



BUSINESS PLAN [YEAR]



Liquor Store

A Moments of Chilling.



John Doe



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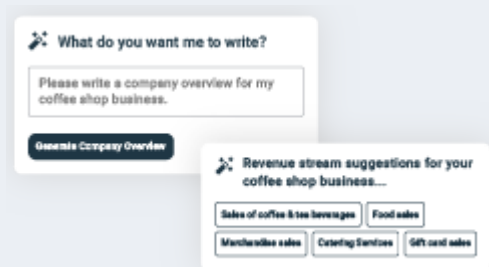
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1.

Executive Summary

Mission Statement

Vision Statement

Customer Focus

Success Factors

Financial Summary



REMEMBER

Before you think about how to start a Liquor Store service, you must create a detailed Liquor Store business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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Maxwell Liquor Store

Maxwell Liquor Store is a neighborhood liquor store that will be located in a centralized area between a residential neighborhood and a busy business district in Detroit, Michigan. We are aware that online in most states in the U.S Michigan is one of the states that allow online liquor sales.

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Mission Statement

Maxwell Liquor Store

Our mission is to establish a liquor store business that will make available a wide range of liquors, wines, and beers from top brands at affordable prices to the residence of Detroit – Michigan, and other cities in the United States of America and Canada.

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Vision Statement

Maxwell Liquor Store

Our vision is to establish a one-stop liquor store in Detroit – Michigan and in other cities in the United States of America.

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Customer Focus

Maxwell Liquor Store

Maxwell Liquor Store will primarily serve the residents, aged 21 and older who live within a 10-mile radius of our store. The demographics of these customers are as follows:

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Success Factors

Maxwell Liquor Store

Maxwell Liquor Store is uniquely qualified to succeed for the following reasons:

- There is currently no quality liquor store in the community we are entering. In addition, we

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Financial Summary

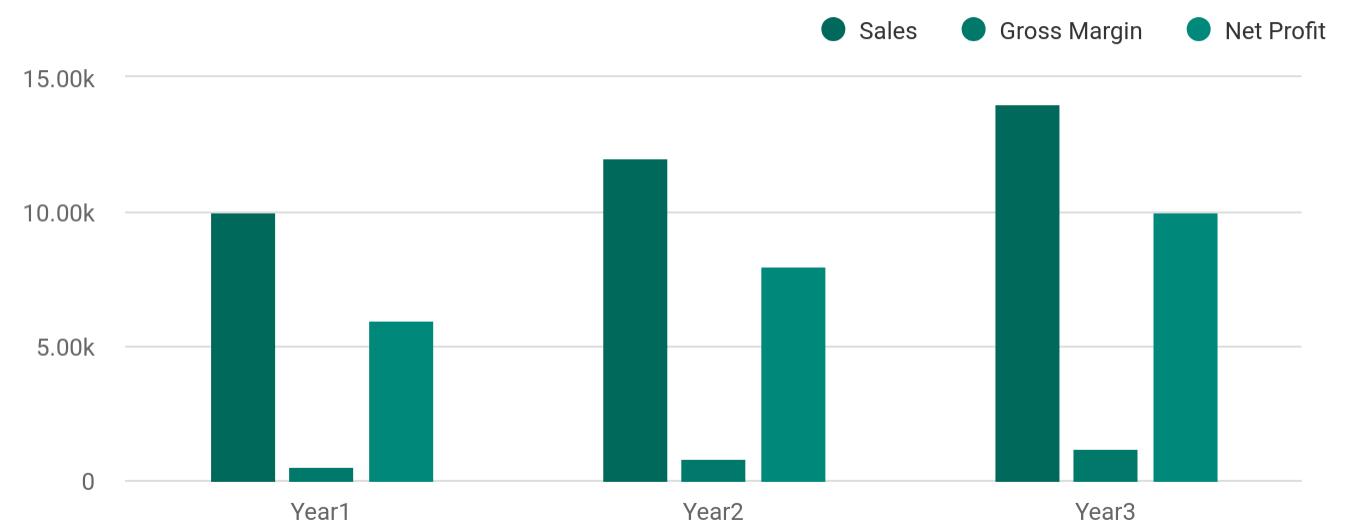
Maxwell Liquor Store

Maxwell Liquor Store is currently seeking \$330,000 to launch. Specifically, these funds will be used as follows:

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3 Year profit forecast



Maxwell Liquor Store

Financial Summary

Year 1

Year 2

Year 3

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2.

