Sunrise Sports

Maintenance and Expansion Plan

Group 1 Consulting

Meet the Team

Nicole Andermanis

President

Olivia O'Neill

Project Manager

Elena Tiderencel

Systems Analyst (BA)

Aliya Huseni
Systems Designer

Chelsea Anilonis
Technical

Sunrise Sports

Sunrise Sports Background

- Mom and pop sporting goods store
- Owner is Bill Customer
- Run out of Bill's barn
- Main customer base is Bill's friends and family
- Only other employee is Bill's daughter
- The storefront will continue to be Bill's barn, to ensure financial project costs stay low

Sunrise Sports

Sunrise Sports' Current Issue

- Bill's daughter is going off to college in the fall
  - She manages his sales and inventory
- Sunrise Sports needs a new inventory management system
  - Should be easy to use in order to grow in the ways Bill would like it to

Sunrise Sports

Sunrise Sports' Goals/Objectives

1. Obtain an effective and easy to use inventory management system

2. Renovate the barn to create a storefront

3. Develop a marketing plan to reach new customers and inform current customers of the new changes

4. Transition business to ecommerce

Scope Statement

Implement a customer ordering system to keep track of sales and inventory. Provide proper training and hire a staff member to oversee the system. Develop a marketing plan to ensure appropriate growth. Transform the current warehouse into a storefront location. Develop a plan to launch e-commerce website in the next 2-3 years and overall help the business grow.

Sunrise Sports

Project Constraints

- Time
  - inventory management platform must be implemented before Bill's daughter goes to college
- Money
  - Bill does not want to spend more than he would make in one year
- Resources
  - Sunrise Sports does not have any employees currently to assist with the storefront renovation
- Hardware
  - It may take awhile to arrive or be installed

Sunrise Sports

Project Risks

- Inventory management system might take longer for the hired employee to learn
  - This could possible slow down business slightly for the first couple of weeks
- Storefront renovation could be delayed due to construction mishaps

Sunrise Sports

Other Project Specifications

- Inventory management system must be implemented by the fall of 2020
- Project must not cost more than Sunrise Sports' sales revenue
- Inventory management system must be easy to use
  - Must train new employee on ins and outs of the system

Sunrise Sports

Proposed Solution (Summary/Overview)

- In the next year, our group will have a system in place for accounting and inventory management to maintain the company. Bill will handle sales, receipts and maintenance while a hired employee will handle the accounting.
- In the next two years, we plan to expand the customer base through internet sales and social media using a marketing strategies.
- In the next 5 years, we plan to have a steady 10-20% growth for each year. We plan to have the company doubled in size after 5 years.

Sunrise Sports

Inventory Tracking Platform

- To manage sales and track inventory we will use a point of sales system called Square
- Used to process and track purchases made in store
  - Item searched or scanned
- Allows employees to set up accounts for customers
  - Eventually can provide loyalty discounts etc.
- provides business insights
  - Projected profit, potential revenue etc.
- All managed via physical point for sales system or online profile

■ Square

Sunrise Sports

New Storefront

into a storefront, we would like to

nventory
ace/ office

Sunrise Sports
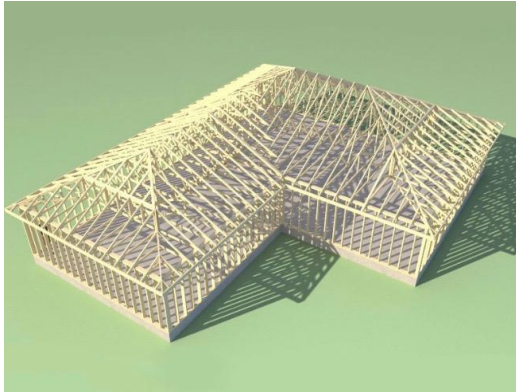
Marketing Plan

- Marketing campaign for opening day
- Strategically targeted Facebook and Instagram advertisements
- Street-facing sign to raise awareness
- Brand logo on fence at town's Minor League Baseball stadium
- Sponsor local travel basketball tournament

