Fifty Stars

***Business Plan***

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Fifty Stars Stores Inc.

1776 Liberty Road

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<https://fifty-stars.square.site/>

## Executive Summary

The purpose of Fifty Stripes is giving back to individuals who have given their all for our country. We seek to provide comfortable and steady employment for veterans and first responders transitioning into civilian life as well as donations to support the operations that first responders perform every day in order to save lives and keep us safe. We want these heroes to know that their sacrifices every day are not in vain, and we honor them through donations.

We specialize in providing our customers quality items such as clothes and American memorabilia for the cheapest possible prices. These items range from printed t-shirts, honorary mugs, vintage style printed décor, and patriotic designed sports equipment. We also have standard apparel, décor, and sporting goods in store as well. Not only do we want our customers to have the best possible products at a value price, but we also seek to provide them an outstanding customer experience every time, that truly enhances their visit that much more. We look to use input from our customers to expand our brand and inventory, as to us, they are like family. The new website allows for easier access to customer interaction. Though not yet implemented, we seek to eventually implement functions allow customers to share products across multiple social media platforms.

We hope to see a little bit of everyone in our store, any friendly face is a welcome one. Our customer niche largely lies in people 30 and above, namely former first responders, however our market expects to see a mixture of all ages due to having appeal to people interested in American history, military history, humanitarian services, and memorabilia. It is expected for many of our customers to become regulars at our store both online and in person.

The market that we will enter is the apparel and home goods market, though it is competitive with a lot of name brands such as Versace, and household names such as Wal-Mart, we trust our quality original products and superior customer service to allow a smooth entry into the market, as well as sustained business. The difference in our business is our strength, as it helps our products stand out from the crowd. Although we do supply basic apparel and home goods, we also have original designs on multiple platforms. More than that, we hope to deliver a positive experience that uplifts the spirits of our customers.

In our digitization of our market, we want to expand the reach of our store through our customers, and them sharing their reviews. The site will make profit through the sales of products that we have in our inventory in store, however, the goods will be delivered straight to the buyer, increasing the convenience for people all around the country. We enable our customers to use Google Pay or their card for online purchases. Though most of our advertising plan will be the management of social media platforms to get in touch with our customers and extend our reach, we also are considering traditional forms of advertising such as signs near public transportation and newspapers. Of course, as with our earnings in the store, 80% of our earnings is donated towards supporting first responders and humanitarian aid, and the rest towards paying our great staff and the necessary operations to keep the business running. We are connected with the VFW, American Legion, and Semper Fi Fund to help veterans, and the local Police Foundation, Firefighters and EMS Foundation, and the American Red Cross to ensure our donations go through.