

## **Student Store Business Plan Components**

### **Business Objective-**

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.

**Benefits to the community (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.

**Competitive Advantage-** There is a lack of competition. (Here is a good place to detail the marketing strategy)

**Employment Structure-** 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, **Receiving Clerk-**verify the correctness of the incoming orders, **Accountants-** daily sales and inventory records, and **Marketing Reps-** would identify ways to increase public awareness of the store and create promotions.

**Benefits to Employees-** How will being part of running this business be a benefit to the business students?

**Operations Plan-** What space and materials do we need to do business?

**Financial Plan-** 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) See Ms. Aspengren for numbers. You may need to email Mrs. Badillo to ask her the cost of our building.

**Assumptions-** How will the company plan to deal with business problems. Give 3 specific issues that could arise and the policies in place to handle them.

**Future Plans-** How do you see The Ranger Station growing over the next three years?

**Conclusion-** Summarize the business plan in general terms and ask for the investment! (or support)

Be sure to include The Ranger Station logo and slogan in the presentation



**SOMETHING**  
**REALLY**  
**AMAZING**