Company Summary

History

Business Structure

Store Design

Startup summary

Maxwell Liquor Store

Maxwell Liquor Store is owned by Mr. John Moore who has successfully managed several bars and nightclubs in Los Angeles and Las Vegas prior to opening his own liquor store. It is a family business that will be managed alongside his immediate family members.


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History

Maxwell Liquor Store

Upon returning from Fort Lauderdale and surveying the local customer base, John Moore incorporated Maxwell Liquor Store as an S-Corporation in 2015.

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Business Structure

Maxwell Liquor Store

Maxwell Liquor Store does not intend to start a liquor retailing business like the usual mom and pop business around the street corner; our intention of starting a liquor retail business is to build a standard liquor store that will be a one-stop-shop for liquors, beverages, and snacks.

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Store Design

Maxwell Liquor Store

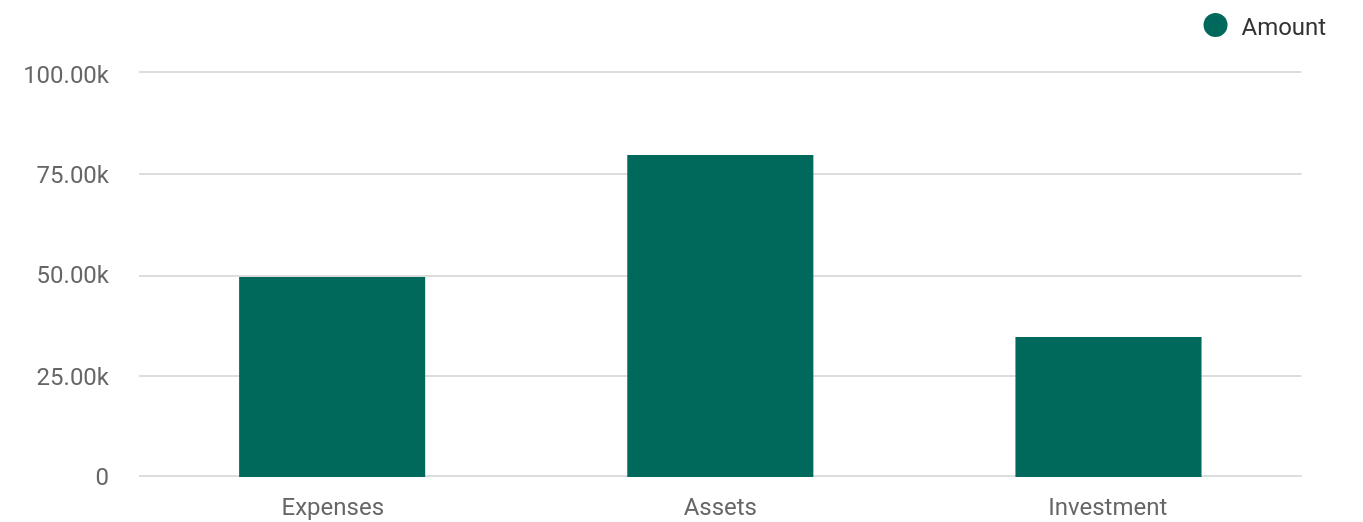
Maxwell Liquor Store will develop a 5,000 square foot store whose key elements will include the following:

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Startup summary

Startup cost



Cost distribution	Amount
Expenses	50,000
Assets	80,000
Investment	35,000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500

Start-up Expenses	Amount
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0

Start-up Expenses	Amount
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and services

Maxwell Liquor Store

Maxwell Liquor Store is going to operate a standard and licensed neighborhood liquor store that will retail a wide range of liquors, beers, and wines just like any other licensed and standard liquor store in the United States and in any part of the world.

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Liquors



Beers

Bud Light, Coors Light, Miller Lite, Budweiser, Michelob Ultra-Light, Natural Light, Busch Light, Bush, Redd's Apple Ale, Sierra Nevada Pale Ale, Keystone Light, Pabst Blue Ribbon, Bud Light Lime, Bud Light Platinum Lager etc.



