RILEY'S TASTE OF SUNSHINE

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Overview

I have been a trauma nurse for the last 17 years. I usually help people during some of the worst moments of their lives. Right now in my life I believe it's time for a change. I am wanting to help my Uncle build his Fruit and vegetable barn into a family fun place to visit, shop for a quick gift and find unique healthy treats. I am ready to make a beautiful, fun and exciting place for people to come and forget about any troubles! My town is full of amazing souls who I look forward to making smile every time they enter my store. I want to build a place that when people walk in they can't help but find joy. I have a clear understanding of what a customer would want and how they would want to be treated. I feel like I have a great strategy on how to attract and keep my customers. I am a dependable, honest and hard working person. I am excited to put hard work into this journey to make it the most successful thing I've ever done! I hope to be so successful I in turn can give back to someone who is in my position right now.

Goals

1. Offering products to the community that will benefit all involved.
2. Remain a profitable business while contributing to my community.
3. I believe this would serve the neighborhood and community in a very positive way.
4. This area is growing and along with the ball fields that are adjacent to the barn, this small store will positively benefit all involved.

Ideas for items to be sold

1-Seasonal fresh fruits and vegetables

2-Freeze dried Fruit

3-Fresh Honey

4-Jam

5-Quick healthy grab and go snacks

6-Drinks-apple cider slushies, Fresh lemonade with fruit purees, sodas and Gatorades.

7-Seasonal farm fresh items such as Pumpkins, Christmas trees and wreaths, and flower pots

8-Small amount of clothing, ready made gifts, and jewelry

Hours of Operation

0900-2100 summer hours

0900-1800 winter hours

IT Requirements

I would like to use a program that keeps track of all the inventory to stay organized. This will also help me know what is keeping my customers coming back. How often do the customers buy and when. I will also need a card reader and monitor to assist in the sales.

Action Plan

-Build a good business plan

-Design a logo that is constant, using it on all social media and any mailings, signage and other marketing materials.

-Build a website where people can obtain information on the store. I will also use this as a way to showcase my products and how they differ from my competition.

-Build a good social media platform-highlighting the uniqueness of the store's merchandise.

-Build relationships with people that are trendsetters.

-Always be looking for the best products and pricing.

-Taking in consideration suggestions from the surrounding community.

Identify regulatory requirements

Business license and permits

Health and safety, the environment, building safety

Taxes and reporting

The People/Team

I will make sure my sales staff is knowledgeable about the products in the store and understand how each piece of fruit and vegetable or other products are unique. My sales people will be highly friendly making each customer leave happier than they were before they came in- even if they have not purchased anything.

Advice and Support

I have a very supportive family that will be by my side helping in every step of opening this family friendly, neighborhood store. I also have several friends that own business that I will reach out to for help and ideas.

Building Set Up

Building has one main entrance on North West side of building along with big sliding doors on West side and a garage door on the back East side. During the warm season I plan on keeping sliding and garage doors open during business hours.

No food will be cooked or baked inside the store. Foods will all be to-go.

Building has one bathroom, plumbing with a 3 compartment sink, hand sink, utility sink, and plumbing with backflow prevention.

Bathroom will be ADA approved along with the required parking stall.

All surfaces will be washable.