

# **MAYFAIR INC**

## **CONVENIENCE/ LIQUOR STORE BUSINESS PLAN**

This convenience store will be a small retail business where everyday items like snacks, soft drinks, food items, cigarettes, beer, liquor, vape etc. will be sold.

**BUSINESS NAME:** MAYFAIR INC (DBA MAYFAIR CONVENIENCE AND LIQUOR)

**BUSINESS PLAN:**

- Executive Summary
- Our Product and Services
- Vision Statement
- Mission Statement
- Business Structure
- Sales and Marketing Strategy

### **Executive Summary**

Mayfair convenience and liquor store is a fully registered retail business which will be carrying out its business operation at 3122 N MAYFAIR RD, WAUWATOSA, WI 53222 with approximately 2800 square feet. The business will mainly be concerned with providing the basic daily needs of each customer of our store. Mayfair convenience and liquor store will be owned by Riddhi Patel and she will be the CEO and assigning her husband Sunny Patel as Manager of the store.

### **Our Product and Services**

Mayfair convenience and liquor store will be a small retail business which will provide service mainly to retail consumers. Having done a lot of research we are ready to offer something new in this environment, the following are the product and services that will be rendered by Mayfair convenience and liquor store:

- Daily operation from 8 am to 9 pm.
- Selling Grocery, Beer, Premium Liquor, Cigars, Cigarettes, Vape, Herbal products
- Sales of all essential daily needs like milk, soda etc

### **Vision Statement**

Our vision in the retail business is to become the prince in satisfying the needs of each customer.

## **Mission Statement**

Our mission in the retail business is to become a reputable convenience store and liquor store that provides the best services for our consumers daily. We want a profitable business that will benefit both us and our consumers.

## **Business Structure**

The structure of Mayfair convenience and Liquor store will not be extremely large, but it will reasonably fulfil the sole aim of starting the business. Our structure will go a long way in defining the success of our business, therefore much attention will be given to this.

Below are the posts that will be occupied:

- Manager
- Accountant (1)
- Cashier (2)

## **Sales and Marketing Strategy**

As earlier stated, one of the key successes to our business will be based on customer relations. So, our business will primarily be promoted by our good customer relationship scheme. We will also be making other plans to inform all resident of Wauwatosa of our business, below are some of them:

- Distribution of business card far and wide
- We would also make reasonable use of social media to target residents of Wauwatosa.