

Business plan conclusion essay



**ASSIGN
BUSTER**

Table of Contents
General Company Description pg 2
Products and Related Service pg 2
The Target Market Pg 2
The Competition Pg 3
Operations Plan pg 3
Management and Organization Pg 4
Human Resources Pg 4
Market Plan Pg 5
Financial Pg 7

General Company Description The business, named Anime House, a signal unit, medium-size retail store, serving a product deals with anime. The stores will be located at 9787 McCombs Street in El Paso, Texas.
Business Mission: We will be number one source for anime that will provide good quality product and customer service.

If we do not have the product we find to the best of our ability.
Status of the Business: The company is a sole proprietorship in October 22, 2010 and it is a start-up Business.
Products and Related Service Anime House will be offering a selection of anime from DVDs, comic book (manga), models, costumes, and other accessories. There will be two ways to purchase these products, though the store and online service.
Production The shipment of these products will be delivery week once to the store. For special order they can be mail to them or come in a pick-up the product.

Service There will be two ways a customer receives the product. They can come to the store to purchase the product. A website to order the products that will be sent to their homes or pick-up at the store.
The Target Market Our ideal market is the age of 14 and 29, who enjoy watching anime DVDs, reading manga, and any other accessories. Customer is typically single and male. They have wide range of disposable income. Some teenagers living at home, other college students or have joined the workforce in the last five years.
Markets Location

The Paso Village is a strip center with a 7/11 as the anchor tenant. In the middle of the committee where teenager and age adults can walk within a one or two miles and drive any to a location they have adequate parking for the customers. They even a few schools in the area where teenager have in their walking distance from school The Competition There is only one store that specializes in anime products in the El Paso, Texas area, Nice Cube. There are a few big name companies, Best Buy, FYE, and Barns & Noble, in some area of the anime products but they have limited selection of it.

Competition Strategy There are some major ways in which we create an advantage over our competitors: Start with high school with word of mouth; pass out flyers to people and placing them on car in well populated areas. Even advertising on popular webs like Funimation, Bandai Entertainment, and any other site that is promotion anime. Second the staff will be well knowledge on well own anime, upcoming anime, and the different styles of anime. Operation Facilities and Offices The store at 9787 McComb Street is a 1500 square foot space.

It would need to outfits with new shelves, counters, and new equipment will be purchased and installed by the general contractors. Offices of the business are presently at Scott Hayes's house but will move to the store after opening. Hour of Operation The store will be open for 7 days a week. Service will begin at 9: 00 AM and end at 8: 00 PM. The store will be closed Christmas, Thanksgiving, and the Fourth of July. Employee Training and Education Employee will be trained not only in their specific operational duties but in the philosophy and applications of our concept.

They will receive information on products to help customer to find what they are looking for. Systems and Controls A big emphasis is being placed on extensive research into the products that is sold there at the store. Inventory control will be handled by computer system and checked daily by management. Management and Organization Owner Owner is Scott Hayes. He should well reverse in all fields in the business Manager Need to have computer skill, management skill, comuacasion skill, some knowledge of anime, and have at least 2 years management. Will need work with invoices, packaging, and shipping products.

Cashiers Need to have the ability to count money, good customer service skills and some knowledge of anime. Stocker Need to have computer skills, maintain the store inventory, and products are organized. Will need with invoices, packaging, and shipping products. Human Resources This where the training, the wages, and the benefits of the business will be put in the plan. Training Plan Start up of the business; the owner will train all employee from the start. Will Managers will have to be train in all parts of the store and help train new employee when they come in.

Manager will now how to keep track of books , inventory, and employee's after train by the owner. By keep track of books; they take care of the cash drawers and keep track of sales. For inventory they need now what come in and out of the nothing is miss placed or stolen. Last the employee's, that they need to be a good leader to the employee's and answers any question need of them. The cashiers of maintaining the front of the store. Make sure the stores cleaning before and after shift. To count money before and after open register and close end of shift.

The stockers, they need to product is stock shelves and price tags on the product. Help package product and pull product of truck. Them need to sort in the right placed for inventory . Payment for employees The manager will be pay at \$10 an hour. The cashier and stocker will be at \$8 an hour.

Manager will get a raise after the first year by keeping labor cost at the minnin and after that a raise at each quarter with the same requirements.

For cashiers and stockers they will get a six month raise with a evolution after starting and a yearly evolution Benefits

This will include a benefits packets package the basic medical, dental, and vision insurance after 90 days working to get the plan. Even include week pay vacation after one year , and add on one weeks after additional year and four year they can up to four weeks a year. Help with other benefit that will help the employees out the job. Marketing Plan The focus on the consumers who will be buying the products and business that is selling the product to the company. The most selling products will the DVDs and the manga (comic books). That will be my main focus; the models, toys and costumers will be the least products sold.

For selling the products will need start on advertising sales promotion with local newspaper, Yellow Pages, ad for online, and website to show what is in the store. Transport will be the venders delivering the product to the store. Have an storeroom that will hold at least 30 days inventory. Most of the product are DVDs and mange the room will have easy storage of the racks to place them in, for easy inventory. The finance will be through Bank of American and other finance that is available to use. The Products and other equipment will came from that.

Such items will include the DVDs, the magna, the customers, the models, and other equipment to set up the store. Market Segmentation The target age would be form 14-29 in a five miles area. Most of the target age group would be 14-24, of the schools in the area. Young teen and young adults of always watching anime and reading manga. Age group from 25-29 would be collectors and the watching anime with their children. Market Definition and Segmentation Target two segments: to reach though the webpage from customers across world wide web and the local for the store.

Web users will have access to products that they can find anywhere. If they become member they will have discount and free shipping if the buy up to \$100 of merchandise. For the Local can become members and have the same as the one on the webpage. When they are members they have points system, so they can make more purchase when they back to the store.

Promotion At first month of the quarter will be give out one item with a purchase of a DVD and manga. The item will be one of these items: keychain, small plush toy, nickels, and buttons. These promotion help buy other products in the future.