

# The Retail Store



*Where convenience, quality, and community are our purpose.*

**Mission Statement** (who we are): The Retail Store offers our customers convenience, quality, and great prices. By doing so, we strive to make each and every community a better place to live.

**Vision Statement** (who we strive to be): The Retail Store strives to be the leading retailer as measured by fiscal results and community improvement advocacy within every small community.

## **Fast Facts:**

- \$3.2 million in sales the last fiscal year
- Three stores in one state (three different small towns)
- Store size = 2,500 square feet
- About 2,500 core products from America's most-trusted manufacturers
- Three distribution centers
- 30 employees

## **“Must” Objectives:**

- Achieve annual sales of at least \$5 million.
- Participate in the improvement of at least 10 low income communities throughout the state.
- Expand core product offerings by 10% within a 2-year time frame.

## **“Want” Objectives:**

- Expand size of stores by 10%.
- Open at least one store in a neighboring state within a 5-year time frame.