

Storefront Opportunity Grant Business Plan

The Storefront Opportunity Grant helps businesses negotiate new lease agreements for commercial storefronts in San Francisco. The goal of this program is to fill commercial storefront vacancies in San Francisco and help businesses secure sustainable lease agreements.

Your answers should be **at least 100 words** unless the question asks for a list. You will be **DISQUALIFIED** if your answers are too short, lack detail, or if you leave questions blank.

**Client/Business Information**

Business Name:

Business owner name:

Business phone:

Business email:

Business address:

1. **About the business**
	1. Please provide a brief summary of your business. What made you decide to start this business? (minimum 100 words)
	2. What is your experience in this industry. Describe any formal training, mentorship, or education you received. (minimum 100 words)
	3. Describe your customer base. How do you plan to grow c. your customer base? (minimum 100 words)
	4. Describe your products and/or services. (minimum 100 words)
2. **Growth plan**
	1. If you receive the funding, what are the key dates and milestones for your business in the next year? Please build out your timeline. (minimum 100 words)
	2. Where do you see your business in the next three years? (minimum 100 words)
	3. What type of licenses or permits are required for your business? Explain where you are in the process of getting them. (100 words minimum)
3. **Storefront**
	1. Describe the renovations needed to get your new storefront ready for opening. (100 words minimum)
	2. What is the total anticipated cost to open your new storefront? What resources will you leverage to make the expansion successful and sustainable? (100 words minimum)
4. **Existing or Anticipated Challenges**
	1. What challenges do you anticipate may arise once you move into your new commercial storefront? Please list at least three challenges and explain how you plan to overcome them. What resources/strategies will you leverage?
		1. Challenge: (minimum 100 words)
		2. Challenge: (minimum 100 words)
		3. Challenge: (minimum 100 words)
5. **Competition**
	1. Who are your biggest competitors and why? How is your product or service different from what your competitors offer? (minimum 100 words)
6. **Operations**
	1. Who is/are the owner(s) and employees? Please describe their responsibilities and job duties. (minimum 100 words)

What hours/days of the week will your business be open? Do you have plans to change or expand these hours/days after opening a new commercial storefront? (100 words minimum)

1. **Marketing Strategy**
	1. Describe your advertising and marketing ideas. How will you promote your new storefront? Include examples of marketing strategies you plan to use such as mailing lists, print advertisements, social media, events, etc. (minimum 100 words)
2. **How do you plan to use your grant award?** Please fill out the table below detailing how you plan to use your grant award. Use dollar amounts (ex: $1,200)

|  |  |  |
| --- | --- | --- |
| **Business Expense** | **How much of your anticipated grant award will you spend on this business expense?** | **Please describe your anticipated expense in more detail (a list or sentence is fine)** |
| Accounting |  |  |
| Employee Wages |  |  |
| Equipment/supplies |  |  |
| Insurance |  |  |
| Licenses/permits |  |  |
| Marketing/advertising |  |  |
| Merchandise/inventory |  |  |
| Rent for storefront |  |  |
| Tenant improvements (ex: repairs, construction, move-in costs) |  |  |
| Utilities |  |  |
| Other |  |  |
| Other |  |  |
| **Total** |  |  |

1. **Financial Projections.** What are your financial projections for 2023? Please fill out the table below using dollar amounts (example: $1,200).

Things to think about when filling out the table:

* Your goals for the year
* Seasonal factors (retail sales often increase during the holidays)
* Funding (If you receive a loan or grant, how will that affect your projections?)
* Fixed costs (rent, wages, insurance) versus variable costs (marketing, supplies, bills)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **2023** | **Month 1** | **Month 1** | **Month 3** | **Month 4** | **Month 5** | **Month 6** | **Month 7** | **Month 8** | **Month 9** | **Month 10** | **Month 11** | **Month 12** | **Total** |
| **SALES** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Gross sales** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Cost of goods** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Gross Profit** (Gross Sales – Cost of Goods) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **EXPENSES** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Accounting |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Employee salaries/wages |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Equipment/supplies |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Insurance |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Licenses/permits |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Marketing/advertising |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Merchandise/inventory |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Owner’s draw (how much the owner(s) earns each month) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Rent for storefront |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Tenant improvements (ex: repairs, construction, move-in costs) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Utilities |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Total Expenses** |  |  |  |  |  |  |  |  |  |  |  |  |  |
| **Net Income** (Gross Profit – Total Expenses) |  |  |  |  |  |  |  |  |  |  |  |  |  |