

# Merchandising Business Plan

---

Working independently, please prepare a PowerPoint business plan for a merchandising business of your choice. Please prepare a plan for a different business than you did last semester.

Here are the slides that you will need to prepare TODAY:

1. Description of Business (name, slogan, brief description of your store)
2. Target Market (who you are selling to; be specific)
3. Competition (who do you compete with)
4. Competitive Advantage (what makes you unique)
5. Place – Location (where in Cincinnati is it located and why) and Layout (what does the store look like)
6. Promotion (how will you advertise your store and bring in customers)
7. Product – Inventory (what types of products do you sell; be specific)
8. Price – Cost (on average, how much do your products cost you to buy) and Selling Price (on average, how much do you sell them for)
9. Managing Inventory (how will you keep track of the inventory in your store)
10. Sales Forecast (in a typical month, assume you sell 1000 of your products; also assume that you have 5 products returned each month by customers ... put together a rough sales forecast that looks like the chart below)

Sales (1000 x average selling price per item)

Less: Sales Returns and Allowances (5 x average selling price per item)

---

Net Sales (Sales MINUS Sales Returns and Allowances)

Cost of Merchandise Sold (1000 x average cost per item)

---

Gross Profit (Net Sales MINUS Cost of Merchandise Sold)

Auto and home supply stores  
Building materials and supply stores  
Clothing stores  
Florists  
Furniture stores  
Gift, novelty, and souvenir stores  
Grocery stores  
Hardware stores  
Jewelry stores  
Retail bakeries  
Shoe stores  
Sporting goods and bicycle stores