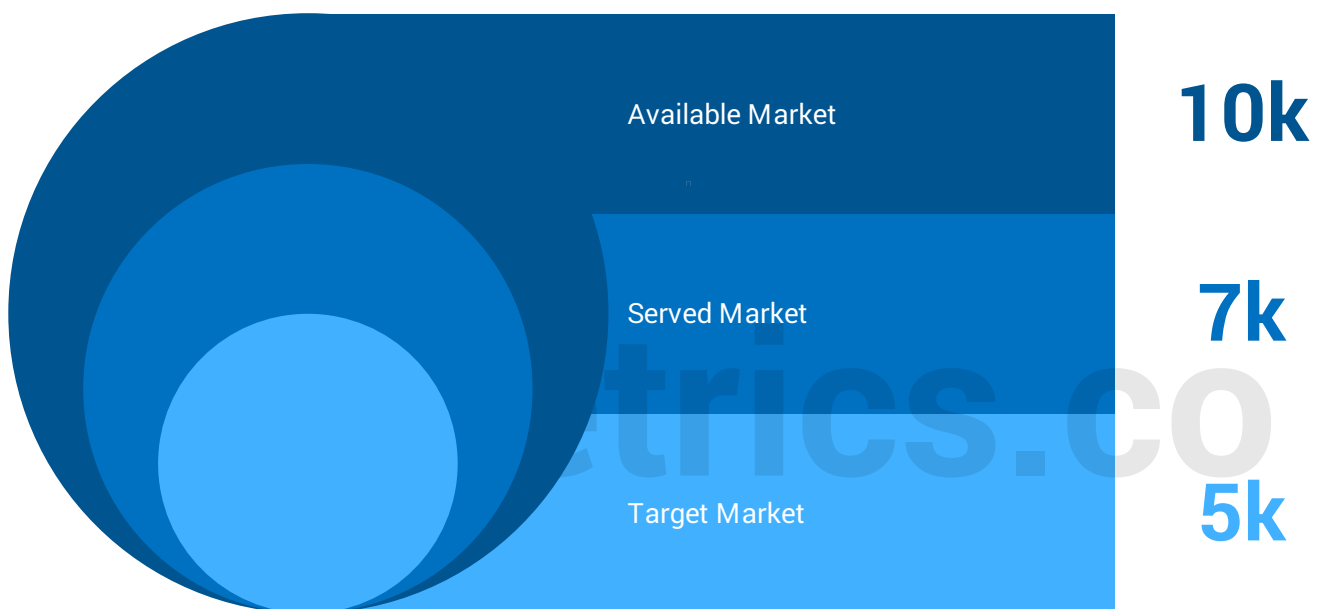


TIP

The industry profile section describes data centered on an area of business that outlines and describes the major components of that area. Profiles often provide an overview of the industry and may make projections about future trends. Based on market research describe the size of your market. The example is as shown below :

[Read More](#) ▾

Start Writing here...



Local Market



TIP

It is a retail industry, there should always include some data related to the local market. What is the location of the current market? where the potentials customers are located around the market?

[Read More](#) ▾

Start Writing here...

Target Market



TIP

To define a target market for your business plan, you should research the potential buying audience for your product. This could range from a few thousand individuals if you are opening a retail store in a small town. If you are catering to the consumer market, narrow your potential customer base to a defined demographic group. By doing so, your business will not only be more attractive to investors, but you will have a much easier time compiling sales and marketing plans.

[Read More](#) ▾

Start Writing here...



TIP

It's important for new businesses to complete a competitive analysis during the business planning stage. Competitive intelligence can also be useful for marketing, pricing, managing, and other strategic planning for retailers at any stage of their business. Before you can know your competitive edge, you must know your competitor. Here is an example of a competitive analysis of the few competitors:

[Read More](#) ▾

Competitor Analysis

GT Pet Foods



Features

Open to customer feedback on products to carry

Strengths

Canada's largest chain of pet food stores specializing in natural, holistic and organic foods and supplements!

Health food store for pets

Weaknesses

Limited selection of products and services

Each store does not have the same level of knowledge ability or service

Smith Pet Boutique



Features

Responsive to the local community in offering premium pet food products and pet care advice

Strengths

Locally responsive premium pet food store – owner is extremely knowledgeable and known in the community

High-quality products

Weaknesses

New store so will need time to establish credibility and build reputation

Keys to Success



TIP

List keys to success your business, For retail business most effective keys to success if store location. How many possibilities of getting more customers based on location?

[Read More](#)

Start Writing here...

Customer Survey Summary



TIP

The customer survey is an essential part of your business plan, By conducting a survey you know what are the market needs?

What exactly the customers are looking for?

[Read More](#)

Start Writing here...

SWOT Analysis

Strengths

- Experience and understanding of the fashion industry
- Unique shopping experience with exceptional customer service
- Great downtown location
- The large and growing consumer base

Weaknesses

- An untested market in Pleasantville
- While the market is large, it is a niche market (Baby Boomers)

Opportunities

- The outstanding shopping experience will lead to repeat business
- Growing online clothing store Booming Boutique
- Establish a Booming Boutique clothing line

Threats

- Cost and effectiveness of marketing to women “Baby Boomers”
- New retail shops that may or may not open in the future

Sales & Marketing

Products and Services



TIP

This section of the business plan is most important to retailers in the midst of developing a business. The Products and Services section describes the goods and services offered, how they are provided, information about the vendors, and any plans for the future growth of your product lines.

