

**FREE VERSION OF GROWTHINK'S  
ULTIMATE BOOKSTORE 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**

*No offering is made or intended by this document. Any offering of interests in [Company Name] will be made only in compliance with Federal and State securities laws.*

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**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growththink's Ultimate Bookstore 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 Growththink's Ultimate Bookstore 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 Growththink's Ultimate Bookstore 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 Growththink's Ultimate Bookstore Business Plan Template, please go to <https://businessplantemplate.growthink.com/Bookstore/>**

# **I. Executive Summary**

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## **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 Bookstore Business Plan Template:***

[Company Name], located at [insert location here] is a new bookstore that will offer a range of books, newspapers, and periodicals.

### **Products and Services**

[Company Name] will sell books in a variety of genres, and periodicals. Our products will include:

- Children's books
- Novels
- Cookbooks
- Nonfiction books
- Magazines and Newspapers

We will sell books and periodicals in all genres and for all reading levels. In addition to reading material, [Company Name] will sell cards, calendars, and gifts.

## **II. Company Overview**

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### ***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 Bookstore Business Plan Template:***

[Company Name], located at [insert location here] is a new bookstore providing a range of books and periodicals, with a focus on local authors and interests.

[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 bookstore that enjoyed tremendous success. After several discussions with the owner of the bookstore, [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**

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### ***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 Bookstore Business Plan Template:***

According to the recent report entitled, "Book Stores in the U.S." by American Booksellers Association, the bookstore industry's annual revenue is approximately \$9.3 billion, with an estimated gross profit of 0.9%.

Furthermore, the report found that the median annual sales of retail bookstores surveyed were \$0.5 million while the median store sizes was 2,120 sq. ft, and the average sale per customer was \$48.24.

According to a separate study by the American Booksellers Association:

- As internet shopping increases, consumers will be more likely to buy reading materials online, carry internet devices and read e-books.
- Having more leisure time enables consumers to dedicate more of their time to reading, leading to higher sales of books and periodicals.
- Some bookstores hire knowledgeable employees to offer reading suggestions to customers. These in-store benefits drive greater foot traffic at retail locations that otherwise offer identical products.

## **IV. Customer Analysis**

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### ***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 Bookstore 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 has an affinity for the boutique retail experience and curated selections like we will offer.

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

## **V. Competitive Analysis**

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### ***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 Bookstore Business Plan Template:***

The following retailers are located within a 2-mile radius of [Company Name], thus providing either direct or indirect competition for customers:

#### **The Bookshelf**

Established in 1986, The Bookshelf is a fourth-generation family-owned independent bookstore specializing in books, unique gifts, jewelry, stationery, cards, fine leather, pens, and office & art supplies. The store offers an extensive selection of new books, and hosts a variety of events like weekly book signings, children's events, and other special programs.

While The Bookshelf will likely continue to attract loyal customers, [Company Name] will provide a boutique and personalized experience for its shoppers.





## VI. Marketing Plan

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### **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 Bookstore Business Plan Template:**

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#### **The [Company Name] Brand**

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

- Offering a wide variety of books and reading materials.
- Offering a convenient location.
- Employing knowledgeable staff and providing excellent customer service

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#### **Promotions Strategy**

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[Company Name] expects its target market to be individuals working and/or living within a 5-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**

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### ***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 Bookstore 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 new and popular titles
- Ongoing product research

## **VIII. Management Team**

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*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 Bookstore 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 bookstore on his own, he worked in department management roles in large bookstore chains for 20 years before moving into book purchasing over the past 10 years. As such [Founder] has an in-depth knowledge of the book business including the operations side (e.g., sourcing and procuring) and the business management side (e.g., staffing, marketing, etc.).

## **IX. Financial Plan**

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### ***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/Bookstore/> 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 Bookstore Business Plan Template:***

[Company Name]'s revenues will come primarily from the sale of books and periodicals 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.

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### **Capital Requirements and Use of Funds**

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[Company Name] is seeking a total funding of \$174,450 to launch its store. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses and working capital.

Specifically, these funds will be used as follows:

- **Store design/build, furnishings, and initial inventory:** \$139,450
- **Working capital:** \$35,000 to pay for marketing, salaries, and lease costs until [Company Name] is cash-flow positive.

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### **Key Assumptions & Forecasts**

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	FY 1	FY 2	FY 3	FY 4	FY 5
<b>Revenues</b>					
Hotel	\$1,980,125	\$2,832,031	\$3,409,160	\$3,783,447	\$4,100,713
<b>Total Revenues</b>	<b>\$1,980,125</b>	<b>\$2,832,031</b>	<b>\$3,409,160</b>	<b>\$3,783,447</b>	<b>\$4,100,713</b>
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$455,429	\$623,047	\$681,832	\$718,855	\$738,128
Lease	\$0	\$0	\$0	\$0	\$0
Marketing	\$149,006	\$141,602	\$170,458	\$189,172	\$205,036
Salaries	\$721,095	\$797,115	\$1,014,687	\$1,119,408	\$1,164,185
Initial expenditure	\$50,000	\$0	\$0	\$0	\$0
<b>Total Expenses &amp; Costs</b>	<b>\$1,375,530</b>	<b>\$1,561,763</b>	<b>\$1,866,977</b>	<b>\$2,027,436</b>	<b>\$2,107,349</b>
<b>EBITDA</b>	<b>\$604,595</b>	<b>\$1,270,268</b>	<b>\$1,542,183</b>	<b>\$1,756,011</b>	<b>\$1,993,364</b>
Depreciation	\$372,760	\$372,760	\$372,760	\$372,760	\$372,760
<b>EBIT</b>	<b>\$231,835</b>	<b>\$897,508</b>	<b>\$1,169,423</b>	<b>\$1,383,251</b>	<b>\$1,620,604</b>
Interest	\$164,782	\$144,184	\$123,586	\$102,988	\$82,391
<b>PRETAX INCOME</b>	<b>\$67,054</b>	<b>\$753,324</b>	<b>\$1,045,837</b>	<b>\$1,280,263</b>	<b>\$1,538,213</b>
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$67,054	\$753,324	\$1,045,837	\$1,280,263	\$1,538,213
Income Tax Expense	\$23,469	\$263,663	\$366,043	\$448,092	\$538,375
<b>NET INCOME</b>	<b>\$43,585</b>	<b>\$489,661</b>	<b>\$679,794</b>	<b>\$832,171</b>	<b>\$999,839</b>
Net Profit Margin (%)	2.2%	17.3%	19.9%	22.0%	24.4%

## **X. Appendix**

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### ***Sample from Growthink's Ultimate Bookstore 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 Bookstore Business Plan Template."



As seen in: **FORTUNE** THE WALL STREET JOURNAL The New York Times **Entrepreneur** **Forbes** **VentureBeat**  
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