Locally Crafted Beers

Pale Beers, Amber Beers, Dark Beers, Hebrew Beers, Gluten Free, Organic Brews, Cider etc



Wines



Distilled spirits



Martinis



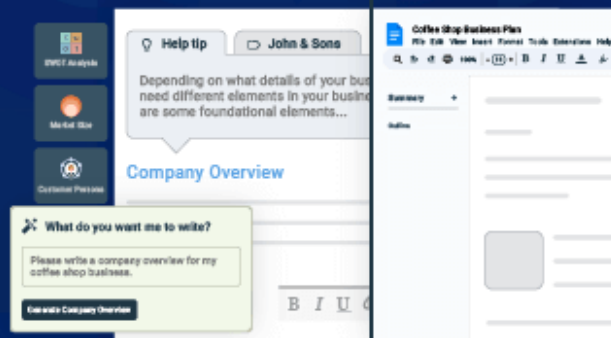
Non – alcoholic beverages



Tobacco

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4.

Market Analysis

Industry Analysis

Market Segmentation

Market Needs



REMEMBER

The most important component of an effective Liquor Store services business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself.

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Industry Analysis

Maxwell Liquor Store

In the United States of America, most of the states have strict control on liquor stores hence it is not easy to secure a license to open one. In Michigan and in few states in the U.S, individuals can actually open their own liquor retail store and it is the practice for

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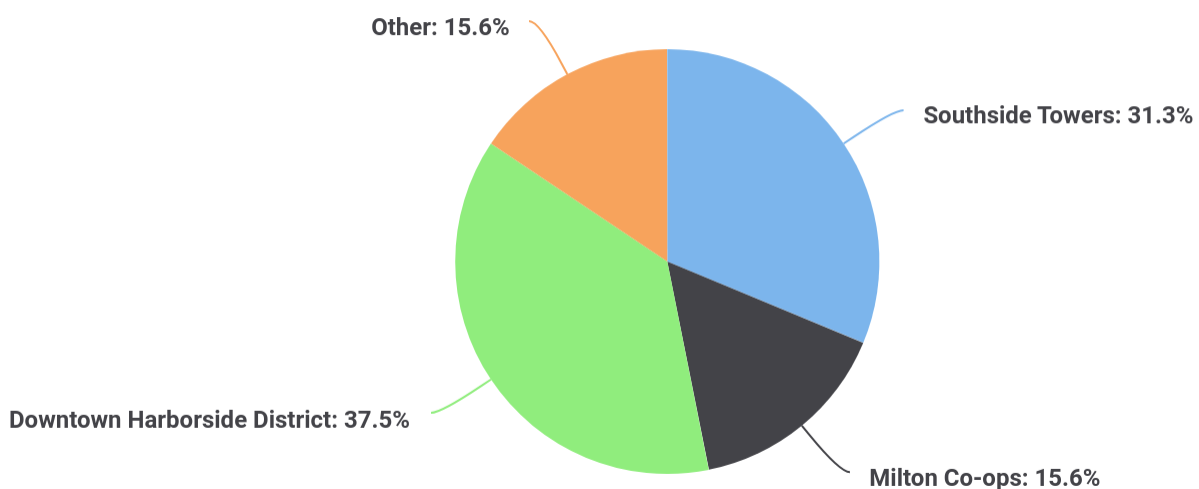
Market Segmentation

Maxwell Liquor Store

The following chart and table show the market analysis for Maxwell Liquor Store.

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Maxwell Liquor Store

	Growth	Year1	Year2	Year3	CAGR
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Market Needs

Maxwell Liquor Store

Other than the market segment carved out by Beverson's and a handful of major players, little attention is paid to the opportunities of geographic extensions through direct shipments of wine & spirits throughout Massachusetts. Severson's markets over the	To unlock help try Upmetrics!
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5.

SWOT Analysis

Maxwell Liquor Store

Our intention of starting just one outlet of our liquor retail store in Detroit – Michigan is to test run the business for a period of 2 to 5 years to know if we will invest more money, expand the business and then open other outlets all over Michigan and also sell f

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Strength

Our location, the business model we will be operating on (a physical store and online liquor store), varieties of payment options, a wide range of liquors, wines, and beers (locally crafted beer inclusive), and our excellent customer service culture will definitely count as a strong strength for Maxwell Liquor Store.

