## 

(Retail Store Name)

## 

(Company Name)  
(Street Address)  
(City, State, Zip Code)  
(Creation Date)

Contact Information

(Name)

(Email)

(Phone Number)

(Website)

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# 

# 1.0 Executive Summary

*In the opening paragraphs, discuss the most important aspects of the business plan. The entire executive summary should be less than two pages.*

## 1.1 Business Objectives

*What do you want your retail store to achieve? Include at least five. Make specific and actionable.*

## 1.2 Mission Statement

*A brief statement or paragraph describing what your retail store stands for.*

## 1.3 Keys to Success

*What are the factors that will make your store a success? Include at least three.*

# 2.0 Company Summary

*Open with a couple of paragraphs describing your retail store including important facts, like address, hours sq. footage.*

## 2.1 Startup Summary

*Briefly, how much will it cost to start your store? Consider creating a chart with each expense.*

## 2.2 Location & Facility

*Where is your store located? What makes the location a benefit? What’s the store like? How will the store increase your likelihood of success?*

## 2.3 Ecommerce

Discuss your online store’s strategy and the logistics. Who will design the website? How will the website be maintained? What software will be used for order management?

## 2.4 Ownership & Management

*Who are the owners of the business? What are their backgrounds and why will that make the store a success? What is the management structure like within the business? Who are the managers? What skills and backgrounds will make the ecommerce store a success?*

# 3.0 Products

*Write a couple paragraphs with a high-level overview describing the products.*

## 3.1 Product Description

*What type of products will be sold? What other products will your retail store sell?*

## 3.2 Suppliers & Inventory Management

*What businesses will supply your products? If you’re creating products, who will supply your raw materials? How will you monitor your inventory supply? What technologies and software will be used to monitor?*

## 3.3 Daily Operations

*What are the day-to-day operations and systems that make your store operate? Who will take care of tasks like inventory management, cleaning, payroll, fulfilling online orders, shipping, and closing the store?*

## 3.4 Pricing and Profitability

*What is the price of every item in the store and how much will you make on a sale? If your store has over 50 products, organize similar products and make an average price and cost. Create a chart.*

# 4.0 Market & Industry Analysis Summary

*(For each one of these sections, including local research for the store and national research for the online store.)*

*Describe the industry your retail store is in. What are the trends? It is predicted to be a growing or shrinking market?*

## 4.1 Market Segmentation

*Who are the types of customers that will shop in your store? Use data to explain their purchasing habits and how many are located in your area.*

## 4.2 Target Market Segment Strategy

*How will you reach your different segments of customers? How will you communicate to them?*

## 4.3 Main Competitors

*Who are your main competitors within a five mile radius (and largest ecommerce competitors)? List at least five. Include a chart with details like distance, description, advantages and disadvantages.*

# 5.0 Marketing Strategy & Implementation Summary

*Give a high level overview of your marketing strategy and how it will be implemented.*

## 5.1 Competitive Advantage

*What will you do better than competing local retail stores? Regarding ecommerce, why will customers purchase products on your website versus a competitor?*

## 5.2 Marketing Strategy & Positioning

*What are your strategies to market your business? Additionally, how will you communicate your retail store in a 30-second positioning statement?*

## 5.3 Traditional Marketing & Advertising

*What type of physical marketing and advertising will you do? Where will the materials be made?*

## 5.4 Online Marketing & Advertising

*What online marketing and advertising will you do? How will you get visitors to your website? Who will manage it?*

## 5.5 Sales Strategy & Forecast

*What are your sales, costs, and profits forecast for the first three years? Create a chart.*

## 5.6 Retail & Online Store Milestones

*What are the main milestones you need to reach before opening your business? Have at least eight.*

# 6.0 Financial Plan & Projections

*What are the assumptions you made about the economy and your retail store for the financial projections below?*

*Use this* [*financial projections worksheet*](https://www.score.org/resource/financial-projections-template) *(* [*https://www.score.org/resource/financial-projections-template*](https://www.score.org/resource/financial-projections-template) *) as a guide to the sections below. Ideally, turn the projections into charts for investors and bankers to more easily understand the numbers.*

## 6.1 Startup Costs

*How much money will it require to open the retail store and a launch the website? List the expenses and include cost.*

## 6.2 Break-even Analysis

*At what point in sales will the retail store operate at a profit?*

## 6.3 Projected Profit & Loss

*What are the income and expenses in the store and at what month will it operate at a profit?*

## 6.4 Projected Cash Flow

*How much cash is coming into and going out of the store and website by month?*

## 6.5 Projected Balance Sheet

*What are projected assets and liabilities of the business for the next three years?*

## 6.6 Business Ratios

*What are the business ratios at the end of year one, two and three?*

# 7.0 Appendix

*Include additional documentation to support the business plan. Include any visual documentation, like a floor plan, artist rendering, and wire frames for the website design.*