

**FREE VERSION OF GROWTHINK'S
ULTIMATE GROCERY STORE BUSINESS
PLAN TEMPLATE**

[Company Logo]
(if applicable)

[Company Name]
BUSINESS PLAN
[Current Month], [Year]

[Name]
[Title]
[Company Name]
[Address 1]
[Address 2]
[City, State Zip]
Tel: []
Fax: []
Email: []
Website: []

CONFIDENTIAL

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PLEASE READ THIS FIRST:

NOTE: this is the Free version of Growthink's Ultimate Grocery Store Business Plan Template. Much of the information from the paid version, including the integrated financial graphs and charts have been removed from this version.

The real version of Growthink's Ultimate Grocery Store Business Plan Template is much more than a fill-in-the-blanks template.

That template professionally guides you step-by-step so you can quickly, easily and expertly complete your business plan.

Perhaps most importantly, it includes complete financial projections. You simply enter some numbers (for example the # of products/services you expect to sell and the price), and Growthink's Ultimate Grocery Store Business Plan Template automatically builds your 5-year Income Statement, Balance Sheet and Cash Flow Statement. This service alone would cost thousands of dollars if you hired an accountant to complete it for you.

To upgrade to the full, paid version of Growthink's Ultimate Grocery Store Business Plan Template, please go to <https://businessplantemplate.growthink.com/grocery-store/>

I. Executive Summary

Key Questions to Answer:

- *What does your business do?*
- *What market need does your business solve?*
- *What are 4-7 reasons why your business will be successful?*
- *How much capital, if any, are you seeking for your business?*

Sample from Growthink's Ultimate Grocery Store Business Plan Template:

[Company Name], located at [insert location here] is a new grocery store focusing on providing a general line of food, as well as health and beauty products.

Products and Services

[Company Name] will sell a range of groceries and a limited selection of nonfood products. Our product categories will include:

- Fruits and vegetables
- Fresh and frozen meat
- Dairy products
- Beverages
- Frozen foods
- Other foods
- Other nonfood items
- Drugs and health products

We will sell groceries and health and beauty products. In addition, [Company Name] will operate a deli counter and bakery.

II. Company Overview

Company Profile

- *Where are you located?*
- *When were you formed?*
- *What is your legal entity form?*

Company Vision/Mission Statement

- *What goals is your company trying to achieve?*

Past Accomplishments

- *What successes has your company already achieved?*

Sample from Growthink's Ultimate Grocery Store Business Plan Template:

[Company Name], located at [insert location here] is a new grocery store focusing on providing a general line of groceries, as well as health and beauty products.

[Company Name] was founded by [Founder's Name]. While [Founder's Name] has been in retail for some time, it was in [month, date] that he decided to launch [Company Name]. Specifically, during this time, [Founder] took a trip to Fort Lauderdale, FL. During his trip, [Founder's Name] visited a grocery store that enjoyed tremendous success. After several discussions with the owner of the grocery store, [Founder's Name] clearly understood that a similar business would enjoy significant success in his hometown.

Specifically, the customer demographics and competitive situations in the Fort Lauderdale location and in his hometown were so similar that he knew it would work. Furthermore, after surveying the local population, this theory was proven.

III. Industry Analysis

Market/Industry Overview

- *In what market(s) do you compete?*

Market/Industry Trends

- *What are the key market trend(s) and how does that effect you?*

Relevant Market Size

- *How large is your relevant market (the # of customers who can realistically buy from you)?*

Sample from Growthink's Ultimate Grocery Store Business Plan Template:

The following industry statistics bode well for [Company Name].

According to the recent report entitled, "Supermarkets & Grocery Stores in the U.S." by the National Grocers Association, the grocery store industry's annual revenue is approximately \$658.1 billion, with an estimated gross profit of 1.6%.

According to a recent report by the Food Industry Association, the median weekly sales of retail grocery stores surveyed were \$554,958 while the median store sizes was 42,415 sq. ft, and the average sale per customer transaction was \$38.41.

