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## BUSINESS PLAN

Introduction to the Business  
Plan for the Expansion of a Bar-  
Material-and-Tools Store

# Introduction to the Business Plan for the Expansion of a Bar- Material-and-Tools Store

## 1. Executive Summary

Business Description:

- Business name: [Business name]
- Current location: [Specify location]
- History and evolution of the business: Established in [year], [Business name] has become a reference in the sale of high-end bar equipment and tools, serving both professionals and enthusiasts.
- Products and services offered: Bar tools, cocktail materials, professional advice, and soon, specialized training in cocktails.

Expansion goal:

- Reasons to expand: Take advantage of the growing demand for cocktail training and improve customer knowledge about our products.
- Short and long term goals: Increase sales by 30% in two years; position ourselves as leaders in cocktail training and bar tools.
- Expansion strategy: Convert part of the store space into a multifunctional classroom to teach courses.

## 2. Market Analysis

Market research:

- Market size and growth: The high-end bar and cocktail tools market has shown an annual growth of 7% globally.
- Market trends: Growing interest in mixology and craft cocktails, increased demand for specialized training.
- Market segmentation: Sector professionals, cocktail enthusiasts, and companies in the hospitality sector.

Competitor analysis:

- Main competitors: Local bar tool stores, online platforms, cocktail schools.
- Competitive advantages and disadvantages: Advantage in the quality of the products, disadvantage in the lack of visibility in training currently.
- Competitors' strategies: Focus on competitive prices and online courses.

Client profile:

- Demographics: Professionals from 25 to 45 years old, enthusiasts from 20 to 35 years old.
- Purchasing behavior: Valuation of quality and exclusivity, willingness to invest in training and high-end tools.
- Needs and desires: High quality products, in-depth knowledge on use and maintenance, professional training.

### 3. Expansion Strategy

Expansion method:

- Creation of a multifunctional classroom within the existing store:
- Types of courses offered:
  - Advanced cocktail making for professionals.
  - Familiarization with bar tools.
  - Initiation courses for non-specialized personnel.
  - Improvement and specialization courses.

Location analysis (if applicable):

- Location selection criteria:
  - Ease of access for clients.
  - Adequate and adaptable space.
- Feasibility analysis:
  - Study of costs and benefits.
  - Expected impact on sales.

Marketing and sales:

- Marketing strategy:
  - Campaigns on social networks and Google Ads .
  - Collaborations with influencers and recognized bartenders .
- Sales plan:
  - Combined promotions of products and courses.
  - Discounts for regular and professional clients.
- Distribution channels:
  - Direct sales in store.
  - Online platform for registration to courses and sale of material.

## 4. Operational Plan

Organizational structure:

- Organization chart:
- Store manager.
- Training manager.
- Sales and customer service staff.
- Roles and responsibilities:
  - Manager: General supervision and strategy.
  - Training manager: Development and management of courses.
  - Sales staff: Customer service and sales.

Operations process:

- Production or supply of services:
- Inventory management of bar products.
- Classroom preparation for courses.
- Logistics and supply chain:
  - Relationship with cocktail material suppliers.
  - Coordination for the acquisition of supplies for the courses.
- Quality management:
  - Quality standards for products and training.
  - Feedback and continuous improvements.

Human resources:

- Recruitment and selection:
  - Hiring experienced bartenders as instructors.
- Training and development:
  - Continuous training for staff on new products and techniques.
- Retention policies:
  - Incentives and benefits for outstanding employees.



## 5. Financial Plan

Financial projections:

- Projected income and expenses:
- Income from product sales: XXX,XXX €.
- Income from courses: XX,XXX €.
- Operating expenses: € XX.XXX .
- Projected cash flow:
- Monthly and annual cash flow analysis.
- Breakeven point analysis:
- Determine the sales volume necessary to cover costs.

Financing:

- Financing needs:
- XX.XXX € for remodeling and equipping the classroom.
- Sources of financing:
- Bank loans.
- Private investors.

Risk analysis:

- Risk identification:
- Low initial demand for courses.
- Logistical problems with suppliers.
- Mitigation strategies:
- Aggressive marketing campaigns.
- Diversification of suppliers.
- Contingency plan:
- Alternative plans in case of low demand.

## 6. SWOT Analysis

### Strengths:

- Wide range of high quality products.
- Consolidated reputation in the market.

### Opportunities:

- Growing interest in professional cocktails.
- Possibility of attracting new customer segments.

### Weaknesses:

- Dependence on a single geographic market.
- Lack of experience in course management.

### Threats:

- Growing competition in the training market.
- Changes in consumer trends.



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## 7. Implementation Plan

Implementation schedule:

- Stage 1: Planning and design (3 months)
- Hiring an interior designer for the classroom.
- Stage 2: Remodeling and equipment (6 months)
- Acquisition of necessary equipment and tools.
- Stage 3: Launch and promotion (3 months)
- Launch of marketing campaigns.

Implementation budget:

- Remodeling costs: XX,XXX €.
- Costs of equipment and materials: XX,XXX €.
- Marketing costs: XX,XXX €.



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## 8. Appendices

Additional documents:

- Curriculum of the founders and management team.
- Detailed market studies.
- Important contracts and agreements.

Annexes:

- Plans of the new classroom design.
- List of courses and syllabi.