Weakness

A major weakness that may count against us is the fact that we are a new liquor retail outlet and we don't have the financial capacity to engage in the kind of publicity that we intend to give the business.

Opportunity

The fact that we are going to be operating our liquor retail store in one of the busiest districts in Detroit – Michigan provides us with unlimited opportunities to sell our liquors, wines, and beers to a large number of people.

We have been able to conduct thorough feasibility studies and market surveys and we know what our potential clients will be looking for when they visit our liquor retail store; we are well-positioned to take on the opportunities that will come our way.

Threat

We are quite aware that just like any other business, one of the major threats that we are likely going to face is an economic downturn. It is a fact that the economic downturn affects purchasing power.

Another threat that may likely confront us is the arrival of a new liquor retail outlet in the same location where ours is located or even the arrival of a nightclub and bar.

6.

Strategy & Implementations

Sales Strategy

Advertising Strategy

Pricing Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis

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Sales Strategy

Maxwell Liquor Store

Management will focus on daily sales revenue goals.

Best value products will be identified to assist customers with smart selections.

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Advertising Strategy

Maxwell Liquor Store

Maxwell Liquor Store expects its target market to be individuals living within a 10-mile radius of its store. The Company's promotions strategy to reach these individuals includes:

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Maxwell Liquor Store

Maxwell Liquor Store will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will offer discounts and/or provide other inducements for people to visit the store.

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Direct Mail

Start writing here..

Maxwell Liquor Store

We will contact all local and area newspapers and television stations and send them a press release describing the opening and unique value proposition of Maxwell Liquor Store.

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Public Relations

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Maxwell Liquor Store

Maxwell Liquor Store will initially advertise in local newspapers and sponsor community events in order to gain awareness.

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Advertising

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Maxwell Liquor Store

Maxwell Liquor Store will maintain a website and publish a monthly email newsletter to tell customers about new events, products, and more.


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Ongoing Customer Communications

Start writing here..

Maxwell Liquor Store

Before opening the store, Maxwell Liquor Store will organize pre-opening events designed for local merchants and press contacts to create buzz and awareness for Maxwell Liquor Store.

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Pre-Opening Events

Start writing here..

Pricing Strategy

Maxwell Liquor Store

Pricing is one of the key factors that give leverage to liquor retail stores, it is normal for consumers to go to places (liquor retail outlets) where they can get liquors, wine and beers et al at a cheaper price which is why big player in the liquor, wine, and beer

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7.

Management Summary

Management Team

Personnel Plan

Maxwell Liquor Store

Maxwell Liquor Store will be managed by John Moore and James Moore. After the launch of the business, as sales volumes increase, an associate manager may be hired to help with day-to-day store operations.

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Management Team



John Moore

Managing Partner

John has over 25 years of management experience in retail, financial services, and newspaper publishing businesses. After graduating with a B.A. from Bigten State University in 1981, John worked his way up the career ladder in retail management positions for Jensen's, Hollard's, and Northbank. In 1986, he became an assistant vice president with Hanson Trust. In 1988, he launched his first business, Atlantic Racquet Club. As the CEO of the organization, he learned, first hand, everything it takes to start and operate a small retail business in a major city. In the 1990s, John worked as a newspaper executive, first for the Metropolis Star and later for the Gotham City Times, whereas director of business operations he was a key member of the management team that launched and grew the gothamcitytimes.com website.

John holds an MBA degree in finance and accounting from Burke University, a B.A. in psychology from Bigten State University, and a Higher Certificate degree from the Wine and Spirit Education Trust.



Robert Moore

Managing Partner

James brings over 20 years of wine trade expertise and executive management skills to our company. For the last ten years, James served as the director of food and beverages for the Prestige Athletic Club, an \$8 million/year operation where he personally selected the club's wine list (of over 100 wines), coordinated over 20 wine tastings, taught wine classes, and developed relationships with some of the top winemakers in the world. As a volume buyer for the PAC, he has done business with many of the wine and liquor distributors and importers who cover the metro New York area.