Sunrise Sports

Marketing Plan- Marketing Campaign for Opening Day

- Run a promotion on Instagram account to gain followers and peak interest in the opening of the new storefront
  - "Enter to win: Tag three friends in this post to be entered to win a $250 giftcard to Sunrise Sports! To be eligible to win you must be following our Instagram page, your three friends must be following our Instagram page, and you must like this post. There will be 4 winners selected and the gift card is eligible for use on Sunrise Sports' opening day!"
- Heavy targeted advertising on Facebook and Instagram
- Decorate the store with yellow and orange decorations
- Offer food and beverages to enhance the opening day shopping experience

Sunrise Sports

Marketing Plan- Opening Day Ad for Instagram

CELEBRATE THE OPENING OF OUR NEW STOREFRONT ON NOVEMBER 1ST! •• ENTER TO WIN A $250 •• GIFT CARD

- Caption will contain details of the contest

- Post will be targeted to Sunrise Sports' target market

- Instagram is a great platform for contests like this
  - Will reach a younger audience

Sunrise Sports

Marketing Plan- Opening Day Facebook Ad

Sunrise Sports

New Storefront Opening Day- November 1st!

Join us for food, beverages, and in-store promotions while we celebrate the grand opening!

- Post will be targeted to Sunrise Sports' target market

- Most towns have Facebook groups- will share post in the town's group

- People on Facebook love to support to local businesses

Marketing Plan- Generic Instagram and Facebook Ads

Marketing Plan- Street Facing Sign

Marketing Plan- Minor League Logo and BBall Tournament

- The average attendance for Minor League Baseball games is about 4,000 people per game
  - Most people who attend sporting events are interested in sports and play a sport themselves

- Travel basketball tournaments bring in a wide range of people
  - Will donate half of proceeds from the tournament to a charitable donation
  - Young basketball players who are playing in the tournament
  - Parents and grandparents of the players who are watching the tournament

Sunrise Sports

Marketing Plan-Budget for Year 1

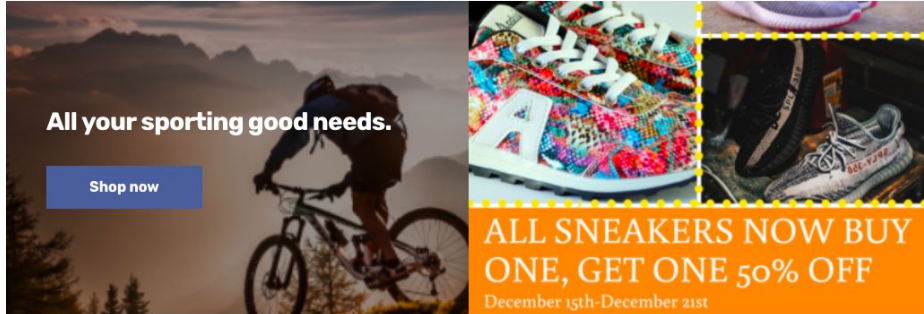| Marketing Tactic	Cost
Facebook Advertisements	$2,000
Instagram Advertisements	$1,000
Street-facing Sign	$1,500
Opening Day Promotion	$1,500
Minor League Baseball Stadium Ad	$1,250
Sponsorship of Travel BBall Tournament	$750
TOTAL	**$8,000**

Sunrise Sports

Internet Expansion: E-Commerce

- Using the website Square we will create an ecommerce page for Bill's store
- This website will promote Bill's top products, display various promotions, and be an easy way for Bill to expand his company
- The website will several features that include:
  - Contact section
  - Comment section
  - Website will sync with the in-store inventory tracking system we have put in place
    - This will track both in-store and online inventory
    - Track in-store and online sales
    - Track online page visits

