



NAVAJO  
NATION  
SHOPPING  
CENTERS  
INCORPORATED

*Providing Prime & Unique Business Opportunities  
to the Navajo Nation for Over 25 Years*

## BUSINESS PLAN

The business plan essentially describes the proposed business operation and activity. The business plan is prepared to coordinate the planning of the business' activities, provide a basis for measuring actual performance against expected performance and serve as a vehicle for communicating to others the business' objectives. The business plan is required to be developed for any proposed business activity. A business plan should follow the basic outline as structured below.

CROWNPOINT

### I. Cover Letter

PINEHILL

Purpose: Serves as letter of interest and a transmittal letter of the business plan for the proposed activity.

NAVAJO PINE

### II. Summary

Purpose: Presents the highlights of the completed business plan including the overall goals and strategies the operation or enterprise plans to utilize.

WINDOW ROCK

### III. Business Description

Purpose: Identifies the proposed business activity, product and location.

ST. MICHAELS

Contents Include:

1. Name and nature of the business.
2. Location and description.
3. Merchandise and product.

PINON

### IV. Market Analysis and Sales Plan

DILKON

Purpose: Establishes an estimate of the expected level of revenues which the enterprise can generate, and sets forth a plan of strategy for achieving the projected revenues.

TUBA CITY

Contents Include:

1. Description of the product or service to be provided.
2. Identification of the typical purchaser of the product.
3. Estimate of the average quantity and dollar amount of the product purchased by the typical consumer.
4. Geographic area to be served by the enterprise.
5. Estimate of the total number of potential consumers residing within the geographic market area.

KAYENTA

SHIPROCK



NAVAJO  
NATION  
SHOPPING  
CENTERS  
INCORPORATED

*Providing Prime & Unique Business Opportunities  
to the Navajo Nation for Over 25 Years*

6. Estimate of the total dollar size of the market (# of Potential Customers x Average Expenditure per Customer = Total Market Size).
7. Assessment of the competition.
8. Estimated level of the sales and market share of the enterprise.
9. Business Plan
  - Method of Selling
  - Pricing Policy
  - Advertising and Promotional Program
  - Seasonal Factors

CROWNPOINT

## V. Technical and Operational Plan

PINEHILL

Purpose: Identifies the key technical and operational problems, and sets forth a plan for solving the operational problems.

### Contents Include:

NAVAJO PINE

1. Facility, acreage and equipment required, and whether these are to be purchased, leased, constructed new, etc.

2. Personnel required to operate the enterprise, including both the management and labor. Identifies any specialized skills which may be required.

WINDOW ROCK

3. Management and Structure. If the proposed business activity will be a sole proprietorship, partnership, corporation or franchise operation. An organizational chart and resumes of key personnel should be provided.

ST. MICHAELS

4. Production process (for a manufacturing operation).

5. Merchandising plan (for a retail establishment).

6. Source and method of supply (raw materials for manufacturing/inventory for retail).

PINON

7. Transportation

8. Unusual technical problems (high utility or water usage, waste product disposal, etc.).

DILKON

## VI. Financial Plan

TUBA CITY

Purpose: Places a cost estimate on every element in the technical and operational plan, to compare revenues and expenses; identifies total capital requirements and sources of financing.

### Contents Include:

KAYENTA

1. Statement of financial requirements and sources.

2. Pro-forma statement of revenue and expenses.

3. