

Business Plan for Nathalies Retail Limited

2020 - 2022

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**About the Author**

Peter Hale has over 26 years business planning experience and is considered one of the UK’s leading authorities. His foundational corporate planning development at DHL produced a system for each of the 220 operating countries for the annual planning process. Teneric was formed to take these corporate successes to assist new small business owners. Peter holds a business Diploma and a Masters in Project Management.

**TABLE OF CONTENTS**

EXECUTIVE SUMMARY 3

BUSINESS MISSION 4

COMPANY OWNERSHIP/ LOCATION 4

EXTERNAL ANALYSIS 5

TARGET CUSTOMERS/ MARKET DYNAMICS 8

COMPETITION 9

SWOT ANALYSIS 10

Strengths 10

Weaknesses 10

Opportunities 10

Threats 10

OBJECTIVES 11

Objective 1: To develop retail business 11

Objective 2: Recruit and train staff 11

Objective 3: Launch 11

Objective 4 : Marketing plan 12

Key actions planned for the next 12 months 12

MANAGEMENT TEAM 13

FINANCIAL STATEMENTS 14

Year 1 sales forecast 1

Year 1 – costs forecast and profit and loss account 2

Year 1 cashflow 3

Year 1 balance sheet 4

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# EXECUTIVE SUMMARY

**The Business Concept**

This business plan is for a new retail concept in the high street locally primarily selling women’s clothes, accessories and fashion home wares. Nathalies Limited is a trading incorporated company requiring initial investment for stock and working capital for the first six months.

The company is spearheaded by Nathalie Yielding a successful seasoned business woman who has three similar stores in neighbouring towns.

**The Nathalies Brand**

This is a continuation of a proven concept under the “Nathalies” brand. The current stores generate £951,000 sales and £184,000 profits between them on an annual basis. The brand targets women between the ages of 21 to 59 providing a unique “boutique” environment selling items from less known designers.

The new store will additionally offer unique silver, platinum and gold jewellery collections sourced from designers in the Birmingham Jewellery Quarter which will be exclusive to this shop. The niche has limited competition and the closest real competitor is in the city centre with prices approximately 28% higher than ours due to the increased costs of operation.

**Products Sold in Store**

Nathalies will primarily sell limited stock of designer clothing complemented by fashion accessories:

* Designer collections from up and coming designers graduated from the University of Arts degree programmes
* Smaller stock of known designers
* Fashion accessories such as hats, scarves, shoes and coats
* Jewellery pieces including bracelets, rings, earrings, necklaces and belts

**Revenues and profitability**

Gross sales for this shop in the first year of operations are forecast to be £343,000 growing at 29.5% for the subsequent two years. Net margins based on current experience will be 19.3% slightly increasing over time.

The directors will be introducing £80,000 into the business. The investment requirements are for an additional £209,500 to cover shop fittings, initial stock and working capital in the first nine months.

**Staffing Requirements**

Staffing required for this shop are one manager and two assistants. The shop will be open seven days per week 10am to 6pm. A part time assistant will cover holidays and sickness.