Square

Sunrise Sports

Ecommerce Website

Flowchart

Sunrise Sports
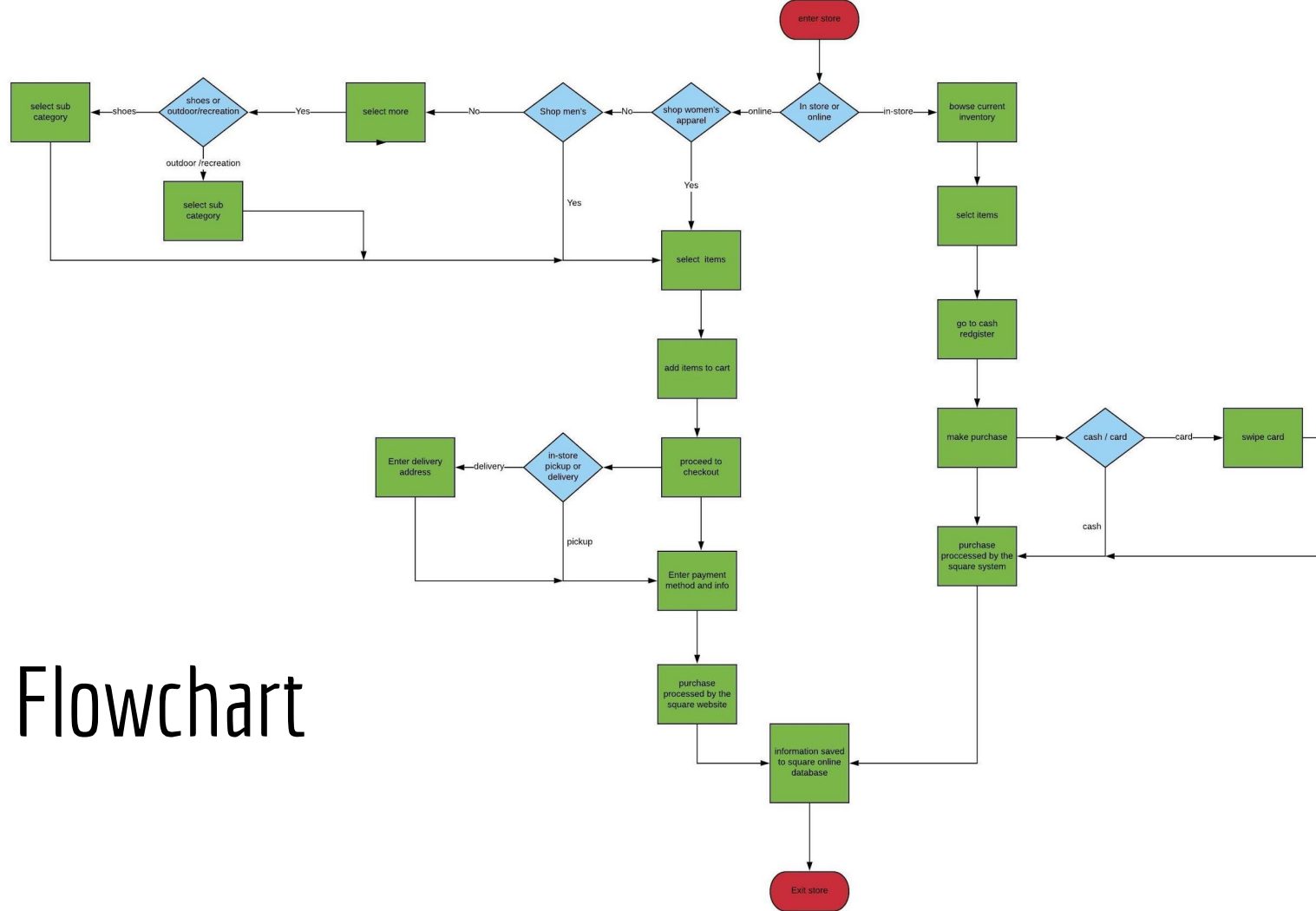
Budget/Cost

Type of Cost	Cost of Year 1	Total
Non-recurring	**$19,290.00**	**$19,290.00**
Recurring	**$9,900.00**	**$51,600.00**
Total	**$29,190.00**	**$70,890.00**

