Please note that we have updated our business plan samples.

Kindly visit the following link to see updated versions of our sample business plans:

www.bizplancorner.com/samples.aspx
SAMPLE BUSINESS PLAN

SAM’S KIDS WEAR RETAIL STORE

Disclaimer:

This is a sample business plan, so the company and business information are fictitious. This plan reflects our standard business plan model, and changes in outline and structure can be made as per client specifications.
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Executive Summary

1. Sam’s Kids Wear (SKW) is a retail store for kids wear with good quality and latest trends owned by Mr. Samuels Arnold.
2. This business will cater to the needs of kids’ age from 6 to 11
3. Location of the business is assume an actual location

The Target audiences of the business are:

<table>
<thead>
<tr>
<th>Age</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 to 9 years</td>
<td>218,522</td>
</tr>
<tr>
<td>10 to 14 years</td>
<td>224,012</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>442,534</strong></td>
</tr>
</tbody>
</table>

4. Slogan of the business is:

“Kids wear, with care”
General Company Description

I. Company Overview:
Sam’s Kids Wear (SKW) is a retail store for kids wear with good quality and latest trends. We present an extensive range of kids wear that are manufactured using different fabrics such as Cotton, Silk, Wool and others. Available in a wide range of gorgeous colors, designs and prints, these apparels are designed keeping in mind the most up-to-date fashion trends.

Slogan: “Kids wear, with care”

II. Vision:
“To be a distinguished kid-wear retailer known worldwide for the quality of products, setting new trends and lifestyles”

III. Mission:
“To offer continuous value added products to our customers”.
To accomplish this, we focus on exceptional design, innovation, quality, convenience and interactive communication.

IV. Strengths and Core Competencies:
The foundation parameters on which we ensure the excellence of our garments are:

- Material
- Cut
- Design conformation
- Embroidery
• Stitching
• Stability
• Finish
• Color fastness

V. **Challenges:**
• Increasing competition, especially from big chains like Wal-Mart, Gap and Limited Incorporations
• High cost materials
• Changing demands and catering to this demand
• Changing fashions and changing behavior of demographics
Services Overview

I. Services:

For different age groups, our variety of children wear is offered in different sizes and is tremendously comfortable to wear. Our offered clothing collections for kids are:

Hooded T-Shirts

We offer an exceptional range of t-shirts with hoods that are offered in a multitude of colors and patterns.

Printed T-Shirts

We make an extensive range of in print t-shirts that are offered in diverse colors and prints.

Children's T-Shirts

An exclusive range of full sleeve children's t-shirts

Half Sleeve T-Shirts

We offer a broad range of half-sleeve t-shirts

Cotton Knickers

Knickers are one of the trendiest as well as the most comfortable garment for kids, Available in eye catching prints and colors.

II. Benefits and Features:

Highlighted features:

- Lovely designs and prints
- Eye-catching colors
- Long-lasting Apparels
- Comfortable to wear
- Available in various sizes
III. Why people need this service?

A number of the factors that have made us the ideal choice of our customers are:

- Various variety under a single roof
- Quality guaranteed goods
- Customization
- Capacity to accept mass orders
- Well-timed delivery
- Easy payment modes of Cash
Marketing Plan

I. Market Analysis:

A. Market Description

US kids wear market is highly competitive market, especially after big retail stores and chains like Wal-Mart, Gap etc entered in the market. Market is shifting from growth to maturity. The clothing business saw approximately $167,934 million in retail sales; the share of the Children's & infants' clothing stores is $7,082 millions, the total share of the state Illinois is $328.8 millions, the share of Chicago is $43.356 millions.

B. Market Facts

a) Market Size:

Clothing Industry of USA:

In the year 2002, the clothing business saw approximately $167,934 million in retail sales, which were $136,398 millions in 1997. Women's clothing brought in $63,587 millions, men's apparel accounted for $27,941 millions, and Footwear, including accessories, accounted for $25,948 millions. Jewelry, including watches, watch attach, novelty jewelry, etc accounted for $23,950 millions, Children's wear, including boys, girls, & infants & toddlers accounted for $14,287. Others accounted for $12,218 millions.
<table>
<thead>
<tr>
<th>Product description</th>
<th>Sales ($mn)</th>
<th>Industry Sales %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry total</td>
<td>167,934</td>
<td>100</td>
</tr>
<tr>
<td>Women's, juniors', &amp; misses' wear</td>
<td>63,587</td>
<td>37.86</td>
</tr>
<tr>
<td>Men's wear</td>
<td>27,941</td>
<td>16.64</td>
</tr>
<tr>
<td>Footwear, including accessories</td>
<td>25,948</td>
<td>15.45</td>
</tr>
<tr>
<td>Jewelry, incl watches, watch attach, novelty</td>
<td>23,950</td>
<td>14.26</td>
</tr>
<tr>
<td>jewelry, etc</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children's wear, incl boys, girls, &amp; infants &amp;</td>
<td>14,287</td>
<td>8.51</td>
</tr>
<tr>
<td>toddlers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>12,218</td>
<td>7.28</td>
</tr>
</tbody>
</table>

These statistics computed on the information taken from US Census official site\(^1\).

\(^1\) [http://www.census.gov/econ/census02/data/industry/E448.HTM](http://www.census.gov/econ/census02/data/industry/E448.HTM) (11th March 6, 2009)
The clothing business saw approximately $167,934 million in retail sales, which are $136,398 millions in 1997\(^2\).

<table>
<thead>
<tr>
<th>Industry Ratios</th>
<th>2002</th>
<th>1997</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total sales (Mil $)</td>
<td>167,934</td>
<td>136,398</td>
</tr>
<tr>
<td>Sales per establishment ($000)</td>
<td>1,121</td>
<td>871</td>
</tr>
<tr>
<td>Sales per employee ($)</td>
<td>117,719</td>
<td>106,548</td>
</tr>
<tr>
<td>Sales per $ of payroll ($)</td>
<td>7.85</td>
<td>8.22</td>
</tr>
<tr>
<td>Annual payroll per employee ($)</td>
<td>14,995</td>
<td>12,965</td>
</tr>
<tr>
<td>Employees per establishment</td>
<td>9.5</td>
<td>8.2</td>
</tr>
<tr>
<td>Sales per capita ($)</td>
<td>582</td>
<td>500</td>
</tr>
<tr>
<td>Establishments per million residents</td>
<td>519</td>
<td>574</td>
</tr>
</tbody>
</table>

In total, there was a growth of about 23.1% from 1997 to 2002 in the industry. In this table, the total sales per establishment stands at $1,121,000 and sales per capita is $519 million. This table also shows other indicators such as sale per employee, sales per payroll, annual payroll per employee and comparison of these indicators with past data. In this table, this is clear that for the past 5 years, growth in every indicator is significantly huge which shows the potential of the market and that the market is growing drastically.

\(^2\) [http://www.census.gov/econ/census02/data/industry/E448.HTM](http://www.census.gov/econ/census02/data/industry/E448.HTM) (11th March 6, 2009)
The above was an excerpt of our fitness business plan sample.

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