

# Business plan

<b>NAME:</b>	<b>Slaithwaite Cooperative Limited</b>
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<b>BUSINESS IDEA</b>	
<b>Name of business</b>	<b>Green Valley Grocer</b>
<b>Describe your idea in one line.</b>	A food retailer promoting local food.
<p><b>Summary</b></p> <p><b>In this section of the form you have the chance to sell yourself and the idea.</b></p> <p><b>Give a clear and comprehensive outline of your business idea.</b></p> <p><b>What is ethical / green about your idea/products/resources?</b></p> <p><b>How is your idea innovative or new?</b></p>	<p>Slaithwaite is a great place to live, and needs a good quality greengrocery business to complement other local retailers, enable local people to have easy access to fresh fruit and vegetables at a fair price.</p> <p>Our plan is to create a business that is responsive to local needs, and which is owned by the local community.</p> <p>This model has business benefits: our member investors will want the shop to be successful and so they will shop there themselves, encourage their friends and neighbours to shop there, and to become members themselves.</p> <p>Community ownership will also enable us to raise the finance we need to launch and operate the business without needing to borrow.</p> <p>The business will sell fresh fruit and veg, fish, wholefoods, dairy, bread from The Handmade Bakery, and other suitable products.</p> <p>The business is green in that we will actively promote locally grown and produced food, and encourage local people to grow and produce their own food. This has environmental benefits, including reduced food miles.</p> <p>We will also enable more people to shop locally for more of their needs, so reducing the need for travel to supermarkets and other shopping centres. These two factors combined encourage a more resilient and sustainable local economy.</p> <p>The idea is innovative in that it brings together a number of ideas in an innovative way, i.e. use of community ownership as a business model, and active promotion of local food production and consumption, in a food retail setting.</p>
<p><b>CUSTOMERS</b></p> <p><b>Why would people like your business?</b></p> <p><b>Who would your customers be? And how would you reach them?</b></p>	<p>It will be a great shopping experience, with a wide choice of attractive produce, the opportunity to meet and chat with friends and neighbours, and save time and money by shopping locally.</p> <p>Our customers are primarily local people living or working within 1 to 2 miles of the shop. We estimate our main catchment area to include approximately 5000 people. We will also attract a smaller number of higher spending customers from further away.</p> <p>We will reach local customers by having an attractive retail presence on the main local shopping street. We will also use press and public relations to gain positive media coverage, which will reach out to a wider geographical market. We will implement a leafleting campaign to ensure that more people, who may not currently shop in Slaithwaite regularly, are aware of the shop and are tempted to try us. We will operate a</p>

<p><b>How do you think you might test out your idea?</b></p>	<p>website and email mailing list.</p> <p>As we are planning to take over from a previous business on the same site that was successful as recently as 18 months ago, we believe this provides solid evidence that there is a viable market for our business. In addition we will undertake some market research to learn what products and services our customers would like to see.</p>
<p><b>COMPETITION</b></p> <p><b>Who would your competition be (Is anyone else doing something similar?)</b></p>	<p>Our competition is mainly from the larger supermarkets such as Morrisons in Meltham, and Sainsbury, Tesco and Asda in Huddersfield. To a lesser extent there is some competition from other local shops. However we have a distinctive offer that sets us apart from the supermarkets. In terms of local businesses we believe that more important than competition, is how we complement each other and how we can co-operate to provide a stronger overall offer, attracting more customers to shop in Slaithwaite.</p>
<p><b>TRAINING</b></p> <p><b>Will you need to develop any skills (or need help from others who have other skills) to take this idea forward?</b></p>	<p>Luckily we have a strong and experienced team in place so training is not an urgent priority.</p> <p>All of our employees will be trained in food safety procedures.</p> <p>However we will be using external advisors to assist us, and we will ensure that both employees and board members are offered suitable training.</p>
<p><b>MONEY/RESOURCES</b></p> <p><b>Tell us how you think this idea is going to make money.</b></p> <p><b>Have you got any ideas where you could get this money from?</b></p> <p><b>What resources will you need?</b></p>	<p>We have worked up detailed profit and loss and cashflow projections that indicate that that we can generate a small profit. Whilst making a profit is critically important, it is not our sole aim.</p> <p>The capital we need to start the business will primarily come from our investors, supplemented by grants – where we can successfully apply for these, and by loans as required.</p> <p>The bulk of our operating finance will come from our daily revenue, supplemented with our capital so that we should not need to use an overdraft or loans to cover day to day operational costs.</p> <p>We will need to refurbish the premises that we are leasing, purchase of a special fridge for our fish display.</p>

<p><b>Please use this section to tell us what YOU (as a project group) would bring to the business and make it successful</b></p>
<p><b>Great enthusiasm for the project, lots of useful skills and experience in business start up and operation.</b></p>
<p><b>Anything else you want to add about you or your business that makes this idea a winner?</b></p>
<p><b>Everyone needs to buy food.</b></p>