

# Retail business plan template



## Executive summary

- ✓ Mission, vision, goals
- ✓ Financial projections
- ✓ Unique Selling Point (USP)



## Organization and management

- ✓ Organizational structure and hierarchy
- ✓ Team Introduction



## Marketing and sales strategy

- ✓ Audience engagement strategies
- ✓ Pricing strategy
- ✓ Sales process



## Financial projections

- ✓ Financial statements
- ✓ Projections



## Risk analysis

- ✓ Identify Risks
- ✓ Contingency Plans
- ✓ Risk Matrix



## Market analysis

- ✓ Industry trends
- ✓ Target market identification
- ✓ Competitor analysis



## Products and services

- ✓ Offerings
- ✓ Differentiation
- ✓ Future plans



## Funding Request

- ✓ Requested funding
- ✓ Allocation of funds



## Operations plan

- ✓ Day-to-Day Operations
- ✓ Suppliers and Inventory Management
- ✓ Technology Systems



## Review and refinement

- ✓ Regular Review
- ✓ Feedback
- ✓ Scenario Analysis

# Start And Run A Retail Business A Stepbystep Business Plan

**Marcel A. Müller**



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