## 

(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 facility like? How will the facility increase your likelihood of success?*

## 2.3 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?*

# 3.0 Services

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

## 3.1 Services Description

*What type of services will be sold? Go in depth on what and how they will be provided*

## 3.2 Services Employees

*Who will do the services? Do they need training or certifications? How will you ensure their quality and customer satisfaction?*

## 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 scheduling customers, cleaning, payroll, and closing the store?*

## 3.4 Pricing and Profitability

*What is the price of every service in the store and how much will you make on a sale? Create a chart.*

# 4.0 Market & Industry Analysis Summary

*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? 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 retail stores?*

## 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 local online marketing and advertising will you do? 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 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? 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 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 or artist rendering.*