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*To develop a detailed and extensive business plan, we are going to follow the proposed scheme and adapt it to the expansion of the physical store towards the creation of a classroom to teach cocktail courses. A more detailed document is provided below to expand each section to reach the level of detail required.*



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# Business Plan for the Expansion of the Bar Material and Tools Store

## 1. Executive Summary

Business Description:

- Business name: [Business name]
- Current location: [Main Street, 123, City, Country]
- History and Evolution: [Business Name] was founded in [Year Founded] and has grown to become the leading supplier of high-end bar tools and materials in the city. We offer exclusive, high-quality products for cocktail professionals and bar enthusiasts.
- Current products and services: Cocktail tools, glassware, bar supplies, bar design consulting.

Expansion goal:

- Reasons to expand: Diversify the business offering, attract new customers and increase the flow of income by creating a classroom for cocktail courses and training in bar tools.
- Short-term goals: Open the classroom and launch the first courses within the next six months.
- Long-term goals: Become a reference center for cocktail training in the region.
- Expansion strategy: Renovate part of the store space to create a multifunctional classroom, develop an attractive course program and promote the new services through digital marketing and collaborations with local bars and restaurants.

## 2. Market Analysis

Market research:

- Market size and growth: The cocktail training market has grown 15% annually over the last five years, driven by growing demand for unique and personalized experiences.
- Market trends: Increased interest in mixology, search for professional training and continuing education, preference for premium products and services.
- Market segmentation: Professionals in the hospitality sector, cocktail enthusiasts, people looking for new experiences, bar and restaurant employees in training.

Competitor analysis:

- Main competitors: Other bar tool stores, local cocktail schools, online courses.
- Competitive advantages: Offering high-end products, central location, experience and deep knowledge of the market.
- Competitors' strategies: Standardized training programs, competitive prices, digital marketing.

Client profile:

- Demographics: Adults ages 25 to 45, both men and women, with medium to high incomes.
- Purchasing behavior: Valuation of quality and exclusivity, willingness to pay more for premium products and services.
- Needs and desires: High-quality training, access to professional tools, improvement of skills.

### 3. Expansion Strategy

Expansion method:

- Opening of a classroom within the existing space: Renovation of a part of the premises to create a multifunctional classroom equipped with the necessary tools.
- Development of training programs: Basic and advanced cocktail courses, familiarization with bar tools, improvement courses for professionals and initiation courses for non-specialists.
- Strategic collaborations: Partnerships with local bars and restaurants to offer training to their staff, collaboration with premium beverage brands.

Location analysis:

- Location selection criteria: Use of existing space, accessibility, visibility.
- Feasibility analysis: Renovation costs, potential demand, return on investment.
- Associated costs: Renovation of space, classroom equipment, development of teaching materials.

Marketing and sales:

- Marketing strategy: Social media campaigns, cross promotions with store products, advertising in local media, launch events.
- Sales plan: Course packages, early registration discounts, group offers.
- Distribution channels: Sale of courses online and in the physical store, reservations by phone and email.

## 4. Operational Plan

Organizational structure:

- Organization chart: General manager, course coordinator, cocktail instructors, sales staff, support staff.
- Roles and responsibilities: Clear definition of the responsibilities of each team member, specific training for each role.

Operations process:

- Production or supply of services: Planning and organization of courses, acquisition of necessary materials and tools, coordination of schedules and groups.
- Logistics and supply chain: Inventory management, adequate storage of tools and materials, quality control.
- Quality management: Periodic course evaluations, participant feedback, continuous improvement.

Human resources:

- Recruitment and selection: Hiring instructors with experience in cocktails, staff with customer service skills.
- Training and development: Continuous training programs for staff, constant updating of knowledge and techniques.
- Retention policies: Incentives and benefits for staff, positive work environment, professional growth opportunities.

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## 5. Financial Plan

Financial projections:

- Projected income: XXX.XX € in the first year of operation of the classroom, with a growth of X% annually.
- Projected expenses: XXX.XX € in the first year, including renovation costs, salaries and materials.
- Projected cash flow: Positive cash flow expected from the second year.
- Breakeven point analysis: Identification of the sales volume necessary to cover fixed and variable costs.

Financing:

- Financing needs: XXX.XX € to cover the initial costs of renovation and equipment of the classroom.
- Sources of financing: Bank loan, capital from private investors, self-financing through store profits.

Risk analysis:

- Risk identification: Low demand for courses, increasing competition, operational problems.
- Mitigation strategies: Conducting detailed market studies, developing a solid marketing plan, implementing efficient management systems.
- Contingency plan: Financial reserves, strategic alliances, adjustments in course offerings.



## 6. SWOT Analysis

### Strengths:

- Established reputation in the market
- High-end and exclusive products
- Deep knowledge of the sector

### Opportunities:

- Growing interest in cocktail training
- Potential for strategic alliances
- Expansion of the target market

### Weaknesses:

- Dependence on the local market
- Significant initial investment
- Limited experience in training management

### Threats:

- Competition from online courses and other schools
- Changes in consumer trends
- Adverse economic factors

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## 7. Implementation Plan

Implementation schedule:

- Month 1-2: Classroom planning and design, obtaining permits and licenses.
- Month 3-4: Renovation of space, acquisition of materials and tools.
- Month 5-6: Hiring and training of personnel, development of teaching materials.
- Month 7: Launch of the classroom and first courses.

Implementation budget:

- Space renovation: XXX.XX €
- Classroom equipment: XXX.XX €
- Didactic material and promotion: XXX,XX €
- Hiring and training: XXX.XX €



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## 8. Appendices

Additional documents:

- Curriculum of the founders and management team: Detailed description of the experience and training of the team.
- Detailed market studies: Research reports and demand analysis.
- Important contracts and agreements: Agreements with suppliers, personnel contracts and legal documents.



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