

<Company Name>

Business Plan

Written / Revised: <Date>

<INSERT EXECUTIVE SUMMARY HERE>

Template: Executive Summary

Products & Services

Summary

<1-2 sentence high level overview>

Competitive Advantage / Customer Draws / Specialties / Signature Items

1. *Examples*
2. *Specialty Meats*
3. *Custom Cakes*
4. *Grocery Delivery*
5. *For each one give a 1-2 sentence overview of the product or service*

Competitors

1. *Examples*
2. *Any business in the vicinity with overlapping products or services to yours*
3. *Walmart*
4. *Dollar General*
5. *Gas Stations*
6. *Restaurants*

Sourcing and Fulfillment

1. *Examples*
2. *Grocery Warehouse*
3. *Local Vendors*
4. *DSD (Direct Store Delivery) Vendors you intend to partner with*
 - a. *<See **Module #6 Last Month of Planning** for more information>*

Technology

1. *Examples*
2. *POS (Point of Sale + Back Office System)*
3. *Online Shopping platform*
4. *Credit Card Processing Requirements*
5. *Inventory Management*
6. *Refrigeration Temp Management (e.g. Einstein)*
7. *Company Website*
8. *<See **Module #2 Technology Infrastructure** for more information>*

Department Operations & Specific Services

<List all the various departments that will exist in your completed store / project, what are the specific services of each one, what are the staffing needs, who will manage it once operational?>

Examples

Bakery

Meat

Grocery

Dairy

Location & Human Resources

Location and Facilities

<Provide as much detail as you know so far about where your location will be, what the finished space will entail, goals for the space, etc.>

Personnel Plan

<Overview of your goals related to your staff / team including but not limited to hiring practices, dress code / uniform, incentives and pay rates, cross-functional training practices, etc.>

*<See **Mod #5 Human Resources Management** for more information>*

Initial Staffing

Full Time Employee Positions

Examples

Store Manager: <Name>

Assistant Manager: <Name>

Meat Manager: <Name>

Bakery Manager: <Name>

Office Manager: <Name>

Cashiers: 1

Meat Cutter: 1

Part Time Employee Positions

Examples

Cashiers / Baggers = 6

Meat Assistants = 3

Bakery Closers = 2

Freight Help = 2

Termination Security Protocol

<What steps need to be taken when someone goes from active employee status to inactive employee status? This is largely based on the employee's level of access prior to termination. Could include things like: inactivating their POS login and employee discount, collecting their door key / access cards, getting back their aprons or any other store property they may have taken home, to even updating your accounts with the bank/accountant if it was your office manager who left>

Customer & Market Analysis

Market Overview & Citizen Demographics

<Gather as much detail as possible to attempt to ascertain the available market for your project. Report things like: population of the area, average household income, other stores in the area and their estimated sales, market analysis by your grocery warehouse or other expert>

Market Trends

<Patterns of consumer behavior you believe can help your finished project thrive>

Key Customers

<Setting up buying relationships with local entities can help provide stability in week to week sales. Ideas for who to reach out to: hospitals, restaurants, assisted living facilities, schools, food trucks, etc.>

Marketing & Sales

Positioning

<What do you want your store to be known for?>

Examples

Locally-owned

Small store experience

High quality meats and produce

Pricing

<As much as you know so far around your pricing strategy. Especially if you have other food retailers in town, how do you intend to compete?>

Example: your margin across the board could be 25% but on key items like eggs, milk, bananas, etc. you may price them closer to cost, perhaps dropping your profit to only 5%.

Key Community Partners

Forming and leveraging relationships with key community partners helps you remain tuned into the needs of the community, current with your products and services, aware of talent for hire, and continuously conceive of new and inventive ways to serve your community.

- 1. Examples*
- 2. Chamber of Commerce*
- 3. Local Social Media personalities with large followings*
- 4. Healthcare providers - hospital, pharmacies, fitness centers, massage therapists, chiropractor, assisted living facilities*

Promotion

<How do you intend to build community awareness that your business exists? Examples and Ideas>

Social Media - create online presence ASAP

Table at basketball / football games - volunteer to serve a meal at a game - assist booster events

Attend and assist with local chamber events

Engage with local county fairs and other 4-H/FFA fundraisers

Store events like a parking lot party cook out, or a holiday open house, or your annual anniversary party

In-store customer experience

<How do you envision the in store experience for your customers>

Customers are greeted with a warm smile and cheerful hello upon entering the store.

The smell of cookies and other yummys is wafting out of the kitchen while the spinning rotisserie full of chickens glows in the kitchen window.....

Strategy & Implementation

Example

<i>May</i>	<i>Complete business plan and initial funding meetings</i>
<i>June/July</i>	<i>Secure building and complete project requirements / scope outline</i>
<i>Aug / Sept</i>	<i>Begin remodel / prep for equipment installation</i>
<i>October</i>	<i>Begin refrigeration installation</i>

<i>November</i>	<i>Complete refrigeration install, finalize initial inventory set</i>
<i>December</i>	<i>Set Store with initial inventory/tags, DSD vendor setup, and other last minute items</i>
<i>January</i>	<i>GRAND OPENING!</i>

Financial Plan, Statements, & Sales Forecast

Historical Financials

<If known, share as much detail (and source information) as you have around the past sales of a similar project in your area>

Projected Financials (multiple scenarios)

<Estimated revenues and expenses based on high/medium/low estimates for both revenue and expenses. Basically trying to demonstrate there is a very high likelihood of the business succeeding.>

5 - 10 Year Timeline

<At a very high level, imagine where your store will be 5-10 years down the road.>

Examples

2017 Build Store

2018 Open Store and continue building pieces delayed for “after opening”

2020 Establish Curbside Pickup, Delivery, and Begin Online Shopping buildout

2021 Complete Online Shopping and marketing plan

2022 Transition management to new Store Manager
2023 Begin scouting 2nd location