Prior to his position at the PAC, James spent more than a dozen years in restaurant management positions—as restaurant manager of Mr. E's in Houston, Partner and general manager of the Fieldstone Restaurant in Minneapolis, and restaurant manager for the Pinnacle Hotel in Boston.

After graduating from Telford University in 1983 with a B.A. degree in history, James earned a Higher Certificate with Distinction from the Wine and Spirit Education Trust, and a Certified Sommelier degree from the Sommelier Society of America.

Personnel Plan

Maxwell Liquor Store

The following table shows the personnel needed for Maxwell Liquor Store.

Personnel Plan	Year1	Year2
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8.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of the Liquor Store service business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will

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Maxwell Liquor Store

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Liquor Store service business start-up, no equity funding or outside loans will be required.

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$821,180.52	\$1,651,756.04	\$3,378,572.74
Wine Sales	\$357,768	\$805,761.20	\$1,814,734.80
Unit Sales	17,888	40,288	90,737
Unit Price	\$20	\$20	\$20
Spirits Sales	\$253,050.90	\$509,198.10	\$1,024,615.20
Unit Sales	8,435	16,973	34,154
Unit Price	\$30	\$30	\$30
Beer Sales	\$210,361.62	\$336,796.74	\$539,222.74
Unit Sales	30,052	48,114	77,032
Unit Price	\$7	\$7	\$7
Cost Of Sales	\$404,062.69	\$571,536.76	\$886,795.23
General Costs	\$404,062.69	\$571,536.76	\$886,795.23
Wine Purchase	\$167,154.44	\$246,468.18	\$399,113.19
Red Wine Purchase	\$101,460	\$114,327.69	\$128,827.36
White Wine Purchase	\$65,694.44	\$132,140.49	\$270,285.83
Spirits Purchase	\$236,908.25	\$325,068.58	\$487,682.04
Whiskey Purchase	\$171,213.81	\$192,928.09	\$217,396.21
Vodka Purchase	\$65,694.44	\$132,140.49	\$270,285.83
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$417,117.83	\$1,080,219.28	\$2,491,777.51

	2024	2025	2026
Gross Margin (%)	50.79%	65.40%	73.75%
Operating Expense	\$466,809.84	\$517,137.46	\$604,311.71
Payroll Expense (Indirect Labor)	\$392,520	\$404,922	\$417,751.80
Store Management	\$100,080	\$104,659.20	\$109,450.32
Store Manager	\$57,600	\$60,480	\$63,504
Assistant Manager	\$42,480	\$44,179.20	\$45,946.32
Sales Staff	\$197,400	\$203,322	\$209,421.96
Full-Time Sales Associates	\$138,000	\$142,140	\$146,404.32
Part-Time Sales Associates	\$59,400	\$61,182	\$63,017.64
Support Staff	\$95,040	\$96,940.80	\$98,879.52
Cashiers	\$47,520	\$48,470.40	\$49,439.76
Cleaning Staff	\$47,520	\$48,470.40	\$49,439.76
General Expense	\$74,289.83	\$112,215.46	\$186,559.91
Store Operations	\$24,096.68	\$27,152.58	\$30,596.29
Rent	\$19,023.72	\$21,436.34	\$24,155.06
Utilities	\$5,072.96	\$5,716.24	\$6,441.23
Marketing and Advertising	\$34,781.36	\$60,985.34	\$114,239.88
Online Advertising	\$24,635.41	\$49,552.66	\$101,357.19
Local Promotions	\$10,145.95	\$11,432.68	\$12,882.69
Miscellaneous Expenses	\$15,411.79	\$24,077.54	\$41,723.74
Insurance	\$7,200	\$7,560	\$7,938
Office Supplies	\$8,211.79	\$16,517.54	\$33,785.74
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$49,692.01)	\$563,081.82	\$1,887,465.80
Additional Expense	\$11,869.66	\$10,618.31	\$9,276.53
Long Term Depreciation	\$5,418	\$5,418	\$5,418
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$55,110.01)	\$557,663.82	\$1,882,047.80
Interest Expense	\$6,451.64	\$5,200.32	\$3,858.53
EBT	(\$61,561.67)	\$552,463.51	\$1,878,189.27
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$882,742.19	\$1,099,292.53	\$1,500,383.47
Net Income	(\$61,561.67)	\$552,463.51	\$1,878,189.27
Net Income (%)	(7.50%)	33.45%	55.59%
Retained Earning Opening	\$0	(\$81,561.67)	\$450,901.84
Owner's Distribution	\$20,000	\$20,000	\$20,000
Retained Earning Closing	(\$81,561.67)	\$450,901.84	\$2,309,091.11

