



Name: Explore the Books

Here are the step-by-step instructions on how to prepare your YouthBiz submission:

1. Business Plan Questions:

A. *The Venture:*

- What is the business name and what type of business is it?

My business is a bookshop that sells all books you can think of. It is called Explore the Books because we have many books from all authors of race and sexuality all across the world.

- What sets your business apart from the competition; why is your business special to the customer?

I have all types of different genres to offer. Horror, Mystery, Romance, Fiction, Non-Fiction, and Science Fiction. There will be manga, graphic novels, novellas, and normal novels. I will have all books available in three languages, French, German, and English. My business will also sell bookish things that are helpful when it comes to reading like mugs, reading lights, blankets, annotating products, and candles. Staff will get to pick their favorite books to stick a sticker on it to recommend to customers. There will be blind date books, they will be wrapped up with brown paper and tied together with three points of what it is. The three points are genre of the book, subplot of the book, and vibe the book gives.

- Where will it be located? Why is this community a great place to do business?

It is located in Banff Alberta. This will be a great place to create a business because not much bookshop are there with the same great selection that I have to offer.

- Will you need to buy or rent building space and equipment?

Yes, I will rent a two-story building that is quite large. I also will buy large dark brown bookshelves that are seven foot tall and a desk with lockable drawers to keep notebooks for bookkeeping, money, storage, dusters to clean. I will also keep stools to reach books for the staff and customers.

B. The Product or Service:

- What will your business sell? Explain thoroughly.

I will sell Horror, Mystery, Romance, Fiction, Non-Fiction, and Science Fiction books. There will be manga, graphic novels, novellas, and normal novels. I will have all books available in three languages, French, German, and English. My business will also sell bookish things that are helpful when it comes to reading like mugs, reading lights, blankets, and candles. I will sell annotating products that contain markers, pens, and highlighters that don't bleed. Pencils, stick tabs, sticky notes, and stick tabs and sticky notes that are see through.

- What are the special features and benefits your product/service provides customers?

I have items that cannot be found in any other stores other than online stores. So, if you much rather like going to a store that you can buy the item right in front of you then my store will be the first chose.

- Are there any 'add-ons' that will make a customer choose what you sell over your competition?

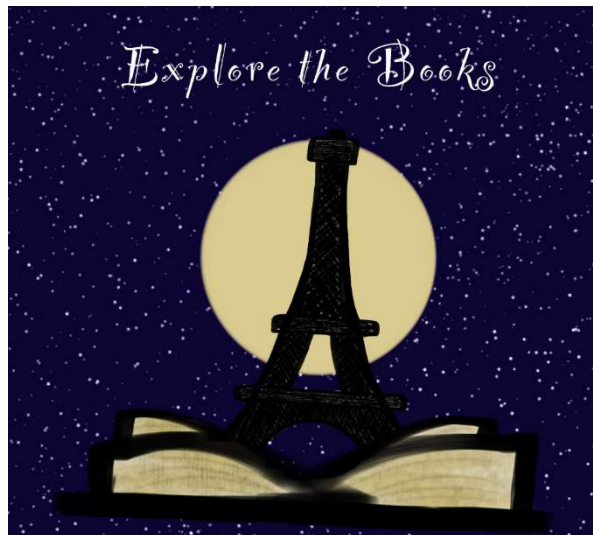
It depends on how big their purchase was to get an extra free item. If they buy one up to four books, they get a pen or highlight or pencil, if they get five books up to eight then they get sticky tabs, if they get nine up to ten and they get a bookish item then they get a mug or a blanket of their chose. This will make customers want to spend mor money here if they really want a blanket or a mug.

C. **Marketing and Prices:**

Website URL:

Logo/Social Media Account URL

explore_the_books (on Instagram)



- Who will buy from your business?

People who love books and people who need bookish items that they can't find anywhere else. We will have books for kids, teens, young adults, adults, and anyone young and older that may want books from my store, everyone is welcome.

- What prices will your business charge for its product/services; how did you decide the prices?

I will decide on it on how if it is a floppy or hard cover, how big the book is, how popular it is, and how it was to find. Also, if it is a book series and it is bundles up I will make sure they all have the same things as said.

- What type of ads and promotions will you use to reach your customers? Include samples of your promotions as Bonus Items, if you have the time to create them!

I will have poster all around Banff so people can see where my location is. I will have an Instagram so other people across the world can find my business and order online.

- Will you sell your products/services outside of the local community that your business is located in?

I will accept all orders across the world for my online store, but my store will stay in said place.

D. Workers:

- Who owns the business? If you are working in a group, what % is owned by each person?

I own the business "Explore the Books", since I am the owner, so I own the whole percentage of the business.

- Do you have employees? If so, what will you pay them?

I have employees that work the front desk, stocking, and helping the customers and making sure all books and items are in place. They will be paid two hundred week each and if they do any extra work or get called in then they will be paid for over time work.

- What education and training do the workers need for their jobs?

They need to have their safety learners, they need to be at least sixteen to work here, and they need to have a good amount of knowledge on the topic of books and read often.

E. Day-to-Day:

- What are your business hours?

The shop opens at ten AM and closes at ten PM, I will have at least three employees in the store at a time and they will switch at four PM so each group of the employees will work for six hours. With a one-hour break for each employee but they will have to switch, one will have their lunch break at twelve PM, then at one PM, then two PM.

- Where do you buy the supplies for the business, and what supplies do you need?

I bought all shelves and desk with lockable drawers off of Ikea, step stools from Home Depot, cord phone from amazon, computer from best buy, duster from Walmart, paint for the building from home hardware, and decoration for the shop is from amazon.

- What are the different ways your business can sell to your customers? Examples include: from a storefront, internet sales or tradeshow.

Poster across Banff for the shop and a Instagram for my shop and the online shop will be available to reach from it.

F. Money Plans:

- How much money is needed to start-up this business? List what you need for start-up and the cost.

\$10,000 for shelves
\$1,311 for the desk
\$1,000 for a computer
\$74.99 for cord home phone
\$69.31 for 200 paper bags
\$100 for step stools
\$10 for a duster

- Where would you get the start-up money from (loan, savings, another investor)?

I will get the start up money from savings from jobs I had in the past and just other money I chose to put into savings.

- What is your sales goal for the year? Give some details and include this number on the Income Sheet.

Sales will be \$276,600, Cost of Sales \$117,000, and General Expenses will be \$98,040.

- What are your expenses for the year? Include all these costs on the Income Sheet. (Complete income chart in excel program).

Marketing and adds=\$100

Insurance=\$1000

Office Supplies=\$240

Rent=\$1,500

Tools and Equipment=20,000

Phone and Utilities=1,200

Employees' wages= 24,000

Owners' salary=\$50,000

G. Why did you pick this business idea? Would you consider starting your own business in the future?

I chose this idea because I love reading and I one day want to work in a bookshop because it seems like a safe job. I do want to have my own business one day, but the idea scares me because I don't know how to start it or what to do.

