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Sporting Goods Store Business Plan

1.0 Executive Summary

The Store is a retail company that sells mass marketed sporting goods and fitness apparel that is trendy, in demand, and competitively priced. Emphasis is placed on high-growth products driven by current social trends, such as exercise/fitness equipment, golf and fashion sports clothing.

Three years ago The Store opened as one retail location in a traditional store format. This single sales channel generated all of the company's revenue, providing sales adequate for paying operating expenses, but generating only narrow margins that limited the company's growth. Industry statistics show that sales of sporting goods and fitness apparel through traditional store channels are forecasted to increase only modestly over the next few years. However, online sales growth in these categories is predicted to be in the double digits. During the last year The Store gained a second distribution channel by adding e-commerce capability to its existing web site, and this new channel has proven successful.

The Store competes in a highly fragmented and competitive market. It has carefully combined a variety of promotional strategies into a unique marketing mix to gain as much market share as possible. This year it will roll out an e-commerce marketing campaign based on web content, search engine optimization and a Brand Promise that sets The Store apart from its competitors.

1.1 Objectives

The Store's over-riding objective is to be a competitive player in the sporting goods and fitness apparel markets. Current awareness of the company is limited to its local community. The Store wants to expand that awareness nationally through the Internet so it can reach a dramatically larger consumer population. The implementation of this business plan will enable The Store to realize substantial sales growth over the next three years so it can achieve specific financial objectives.

- Increase potential customer base from thousands to millions by broadening exposure from local to national markets.
- Increase sales revenue, margins and profitability.
- Break-even by on new venture by the end of Year 1, increase profitability in Years 2 and 3, and continue increasing company net worth each year.

1.2 Mission

Since its beginning as a retail outlet three years ago, The Store's customer-oriented mission has always been simply stated as its Brand Promise:

- Offer sporting goods and fitness apparel at competitively low prices.
- Provide excellent customer service through one-on-one knowledgeable salespeople.
- Accept easy returns from customers who are dissatisfied with purchases.

These principles will continue to guide The Store's expansion into e-commerce.

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Page 1

Team Member Status Report

Name: <Amna Shah>	
Week Ending: <00/00/0000>	
Project Name: <Project Name>	
Current Week's Activities	
Completed	
1. <Completed Task>	
2. <Completed Task>	
3. <Completed Task>	
In Progress	
1. <Estimated Completion Date> - <In Progress Task>	
2. <00/00/0000> - <In Progress Task>	
3. <00/00/0000> - <In Progress Task>	
Issues / Other	
1. <Enter issue>	
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Planned	
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3. <00/00/0000> - <Planned Task>	
Risks / Other	
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Last Week's Activities	
Completed	
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2. <00/00/0000> - <Completed Task>	
3. <00/00/0000> - <Completed Task>	
Planned Offline Dates	
Date(s) Out of Office	Reason



ROBERT SMITH

Biomedical Engineer/Supervisor

Phone: (0123) 456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

Experience with optimizing, implementing, and presenting existing purification and analytical methods. Effective collaborator with a proactive approach to project planning, execution, and problem solving.

CORE COMPETENCIES

Microsoft Word, Excel, Publisher, and PowerPoint, Microsoft Project and Visio, IT Networking.

PROFESSIONAL EXPERIENCE

Biomedical Engineer/Supervisor

ABC Corporation - March 2011 - August 2015

Key Deliverables:

- Evaluated wireless devices for compliance with national and international RF safety regulations.
- Drafted and audited reports on the compliance of wireless devices to FCC SAR regulations for wireless devices.
- Researched FCC publications to adapt testing procedures to continue to comply with federal guidelines for SAR testing.
- Regular interfacing with client R&D engineers to troubleshoot prototype wireless devices for SAR compliance.
- Member of the engineer to client liaison team, responsible for communicating deadlines and technical details between PC Test engineering team and client R&D engineers.
- Oversaw ordering, maintaining, and installing of new measurement and testing equipment to meet the needs of the SAR department.
- Member of team tasked with drafting and revising lab standard operating procedures.

Biomedical Engineer

ABC Corporation - 2009 - 2011

Key Deliverables:

- Duties, Accomplishments and Related Skills Repair, install, maintain, calibrate, and inspect medical equipment and instrumentation, to include but not limited to life-support equipment, laboratory equipment, surgical equipment, patient monitoring, central.
- The 2 engineers shadowed me on a daily basis during all activities of installation, maintenance, customer service, troubleshooting, system upgrades - both software and hardware, documentation of all activities and follow up with customers, coordination.

2259 Oak Street, Old Forge, New York, 13420

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Template 11: Constitution

NAME OF CLUB

Each club should carefully consider the most appropriate constitution for its organization. It is suggested that you consult with your attorney or a club advisor before finalizing your constitution. Please refer to the "Qwikresume.com Constitution" for more details for you and other financial benefits.

1. Name

Name of the club NAME OF CLUB and will be affixed to the

NAME OF NATIONAL GOVERNING BODY

Members will be entitled to receive from the national governing body

2. Aims and objectives

To promote and encourage members welfare and equal treatment.

✓ To encourage and competitive opportunities in NAME OF SPORT

✓ To encourage the NAME OF ACTIVITY

✓ To provide all services as far as possible to its members

✓ To provide all services as a way that is fair to everyone.

3. Membership

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