

Business Plan 2015

Latanya Briggs

“ON THE GO”

Aurora Transportation Center

233 N Broadway

Aurora, IL 60505

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Executive Summary

I would like to provide everyday essentials for the commuters. This will help the passer byers commute that much more pleasurable. Seemly, I have been commuting for close to nine years and I have firsthand experienced the fact I forgot an item at home. I almost always forget something or have a need for something. Whether it is headphones, aspirins, phone charger, umbrella, or winter gloves. This could be a deal breaker for anyone's day. There isn't a convenient store in the area to provide these items to commuters in a rush. I certainly feel it can be a lucrative business and help out the local commuter. I have seen an increase in crowds during winter months, sports seasons and other events in which a large amount of people commuting to the downtown Chicago area and the downtown Aurora area.

General Company Description

I will sell small merchandise essentials to the public. *On the go* will provide necessities to the everyday commuter.

My goal is to have a healthy, successful company in customer service that provides loyalty to customers followed by great annual sales targets and customer satisfaction.

Key points are

- The importance of providing a need to the public with an A grade of customer service
- Quality products
- A suggestion box to ask the public what would they like to see at *On the Go*

Credit Policies

The first 6 months this will be cash on hand booth, afterwards I will evaluate the option of having a credit card machine

Products and Services

Economical quality merchandise includes but not limited to:

1. Portable phone chargers
2. Cigarette lighters
3. Trial size personal products
4. Umbrellas/ponchos
5. Gloves/ Hats/scarfs
6. Pens/ cross word books/ memo pads
7. Head phones
8. Lotions/hand sanitizer
9. Trial size aspirin/antacids
10. Feminine products
11. Water bottles/travel mugs
12. Greeting cards

Marketing Plan

Strategy

Promotional Budget

How much will you spend on each items listed above?

.50-\$7.00

Pricing subject to change with merchandise

Proposed Location

Aurora Transportation Center

Sales Forecast

I foresee the rush hours commuters taking advantage of the convenience of merchandise available

Whole seller (TBA)

Explain your methods of:

- Production techniques and costs
- Quality control
- Customer service
- Inventory control

What will be your business hours?

Monday-Saturday 6:00am – 5:00pm depending on crowd consumption and special events

Legal Environment

Describe the following:

- Permit
- Insurance
- Peddlers license

Personnel

- Myself
- Son
- Daughter
- Husband

Inventory

- Inventory sheet
- Average value in stock
- Rate of turnover
- Seasonal buildups and merchandise
- Lead-time for ordering