Projected Cash Flow

	2024	2025	2026
Cash Received	\$821,180.52	\$1,651,756.04	\$3,378,572.74

	2024	2025	2026
Cash Paid	\$877,324.19	\$1,093,874.53	\$1,494,965.47
COS & General Expenses	\$478,352.53	\$683,752.22	\$1,073,355.14
Salary & Wages	\$392,520	\$404,922	\$417,751.80
Interest	\$6,451.64	\$5,200.32	\$3,858.53
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$56,143.67)	\$557,881.51	\$1,883,607.27
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$35,000	\$0	\$0
Net Cash From Investments	(\$35,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$37,309.78	\$38,561.13	\$39,902.91
Loan Capital	\$17,309.80	\$18,561.12	\$19,902.91
Dividends & Distributions	\$20,000	\$20,000	\$20,000
Net Cash From Financing	\$112,690.22	(\$38,561.13)	(\$39,902.91)
Summary			
Starting Cash	\$0	\$21,546.55	\$540,866.93

	2024	2025	2026
Cash In	\$971,180.52	\$1,651,756.04	\$3,378,572.74
Cash Out	\$949,633.97	\$1,132,435.66	\$1,534,868.38
Change in Cash	\$21,546.55	\$519,320.38	\$1,843,704.36
Ending Cash	\$21,546.55	\$540,866.93	\$2,384,571.29

Projected Balance Sheet

	2024	2025	2026
Assets	\$51,128.55	\$565,030.93	\$2,403,317.29
Current Assets	\$21,546.55	\$540,866.93	\$2,384,571.29
Cash	\$21,546.55	\$540,866.93	\$2,384,571.29
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$29,582	\$24,164	\$18,746
Gross Long Term Assets	\$35,000	\$35,000	\$35,000
Accumulated Depreciation	(\$5,418)	(\$10,836)	(\$16,254)
Liabilities & Equity	\$51,128.53	\$565,030.92	\$2,403,317.28
Liabilities	\$82,690.20	\$64,129.08	\$44,226.17
Current Liabilities	\$18,561.12	\$19,902.91	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$18,561.12	\$19,902.91	\$0
Long Term Liabilities	\$64,129.08	\$44,226.17	\$44,226.17

	2024	2025	2026
Long Term Debt	\$64,129.08	\$44,226.17	\$44,226.17
Equity	(\$31,561.67)	\$500,901.84	\$2,359,091.11
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$81,561.67)	\$450,901.84	\$2,309,091.11
Check	\$0	\$0	\$0

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%

	Year 1	Year 2	Year 3	Industry Profile
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows two side-by-side interfaces. On the left is the Upmetrics 'Financial Plan' interface, which is user-friendly with a sidebar for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Profit & Loss' statement for 2023-04, with a table showing Revenue (\$241,391), Cost of Sales (\$16,600), Gross Margin (\$198,790), and Operating Expenses (\$29,639). Below this is a 'What price will you charge for each unit?' section with a 'Constant Amount' of \$40 and a 'Variable amount per unit' of 7.26. On the right is a standard spreadsheet interface with a grid of cells and a formula bar showing '=PERC(2/10)'. The spreadsheet also displays the same financial data as the Upmetrics interface.

	2023-04	2024-03
Revenue	\$241,391	\$191,011
Cost of Sales	\$16,600	\$27,238
Gross Margin	\$198,790	\$164,276
Gross Margin (%)	82.36%	85.97%
Operating Expenses	\$29,639	\$31,697
	1074	\$15,270
	3.26	\$6,607.01
	8.26	\$103,888.01
	7.26	\$8,421.89
	7.6%	2.35%
	7.26	\$18,679.77



Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes – no more remembering complex formulas or fussing in the spreadsheet.

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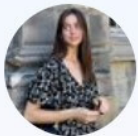
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Mariia Yevlash



Student, Sumy State University – Ukraine

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