Student Store Business Plan Components
5 points for each section

<u>Business Objective-</u>
This is 3-5 sentences stating the goals of the business, what it will sell, how the business will grow, and how it will benefit the employees.

<u>Benefits to the community</u> (target market)- Include we will be a partnership amongst Business class members, who we are offering them to, and the specific products we will offer, along with how we will offer them. For example, through vending and cart.

<u>Competitive Advantage</u>- There is a lack of competition. What will we do GREAT.

<u>Products and Services</u>- What will our focus be? Be sure to include Miguel's Jr. for our Pre-Order Lunch option of burritos and taco salads. We will also be using Vistar as our preferred vendor (wholesaler) to order our products.

<u>Employment Structure</u>- How will we structure the employees? Employees will go through an application process and interview. General Manager- report directly to Ms. Aspengren, Shift Managers- be in charge of the store during their scheduled shifts, Sales Clerks- be responsible for conducting sales, making change and keeping a record of each transaction, Order Clerk-responsible for coordinating inventory and creating lists of items to be ordered, Merchandisers- setting up the store and watching over the products and lines, Accountants- daily sales and inventory records, and Marketing Reps- would identify ways to increase public awareness of the store and create promotions.

<u>Benefits to Employees</u>- How will being part of running this business be a benefit to the business students?

<u>Operations Plan</u>- What space and materials do we need to do business?

<u>Financial Plan</u>- Summary of the investment needed, sales and cash-flow forecasts, price markups, breakeven analysis, and then future growth *(This section is the most important for attention to detail)

<u>Assumptions</u>- How will the company plan to deal with business problems

<u>Conclusion</u>- Summarize the business plan in general terms and ask for the investment

50 points total possible.