According to a recent analysis by Grocery Dive:

- Online grocery sales are booming, with pick up being the favored mode. Larger grocers are investing in dedicated spaces – in-store pick areas or dark stores – that are optimized for order picking efficiency.
- Loyalty programs are evolving. Some grocers are offering premium loyalty programs that consist of paid memberships for special services, such as personal shopping, free delivery, first access to new products, etc.
- Personalized diet plans and product recommendations are trending, as a recent spike in health awareness have heightened consumers' understanding of the role food plays in preventive medicine.
- Many grocers are fighting to keep consumers cooking at home versus eating at restaurants, by offering expanded options in ready-to-heat and ready-to-eat meals, meal kits, and vending machines for fresh products.

IV. Customer Analysis

Customer Needs

- *What are the key needs of your target customers?*

Target Customer Profile

- *Who are your target customers? Give a detailed demographic profile.*

Sample from Growthink's Ultimate Grocery Store Business Plan Template:

[Company Name] will serve the residents of [company location] and the immediately surrounding areas as well as those who work in [company location].

The area we serve is affluent and the current “food desert” status of the community means the store will immediately attract a significant customer base.

The precise demographics of the town in which our location resides is as follows:

V. Competitive Analysis

Direct Competitors

- *Who are your direct competitors? What are their strengths and weaknesses?*

Indirect Competitors

- *Who are your indirect competitors? What are their strengths and weaknesses?*

Competitive Advantage

- *What are your competitive advantages? Are these sustainable (can competitors emulate them)?*

Sample from Growthink's Ultimate Grocery Store Business Plan Template:

The following retailers are located within a 50-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

BigTop Foods

Established in 1946, BigTop Foods is a family- and employee-owned chain of 32 supermarkets in the Midwest. The company employs more than 7,500 associates, who provide personal attention and support to each customer. It offers a complete range of groceries, and many locations provide free childcare for customers (1 hour maximum, first come/first served). The company gives back to the communities it serves via donations, event sponsorships, fundraisers, and community events.

The nearest location offers the following services:

- Banking
- Cardboard Recycling Program
- Click N Go Online Shopping
- Coinstar Machine
- DMV Renewals
- Free Wi Fi
- Liquor Store
- Postal Sub-Station
- Rug Doctor Rentals

VI. Marketing Plan

Branding

- *What is your desired brand positioning?*

Promotions Plan

- *How do you plan to promote your company's products and/or services?*

Sample from Growthink's Ultimate Grocery Store Business Plan Template:

The Marketing Plan describes the type of brand [Organization Name] seeks to create and the Organization's planned promotions and pricing strategies.

The [Organization Name] Brand

The [Company Name] brand will focus on the Company's unique value proposition:

- Offering a wide variety of general line groceries, as well as a deli counter and bakery.
- Offering a convenient location.
- Employing knowledgeable staff and providing excellent customer service

Promotions Strategy

[Company Name] expects its target market to be individuals working and/or living within a 10-mile radius of its store. The Company's promotions strategy to reach these individuals includes:

Direct Mail: [Company Name] will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on [Company Name], offer discounts and/or provide other inducements for people to frequent the store.

Public Relations: We will contact all local and area newspapers and television stations to tell them about the opening and unique value proposition of [Company Name].

VII. Operations Plan

Key Operational Processes

- *What are the key operational processes that your organization needs to accomplish on a daily basis to achieve success?*

Business Milestones

- *What milestones will you need to accomplish over the next 1-3 years in order to achieve success?*

Sample from Growthink's Ultimate Grocery Store Business Plan Template:

In order to execute on [Company Name]'s business model, the Company needs to perform many functions including the following:

Administrative Functions

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing supplies.
- Hiring and training staff

Inventory Functions

- Procuring quality products
- Ongoing product and producer research

Store/Retail Functions

- Online order fulfillment
- Customer service including recommendations and product knowledge
- Janitor/maintenance personnel to keep the store clean.

VIII. Management Team

The Management Team section of the business plan must prove why the key company personnel are “eminently qualified” to execute on the business model.

Management Team Members

- *Who are the key members of your management team?*

Management Team Gaps

- *Who do you still need to hire?*

Sample from Growthink’s Ultimate Grocery Store Business Plan Template:

[Company Name] is led by [Founder’s Name] who has been in retail management for 20 years.

