

**WEEK ST MARY COMMUNITY SHOP & POST OFFICE
OUTLINE BUSINESS PLAN**

	CURRENT TRADING £	OUTLINE BUSINESS PLAN		HISTORIC YEAR ENDING	
		BREAK EVEN £	YEAR 1 TARGET £	Feb 15 £	Feb 14 £
Non-Lottery Sales	** 153,843	183,825	200,000	183,147	185,864
Gross profit %		13.6%	14.5%	14.4%	12.7%
Gross profit from non-lottery sales		25,000	29,000	26,282	23,623
Lottery Commission		1,500	1,500	1,980	2,046
Contribution from Bude PO for out-reach service		2,500	2,500	2,574	2,442
Total income		<u>29,000</u>	<u>33,000</u>	<u>30,836</u>	<u>28,111</u>
Rent of shop premises		- 6,000	- 6,000		
Other Overheads (incl. full-time manager)		- 23,000	- 23,000		
Trading Profit		<u>0</u>	<u>4,000</u>		
Manager's incentive scheme (including on-costs)			- 910		
Payment re equipment taken over (50% of profit yrs 1 to 4)			- 1,545		
Profit Before Taxation		<u>0</u>	<u>1,545</u>		
Corporation Tax (20%)			- 309		
Retained by Community Shop		<u>0</u>	<u>1,236</u>		

** Based on 6 months from
March to August 2016

***Our aims & objectives
should grow
the enterprise:***

We aim to improve the quality of the shopping experience:

- Pride coming from community ownership
- Usually 2 staff on duty
- Emphasis on local produce
- Adjusted opening hours
- Improved stock availability (EPOS system)
- Home deliveries for elderly
- Capitalise on cyclists and tourists (signage)
- Free book/DVD exchange

***Remember this is not just
about figures and plans:
"USE IT OR LOSE IT"***

*If we want to enjoy the convenience
of a shop and PO on our doorstep
we must use it sufficiently*

*250 customers spending £3
per day = £200,000 pa sales
(690 residents in 2012)*

***Consider the
social ramifications of
closure:***

*Think of the impact on the community
of the loss of this vital village hub*

*What about the elderly, less
able and non-drivers?*

*Local businesses will suffer
if the shop/PO closes*