



Grind N' Ride

Business Plan



Purpose

The Purpose of this document is to outline the fundamentals of a local bicycle shop and café. You will find everything ranging from financial statements all the way to product management within this document.



- Table of Contents -

Executive Statement.....	4
Objectives.....	5
Mission Statement.....	6
Keys to Success.....	7
Company Summary.....	8
Products.....	9
Market Analysis.....	11
Strategy & Implementation.....	13
Marketing Plan.....	14
Management Team.....	16
Financial Plan.....	18
Income Statement.....	19
Balance Sheet.....	20
Cash Flow Statement.....	21
Appendix.....	22