

# Sticks 'n Rings

Ringette Shop



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Grade 6  
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# Table of Contents

Table of Contents	Page #1
A. The Venture	Page #2
B. The Product or Service	Page #2
C. Marketing and Prices	Page #3
D. Workers	Page #4
E. Day to Day	Page #4
F. Money Plans	Page #5
G. Summary	Page #5
Income Sheet	Page #6
Sticks 'n Rings Promotional Poster	Page #9
Sticks 'n Rings Store Layout	Page #10

A. The Venture:

My YouthBiz business name is *Sticks 'n Rings Ringette Shop*. This business will sell only ringette equipment and merchandise. I will also have a website so we can ship across Canada.

Many sports stores sell gear for all types of sports. Some clothing stores sell merchandise, like sweatshirts, for sports like hockey, gymnastics, and soccer, etc. My store is special for my customers because it offers exclusively ringette gear and merchandise. Customers can buy everything they need for their ringette season at my store. They can also promote the sport by wearing merchandise bought from my store.

I plan to have one store located in Regina, Saskatchewan, as well as an online store. There are a lot of ringette leagues in Regina and surrounding area like Pilot Butte, White City, Emerald Park, and Balgonie. With a lot of ringette teams, there are also a lot of ringette tournaments that are held in Regina. I hope all these players would visit my store.

I will need to rent a building and buy equipment like shelves, clothing racks, and cash register to run my store.

B. The Product or Service:

*Sticks 'n Rings Ringette Shop* will sell ringette equipment including: pants, girdles, helmets and cages, sticks, bags and rings. My shop will also sell ringette themed merchandise including: hoodies, tee-shirts/long sleeve shirts, leggings/pants, hats/toques, jewelry, stickers, water bottles, ornaments, and cups/mugs.

Customers at my store will enjoy add-ons and promotions. For example, buy two sticks and get one free, buy a toque and get a free water bottle, buy a ringette bag and get your choice of jewelry, or spend over \$100 and get a coupon for 25% off your next visit. Customers will choose *Sticks 'n Rings Ringette Shop* over other stores because prices are very low and quality is very high. Repeat customers will be offered discounts.

Ringette equipment will be purchased the most around August and September because ringette begins late September and early October. Team merchandise is often purchased in October when the teams have been made. Coach/manager thank you gifts are often purchased in March when the season is done.

C. Marketing and Prices:

Ringette players, young and old, and from Saskatchewan and beyond will shop at *Sticks 'n Rings Ringette Shop*. Ringette managers and coaches will be shopping at my business also.

The prices for equipment and merchandise are listed on the following page. I researched prices online and at local sports stores. I would like to keep my customers happy, so I have given a price range from low to high. When calculating amounts on the Income Sheet, the average price was used for each item.

<b>Equipment/Merchandise</b>	<b>Price Range</b>	<b>Average Price</b>
Sticks:	\$40 - \$80	\$60.00
Rings:	\$5 - \$15	\$10.00
Bags:	\$60 - \$125	\$92.50
Girdles:	\$60 - \$100	\$80.00
Pants:	\$50 - \$90	\$70.00
Helmets:	\$50 - \$70	\$60.00
Hoodie:	\$85	\$85.00
Tee Shirts/Long Sleeve Shirts:	\$10 - \$35	\$22.50
Leggings/pants:	\$10 - \$40	\$25.00
Hats/Toques	\$20 - \$30	\$25.00
Water Bottles:	\$10 - \$20	\$15.00
Cups/Mugs	\$20 - \$40	\$30.00
Stickers (water bottle, helmet, bumper):	\$7 - \$15	\$11.00
Jewelry:	\$5 - \$30	\$17.50
Ornaments:	\$20 - \$40	\$30.00

I will use advertisements and promotions including: ads on social media, billboards, radio ads, and on the sides of vehicles. I will put posters up in rinks and schools around Regina. I will have banners to put in front of my merchandise tables when I attend ringette tournaments.

*Sticks 'n Rings Ringette Shop* will only be located in Regina, Saskatchewan, but will have a website to ship across Canada when needed.

D. Workers:

I am the owner of this business; I own all 100%.

I will have two employees and will pay them \$15.00 per hour. I will run the website and my employees will help with packaging, shipping and customer service.

My employees need to have at least 2 years of experience playing ringette so they can help customers with general ringette questions. They will get on-the-job training to work the cash registers and set up merchandise and equipment.

E. Day to Day

My business hours are from 11:00 am - 7:00 pm weekdays and 12:00 pm - 5:00 pm on Saturdays. *Sticks 'n Rings Ringette Shop* will be closed Sundays to the public because this is the day we will package and ship products bought on the website. One employee will work Sunday from 12:00pm - 3:00pm, when needed, to fill online orders.

We will buy the ringette equipment, like helmets, pants, sticks, rings, bags, and girdles directly from ringette suppliers such as Nami, Stinger and Powertek. My clothing merchandise, like shirts, hoodies, pants/leggings, and toques/hats will be purchased from 22 Fresh. I will be partnering with 22 Fresh to have them print *Sticks 'n Rings Ringette Shop* on each item. For the other products like cups/mugs, water bottles, stickers, jewelry and ornaments, I will order these products off Amazon and get them printed with the store logo at a local print shop in Regina. Teams interested in getting personalized merchandise can buy our product 'plain' and we will work with our local printing partner to have the team's gear personalized.

