

Retail Business Plan Checklist

1 Executive Summary

- Business name
- Location
- Legal structure (e.g., LLC)
- Brief overview of financial plan
- Brief overview of market and competitive analysis

2 Market and Competitor Research

- Ideal customer profile
 - Demographics
 - Budget
 - Wants and needs
- Competitors
 - Product selection
 - Pricing
 - Shopping experience

3 Business Description

- Unique selling proposition
- Why your store appeals to your ideal customer
- How you'll differentiate from the competition

4 Business Structure and Operations

- Organizational chart
- Team roles and responsibilities
- Overview of floor plan
- Floor plan and departments
- Customer service ethos and training plan
- Inventory management approach
- POS technology

5 Product Strategy

- Detailed list of products
- Vendors and suppliers
- Seasonal inventory planning
- Pricing
- Projected profit margins

6 Marketing Plan

- Branding (e.g., logo, colors)
- Marketing channels (e.g., social media, local advertising, website)
- Promotions and discount strategy
- Customer loyalty program structure
- E-commerce approach

7 Financial Plan

- Estimated startup costs
- Estimated monthly operating expenses
- Cash flow projection
- Estimated monthly revenue
- Breakeven and profit analysis
- Funding strategy