Business Plan

Auxiliary Name:
EAGLES' LANDING STUDENT STORE

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I. Executive Summary

The Student Store is focused on providing the best experience possible for students, faculty, staff, community and online visitors. The store traditionally has sold any item in demand and plans to continue with this merchandizing practice to maximize revenues and cover operating costs. The store has successfully grown revenues year over year primarily through book sales generated by building a strong rapport with faculty and providing fast and accurate deliveries. The store intent’s on developing its online market place by finding new potential venues to sell products on campus.

Mission statement – The Eagles’ Landing Student Store will continue to be a strong partner in student success, providing goods and services that support the academic mission of the college and support the campus life.

Goal: Grow sales by providing high quality customer service at competitive pricing to satisfy our student’s needs. We will increase our success by obtaining information from faculty on a timely manner and diligently seeking external information needed by our enterprise to increase sales.

Objective: Improve and strengthen the store’s relationship with the stakeholders. One of the most important marketing opportunities is our fulltime and part-time faculty. We need to illustrate that the store’s vision is based on student retention and academic success. Additionally, we intend to focus on enhancing our customer experience through our online marketplace selling platform and collaborative procurement sourcing with other WinPRISM/NBC colleges.

II. Organization Summary

Business Summary -

Organization Structure -

Products and Services -

III. Market Analysis Summary

Indeed we have many factors to consider but our community is desperately waiting to have a valuable store that will serve the entire campus, immediate community and will be the sole provider to the East Valley for specialized services.

SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) -
Strengths:

Current:

1. Loyal instructor and department chair base
2. Loyal employees
3. Direct contact with instructors and students
4. Robust C-Store sales, driving year round foot traffic

Long Term:

1. Continue to improve our student success vision and mission for the store
2. Integrate our retail system with our college information department and campaign to become fully integrated with our student’s information system.
3. Excellent vendor relations
4. Strong inventory control and loss prevention

Weaknesses:

Current:

1. Insufficient number of price competitive textbooks
2. Minimal staff members
3. Insufficient number of media transaction such ATM.
4. Insufficient sales as percentage to FTE.

Long Term:

1. No management training program
2. No professional succession plan

Opportunities:

Current:

1. Textbook Rental Program
2. Up-front guaranteed buyback program
3. Implement operational best practices immediately
4. Increase in computer based book options

5. Direct marketing to students via email blasts

Long Term:

1. Regionalization of the district stores

2. Inventory sharing within the stores could guarantee a 2% to 5% net profit assuming good margin and appropriate staffing at the smaller stores.

3. Standardize the retail technology of all nine stores.

4. Expand best practices model to include a management training program

Threats:

Current:

1. Internet competition

2. Major cuts in classes and semesters

3. No security cameras or active partnership with campus sheriffs leaving us vulnerable to robbery and theft.

4. Too many non-store staff has a store key or a master key.

Long Term:


2. Lack of understanding and professional expertise among district administrators of the store as an enterprise

3. District accounting policies and procedures, produce inaccurate YE PL statements

4. Constant threat to outsource the campus stores.
Marketing Strategy and Promotion –

We are at the beginning stages of creating a fabulous store website that will include general merchandise, clothing and gift ideas as well as school logo items to promote school spirit.

IV. Operational Plan  We intend to hire at least 2 more staff members in order to keep or extended hours of operation on a daily and annual basis. It is the responsibility of the student store manager to be aware of the needs of the entire student body. This includes marketing the store properly, offering adequate hours of operation, determining the purchases of supplies, manage inventory, with the possibility of managing additional storefronts while expanding our retail operations to other needed locations.

V. Financial Plan  [Complete P&L analysis. Projections of revenue and expenses initially on an annual basis. Projects should be for only 3 years. You will receive a spreadsheet and assistance to create your model.]