[Read More](#)

Start Writing here...

Pricing Strategy



TIP

Describe which pricing strategies you are going to use to acquire more and more customers? Before you can determine which retail pricing strategy to use in determining the right price for your products, you must consider the product's direct costs and other related expenses. These two key elements of overall product cost are termed the cost of goods and operating expenses.

[Read More](#)

Start Writing here...

Marketing Strategy



TIP

A retailer needs to decide as to what it wants to achieve for its customers. It has to decide the target market and then select the appropriate combination of product, price, place, and promotion to create his marketing strategies.

[Read More](#)

Start Writing here...

Primary Marketing Activities



TIP

List out the marketing activities or campaigns you are going to run as a part of your marketing strategy.

[Read More](#)

Start Writing here...



TIP

The overall objective of retail marketing is creating and developing services and products that meet the specific needs of customers and offering these products at competitive, reasonable prices that will still yield profits.

[Read More](#)

Marketing Objective

Start Writing here...

Positioning Statement



TIP

The positioning statement is defined “as the design and implementation of a retail mix to create an image of the retailer in the customer's mind relative to its competitors.

[Read More](#)

Start Writing here...

The Sales Process



TIP

This section describes how you are going to sell your products or services. Don't go into detail just define the process with a few steps.

[Read More](#)

Start Writing here...

Strategic Alliances



TIP

List of strategic alliances with other retail outlets or service providers from where you can get leads.

[Read More](#) 

Start Writing here...

Operations



REMEMBER

This chapter describes the outlines for separate operations and development sections for your retail business plan. Under operations, divide your contents by typical business functions such as Locations, accounting, administration, marketing, legal issues, human resources and technology, Production, and Risk assessment.

[Read More](#)

Location(s)



TIP

Detailed descriptions about store locations, Proper site selection for your business influences whether you succeed or fail in making money. Your business location analysis should take into account demographics, psychographics, census, and other data. Although a great location may not guarantee success, a bad location will almost always guarantee failure. A new retail business needs to be where the customers are. You want a location with a reasonable degree of security, access to public transportation, for

[Read More](#)

Start Writing here...

Legal Issues



TIP

For the retailer, the Most common Legal issues are considered as Business License, Food safety license, Non-Disclosure Agreements, Zoning, partnership agreements, etc.

[Read More](#)

Start Writing here...

Insurance Issues



TIP

Store insurance requirements to save it from physical disasters.

Read More

Start Writing here...



TIP

So-called retail Staff, Includes Management Team, Salesman Team and Supplier Team, etc.

Read More

Human Resources (Or Team)



JOHN DOE

Manager- john.doe@example.com

Describe his skills, Achievements and experience.



JOHN DOE

john.doe@example.com

Describe his skills, Achievements and experience.



JANE DOE

jane.doe@example.com

Describe her skills, Achievements and experience.

Process/Production



TIP

For retail, Goods are coming from either self-manufacturing units or some third party suppliers, Define your inventory process and goods supply chain. Also, describe where the raw materials are coming from?

[Read More](#)

Start Writing here...

Risk Assessment



TIP

This section is for actions that has been undertaken for assessing risks.

[Read More](#)

Start Writing here...

Financial Plan



REMEMBER

One of the more difficult parts of the business plan, the Financial Plan, involves the company's revenue and profitability model. This part of your business plan assesses the amount of capital the retail business needs. It also addresses the proposed use of these funds as well as their expected future earnings. The financial plan includes Break-even Analysis, Sales Forecasts, balance sheets, and cash flow statements. Make sure you break down the financials on a monthly basis for the first year and then annually for the next two years.

[Read More](#)

Startup Funding & Capital



TIP

Enter the funding information, How much money you're going to borrow either from investors or bank loans?

[Read More](#)

Start Writing here...

upmetrics.co

Click to [Add Funding](#)

This is just a placeholder to add funding data.

Start-Up Costs



TIP

We have automated financial forecasts to calculate summary startup costs, Input numbers into financial modeling and it all calculate your summary costs and necessary metrics.

[Read More](#)

Start Writing here...

Click to [Add Personnel](#)

This is just a placeholder to add personnel data.

Click to [Add Expense](#)

This is just a placeholder to add expenses data.



TIP

Choose the product revenue stream in a financial modeling tool, enter the price, production volume, and inventory tracking information it will calculate revenue summaries.

[Read More](#)

Sales Forecast

Click to [Add Revenue](#)

This is just a placeholder to add finance revenue stream.



TIP

Under this section add a cash flow report to generate reports use our automated financial forecasting tool.

[Read More](#)

Cash Flow



TIP

Under this section add an income statement report to generate reports use our automated financial forecasting tool.

[Read More](#)

Projected Profit & Loss

Appendix



TIP

A business plan's appendix is like its own mini-library. It holds the entire plan's supporting documents in a clear, well-organized fashion. The appendix consists of an array of documentation that ranges from receipts and bank statements to contracts and inventories. It should be used on an as-needed basis and include only essential information.

Most of your business' supporting information can be included with

[Read More](#)

Start Writing here...