Upfront Expense	**$10,000.00**

Sunrise Sports

Non-recurring Expenses

Item	Cost
New System Development	$4,400.00
IT Costs (Computers, Telecom Services, Web Services, etc)	$6,500.00
Building Improvement	$8,000.00
Employee Training (30 hours)	$390.00
Total	**$19,290.00**

Sunrise Sports

Recurring Expenses

Costs	1st Year	2nd Year	3rd Year	4th Year	5th Year	**Total**
System Maintenance	$1,400.00	$1,400.00	$1,400.00	$1,400.00	$1,400.00	**$7,000.00**
Marketing	$8,000.00	$8,000.00	$8,000.00	$8,000.00	$8,000.00	**$40,000.00**
Operating Expenses	$500.00	$500.00	$1,200.00	$1,200.00	$1,200.00	**$4,600.00**
Total	**$9,900.00**	**$9,900.00**	**$10,600.00**	**$10,600.00**	**$10,600.00**	**$51,600.00**

Sunrise Sports

Intangible Costs

- Lost production when implementing new system
- Decision making when information is not available
- Working around problems

Sunrise Sports

Intangible Benefits

- Improved organizational management/decision making
- Better use of resources
- Employee morale/skillset
- Customer satisfaction
  - Customer service and experience

Sunrise Sports

Tangible Costs

- Inventory/Equipment
  - Hardware
  - Software
  - New system
  - Building
- Employee Training
- Employee Salaries

Sunrise Sports

Tangible Benefits

- Increase in productivity
- Increase in revenue
- Improvement in hardware and software
- Overall efficient business processes

Sunrise Sports

Feasibility Study

- After studying the economic, technical, operational and scheduling aspects of Bill's business we think this project is very feasible. We will be able to complete his goals within the budget and time allotted.
- Economic
  - Bill has one year's worth of income to spend on his business. Our team is able to purchase a new computer and system while hiring an employee to run it all under his budget.
- Technical
  - Our team has the previous knowledge of the technology system that we are implementing for Bill. We are trained on the inventory tracking system and will train Bill and the new employee on the system

Sunrise Sports

Feasibility Study

- Operational
  - With the help of our team, we will train Bill on how to take his business to the next step. We will help him learn his new system and keep his sales on track. He will be able to run the sales side while his new employee will help with the tracking system. After our work is completed with Bill, he will understand how to run his business while expanding.
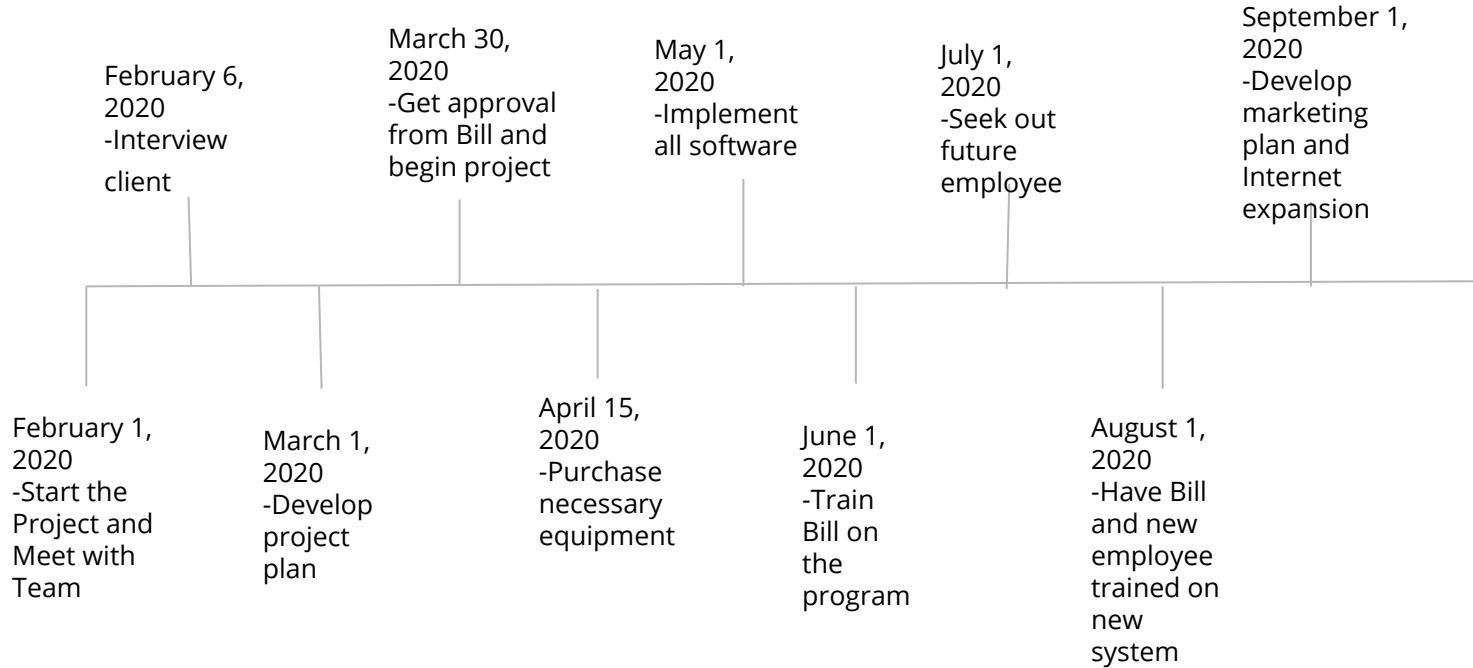- Scheduling
  - We have created a timeline that will help us keep Bill and his goals on track. We will ensure that each goal is met on the desired date. With our help, we will continue to keep Bill on track.

