

BUSINESS PLAN

Fresh Mart
Madison, WI, USA

October 4, 2023

Executive Summary

The Company

The Company is a small family business that sells high quality, locally produced household goods. Founded by Tairov family in 2023, the company specializes in international ingredients, foods, recipes from all over the world.

The Ownership

The Company will be structured as a corporation.

The Management

The Company will be managed by a hired manager.

The Goals and Objectives

The Company aims to accomplish the following goals and objectives: to add more items to the product line, such as fresh produce, ready-to-eat meals, ethnic foods and drinks, teas and coffees from different parts of the world, snacks and other household products, such as cleaning supplies; to increase the total revenue to more than \$10 million after three years; and to realize an annual growth of approximately 15% after two years and approximately 15% every year thereafter.

The Products

The Company has an extensive product line of locally produced fruits and vegetables, groceries, food, prepared meals, and drinks.

Business Plan - Fresh Mart

The Company

Business Sector

The Shareholder would like to start a business in the retail sector.

Company Background

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Company Goals and Objectives

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Company Ownership Structure

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Ownership Background

- Shareholder: Yashar Tairov

Experience and training: Yashar Tairov has founded multiple successful businesses in various industries including retail, transport, and wholesale trade. Yashar has over 15 years of experience in retail foods and ethnic grocery industries.

Operations

Daily Operations

All employees report to the store an hour before opening (which is at 6 AM). Once the store opens, the General Manager is in charge of the inventory and deliveries, the company will have six checkout clerks or customer representatives; a lead Customer Service Representative will be responsible for the smooth check-out process, and the Produce supervisor will ensure the availability and layout of fresh produce. Online order specialists will manage the store and will handle online orders.

We will have 8 employees responsible for receiving, unpacking, and merchandizing stocking members.

The company shall outsource the deliveries to customers in Madison and surrounding areas.

Operational Facilities

The 36,000-square-foot store is located on University Avenue, the location is a well-known building in the city's downtown area. The space is located in the main commercial district of the Metro-Madison area. The renovation has started and is expected to finish by March of next year.

Staffing

The Company will have 40 employees, including a General Manager, and department managers.

Suppliers

The Company mainly works with several suppliers, mostly from Chicago and twin-cities areas. Fresh Mart will also buy many products from local businesses in the area.



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