

3. Imagine creating your own store and selling products. Determine what products to sell. Write a mission statement (1 mark) and executive summary paragraph (2 marks) describing your idea.

Business: RiffRaffCat Cowboy Boots Shop

Mission Statement:

The RiffRaffCat Cowboy Boots Shop helps individuals and working cowboys to find the most comfortable cowboy boots with the highest quality that money can buy and at an affordable price.

Executive Summary:

As a leading retailer in the cowboy boots industry, RiffRaffCat Cowboy Boots Shop thrives by building its strength in maintaining good wholesale-relationship with suppliers and providing excellent customer services. RiffRaffCat acquires quality cowboy boots from renowned wholesale brands such as Rios of Mercedes, Olathe, Hondo, and BlackJack to provide the best boots on the market for our clients. Our retailer strategy is to provide both physical store and online e-shopping experiences for both local and international customers. In addition to cowboy boots, we also carry other accessories products and western clothing products to boost related product sales. We provide easy return, refund and exchange policies and also cowboy boots fitting/sizing guidance to help our customers to find the best boots for themselves. The business aims to improve the sales, gross margin and profits in 2024, and achieve a profit of \$400,000.