We can sell from the store, the website, and at Ringette tournaments. At tournaments, we can put up a table and sell a selection of merchandise and equipment.

F. Money Plans:

To start up my business it will cost \$261,988.00. This is the cost of my general expenses that include things like office supplies, tools, equipment, insurance, etc. (\$195,544.00) plus the cost to buy my products (\$66,444.00).

I am hoping to get a loan from the bank for \$500,000.00 and pay it back over ten years. I calculated my monthly loan payment by dividing the total loan by 120 months (ten years) to get \$4,167.00/month. My annual loan payment comes to \$50,004.00.

My sales goal for the first year of business is \$94,920.00. I have fifteen product options available to sell in my store, at tournaments and through my website and I hope the amounts listed on my income sheet will be what I sell in my first year of business. My goal for each year is to increase the amount of products sold.

The expenses for my first year of business are \$261,988.00. I will operate at a loss for the first year of business, but hope to increase sales each year. By getting a bank loan for \$500,000.00, it will provide me with \$332,932.00 (\$500,000.00 - \$167,068.00) that I can use to help get me through the first few years of business in case I operate at a loss beyond the first year.

G. Summary:

I picked this idea because I love ringette and have been playing it for seven years now. I have always been able to find ringette equipment, but have trouble finding ringette merchandise. Usually I would have to wait until a tournament and then hope I could find ringette merchandise to buy if there were tables set up. With *Sticks 'n Rings Ringette Shop*, I can provide everything a ringette player might like to have in one store or online or at tournaments. I would consider starting my own business because I love ringette and I love making people happy!

### Income Sheet

Sales		Total Amount for the Year
<b>Equipment/Merchandise</b>	<b>Quantity sold per month</b>	<b>(using average price from chart in C.)</b>
Sticks:	20	\$14,400.00
Rings:	10	\$1,200.00
Bags:	2	\$2,220.00
Girdles:	6	\$5,760.00
Pants:	6	\$5,040.00
Helmets:	6	\$4,320.00
Hoodie:	24	\$24,480.00
Tee Shirts/Long Sleeve:	30	\$8,100.00
Leggings/pants:	30	\$9,000.00
Hats/Toques:	24	\$7,200.00
Water Bottles:	30	\$5,400.00
Cups/Mugs:	6	\$2,160.00
Stickers:	20	\$2,640.00
Jewelry:	4	\$840.00
Ornaments:	6	\$2,160.00
<b>Total Sales (1)</b>		<b>\$94,920.00</b>

Cost of Sales		Total Amount for the Year
Equipment/Merchandise	Wholesale Price per item (70% of average price from chart in C.)	
Sticks:	\$42.00	\$10,080.00
Rings:	\$7.00	\$840.00
Bags:	\$64.75	\$1,554.00
Girdles:	\$56.00	\$4,032.00
Pants:	\$49.00	\$3,528.00
Helmets:	\$42.00	\$3,024.00
Hoodie:	\$59.50	\$17,136.00
Tee Shirts/Long Sleeve:	\$15.75	\$5,670.00
Leggings/pants:	\$17.50	\$6,300.00
Hats/Toques	\$17.50	\$5,040.00
Water Bottles:	\$10.50	\$3,780.00
Cups/Mugs	\$21.00	\$1,512.00
Stickers (water bottle, helmet, bumper):	\$7.70	\$1,848.00
Jewelry:	\$12.25	\$588.00
Ornaments:	\$21.00	\$1,512.00
<b>Total Cost of Sales (2)</b>		<b>\$66,444.00</b>

General Expenses	Per year
Marketing and Ads	\$2,500.00
Insurance	\$2,600.00
Loan Payment	\$50,004.00
Bookkeeping	\$6,500.00
Office Supplies	\$7,000.00
Lease	\$41,000.00
Repairs	\$1,000.00
Tools and Equipment	\$5,000.00
Phone and utilities	\$7,000.00
Mileage paid for travel to post office	\$400.00
Employee wages	\$72,540.00
<b>Total General Expenses (3)</b>	<b>\$195,544.00</b>
Income or Loss 1-(2+3)	-\$167,068.00



Some of our  
Products

- Rings
- Sticks
- Bags
- Hoodies



# Sticks 'n Rings



Some of our Promotions

- Spend over \$100 and get a coupon for 25% off your next visit
- Buy two sticks and get one free
- Buy a ringette bag and get your choice of jewelry

Open: 10-7 M-F    11-5 Sat    Closed Sun



Shelf

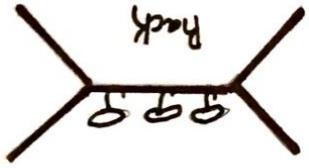
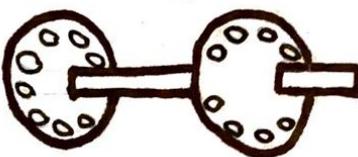
Bathroom

Back room  
(for workers)

Bathroom

Shelf

Rack  
for  
sticks



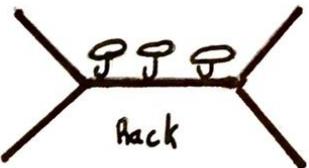
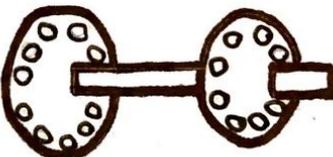
Rack

Check  
out



Shelf

Rack  
for  
sticks



Rack

Shelf

Door