While [Founder] has never run a grocery store himself, he has managed convenience stores for 20 years and has managed fresh markets throughout the region over the past 10 years. As such [Founder] has an in-depth knowledge of the retail business including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

IX. Financial Plan

Revenue Model

- *In what ways do you generate revenues?*

Financial Highlights

- *What are your topline 5-year financial projections?*

Go to <https://businessplantemplate.growthink.com/grocery-store/> for the paid template that automatically generates your 5-year financial projections

Funding Requirements/Use of Funds

- *How much money do you need to start and/or run your business? What are the primary uses of these funds?*

Sample from Growthink's Ultimate Grocery Store Business Plan Template:

Revenue and Cost Drivers

[Company Name]'s revenues will come primarily from the sale of groceries to its customers.

The major costs for the company will be inventory costs and salaries of the staff. In the initial years, the company's marketing spend will be higher, as it establishes itself in the market.

Capital Requirements and Use of Funds

[Company Name] is currently seeking \$900,000 to launch. Specifically, these funds will be used as follows:

- Store design/build and initial inventory: \$830,000
- Working capital: \$70,000 to pay for marketing, salaries, and lease costs until [Company Name] reaches break-even

Key Assumptions & Forecasts

Below please find the key assumptions that went into the financial forecast and a summary of the financial projections over the next five years. Please see the Appendix for more detailed financial forecasting information.

| | FY 1 | FY 2 | FY 3 | FY 4 | FY 5 |
|-----------------------------------|------------------|------------------|------------------|------------------|------------------|
| Revenues/Donations | | | | | |
| Individual Sales/Donations | \$100,000 | \$150,000 | \$200,000 | \$250,000 | \$300,000 |
| Corporate Sales/Donations | \$100,000 | \$150,000 | \$200,000 | \$250,000 | \$300,000 |
| Total Revenues | \$200,000 | \$300,000 | \$400,000 | \$500,000 | \$600,000 |
| Expenses & Costs | | | | | |
| Cost of goods sold | \$0 | \$0 | \$0 | \$0 | \$0 |
| Lease | \$40,000 | \$41,000 | \$42,025 | \$43,076 | \$44,153 |
| Marketing | \$0 | \$0 | \$0 | \$0 | \$0 |
| Salaries | \$136,390 | \$189,030 | \$208,406 | \$218,826 | \$229,767 |
| Other | \$0 | \$0 | \$0 | \$0 | \$0 |
| Initial expenditure | \$0 | \$0 | \$0 | \$0 | \$0 |
| Total Expenses & Costs | \$176,390 | \$230,030 | \$250,431 | \$261,901 | \$273,920 |
| EBITDA | \$23,610 | \$69,970 | \$149,569 | \$238,099 | \$326,080 |
| Depreciation | \$0 | \$0 | \$0 | \$0 | \$0 |
| EBIT | \$23,610 | \$69,970 | \$149,569 | \$238,099 | \$326,080 |
| Interest | \$0 | \$0 | \$0 | \$0 | \$0 |
| PRETAX INCOME | \$23,610 | \$69,970 | \$149,569 | \$238,099 | \$326,080 |
| Net Operating Loss | \$0 | \$0 | \$0 | \$0 | \$0 |
| Use of Net Operating Loss | \$0 | \$0 | \$0 | \$0 | \$0 |
| Taxable Income | \$38,125 | \$55,455 | \$149,569 | \$238,099 | \$326,080 |
| Income Tax Expense | \$13,344 | \$19,409 | \$52,349 | \$83,334 | \$114,128 |
| NET INCOME | \$10,266 | \$50,561 | \$97,220 | \$154,764 | \$211,952 |
| Net Profit Margin (%) | 5.1% | 16.9% | 24.3% | 31.0% | 35.3% |

X. Appendix

Sample from Growthink's Ultimate Grocery Store Business Plan Template:

The following pages present detailed financial projections for [Company Name] over the next five years. The specific tables to follow include:

- Startup Costs
- 5 Year Annual Income Statement
- 5 Year Annual Balance Sheet
- 5 Year Annual Cash Flow Statement
- Quarterly Income Statement for First 3 Years
- Quarterly Balance Sheet for First 3 Years
- Quarterly Cash Flow Statement for First 3 Years

Attention Entrepreneurs: Now, if you want to finish your business plan FAST and you don't want to struggle with your financial model, then you're in luck...

"Finish Your Business Plan Today With Growththink's Fully Customizable Grocery Store Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**
BusinessWeek **SmartMoney** **FOX** **Deal** Los Angeles Times **Inc.**

Go To:

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