

# How To Create a Liquor Store Business Plan

## Executive Summary

Business name  
Business location  
Unique selling proposition  
Estimated annual revenue  
Profitability timeline/breakeven point

## Business Description

Legal structure  
Business location  
(specific neighborhood or area)  
Business size  
(retail space square footage)  
Product selection overview  
Layout and decor

## Market Analysis

Target customer demographics  
Market size  
Nearby competitors  
Differentiators

## Business Structure

List of stakeholders  
Organizational chart  
Staffing plan

## Product Strategy

Detailed product overview  
Inventory costs  
Pricing approach  
Inventory management plan  
Floor plan and merchandising strategy

## Technology Infrastructure

POS software and hardware  
E-commerce tools  
Marketing tools  
Security cameras

## Operations

Supply chain and vendor management  
Inventory management plan  
Staffing plan  
Employee scheduling  
Security  
Cleaning, zoning, and maintenance

## Financial Plan

List of startup costs  
Cash flow projection  
Breakeven point

## Risk Analysis

Age verification technology  
Staff training  
Business insurance

## Growth Strategy

Key performance indicators (KPIs)  
Marketing (attracting new customers)  
Marketing (retaining existing customers)  
E-commerce strategy