

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

*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.*

*This document includes confidential and proprietary information of and regarding [Company Name]. This document is provided for informational purposes only. You may not use this document except for informational purposes, and you may not reproduce this document in whole or in part, or divulge any of its contents without the prior written consent of [Company Name]. By accepting this document, you agree to be bound by these restrictions and limitations.*

**PLEASE READ THIS FIRST:**

**NOTE: this is the Free version of Growthink's Ultimate Liquor 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 Liquor 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 Liquor 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 Liquor Store Business Plan Template, please go to <https://businessplantemplate.growthink.com/liquor-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 Liquor Store Business Plan Template:**

[Company Name], located at [insert location here] is a new liquor store focusing on providing beer, wine, and liquor curated by a knowledgeable staff.

### **Products and Services**

[Company Name] will sell alcohol at a variety of price points. Our products will include:

- Liquor
  - Vodka
  - Gin
  - Rum
  - Bourbon
  - Scotch
  - Cognac
  - Liqueurs
  - Tequila
- Wine
- Beer

We will sell bottles of liquor and wine, and bottles, cans, and growlers of beer. In addition to alcohol, [Company Name] will retail tobacco products and accessories.

## **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 Liquor Store Business Plan Template:***

Company Name], located at [insert location here] is a new liquor store focusing on providing beer, wine, and liquor curated by a knowledgeable staff.

[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 liquor store that enjoyed tremendous success. After several discussions with the owner of the liquor 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 Liquor Store Business Plan Template:**

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

According to the recent report entitled, "Beer, Wine & Liquor Stores in the U.S." by Supplier Relations US, LLC, the liquor store industry's annual revenue is approximately \$62 billion, with an estimated gross profit of 3.2%.

According to a recent report by Wine and Spirits Daily, the median annual sales of retail liquor stores surveyed were \$1.5 million while the median store sizes was 2,120 sq. ft, and the average sale per customer was \$22.51.

According to a recent study by the National Association of Wine Retailers:

- Health is strengthening as an alcoholic beverage purchase mega factor, ranking just after income, and above price.
- Having more cash on hand has enabled consumers to be more flexible with their discretionary spending and choosier with their purchases, leading to higher sales of many costlier products. In particular, demand for craft beers has risen substantially during the period.
- Some liquor stores have hired employees to provide wine and food pairing suggestions to customers. These in-store benefits drive greater foot traffic at retail locations that otherwise offer identical 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 Liquor 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 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**

---

### ***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 Liquor Store 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:

#### **Downtown Liquors**

Hours:

Mon – Sat: 9am – Midnight

Sun: Closed

Downtown Liquors is a wine and liquor store offering a variety of products for both in-store and online purchase. Online orders must be picked up in-store. The store also offers a membership option, which provides coupons and special discounts such as Military Mondays (7% off), Senior Discount Tuesdays (5% off), and Women Wednesday (5% off).

Products are categorized as follows:

- Spirits
  - Vodka
  - Whiskey
  - Brandy
  - Rum
  - Gin
  - Tequila

- Liqueur
- Mixers
- Bourbon
- Cognac
- Prepared Cocktails
- Cordials
- Wines

While Downtown Liquors will likely continue to attract customers looking for fast and convenient shopping, [Company Name] will provide a boutique and personalized experience for its shoppers.



## 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 Liquor Store Business Plan Template:**

---

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

---

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

- Offering a wide variety of craft brews, small-batch liquors, and fine wine.
- 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 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**

---

### ***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 Liquor 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

## **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 Liquor 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 liquor store himself, he has managed convenience stores for 20 years and has worked part-time at craft breweries 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/liquor-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 Liquor Store Business Plan Template:***

[Company Name]'s revenues will come primarily from the sale of craft beer, small-batch liquors, and fine wine 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 seeking a total funding of \$179,450 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:** \$139,450
- **Working capital:** \$40,000 to pay for marketing, salaries, and lease costs until [Company Name] is cash-flow positive

---

### **Key Assumptions & Forecasts**

---

|                                   | 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**

---

### ***Sample from Growthink's Ultimate Liquor 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 Growthink's Fully Customizable Liquor 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:**

**[https://businessplantemplate.growthink.com/  
liquor-store/](https://businessplantemplate.growthink.com/liquor-store/)**