Sunrise Sports

Estimated Earnings

- Within the first year we plan to spend $30,000 out of the $50,000 project revenue. For our first year, this leaves Bill with $20,000 in net income.
- For the second year, we do not have to spend money on non-recurring expenses and expect to see around $40,000 in net income.

Sunrise Sports

Timeline

February 6, 2020
-Interview client

March 30, 2020
-Get approval from Bill and begin project

May 1, 2020
-Implement all software

July 1, 2020
-Seek out future employee

September 1, 2020
-Develop marketing plan and Internet expansion

February 1, 2020
-Start the Project and Meet with Team

March 1, 2020
-Develop project plan

April 15, 2020
-Purchase necessary equipment

June 1, 2020
-Train Bill on the program

August 1, 2020
-Have Bill and new employee trained on new system

Sunrise Sports

Testing Plan

- While the new storefront is being renovated, we plan to run 20 trial transactions to ensure the new inventory management system works properly
  - These tests will be completed by our group along with the new employee as part of their training
- The ecommerce site will be tested before launch by performing 10 test transactions and multiple hours of regression testing to ensure it doesn't break

Sunrise Sports

Training Plan

- New employee will be trained on the inventory management platform through a series of visuals, videos, and interactive programs
- New employee will also be trained on the ecommerce backend
- Bill Customer will be given a brief overview of both platforms to ensure to he has a good grasp on both
- Informative manuals will be provided that detail the use of both platforms to ensure Sunrise Sports has resources to resort to when questions arise
    - Both platforms also have customer service numbers for more advanced questions

Sunrise Sports

Maintenance

- New employee will maintain the inventory management platform and the ecommerce website with the oversight of Bill Customer
- For basic questions on how to use the new platforms, the manual can be consulted
- Customer service can be called for advanced questions on the platforms
- Bill Customer will maintain the storefront and inventory

Sunrise Sports

Summary

- With our help we will be able to implement a new inventory tracking system, train Bill and a new employee and prepare the business for the next year. We have planned to complete this goal within the first year of working with Bill. We will continue to grow the company over the next 2 years and 5 years, meeting different goals during each year. Together, we will expand Bill's business and meet his goals over the next company years.

Sunrise Sports

Thank you! We will now take any questions.

Sunrise Sports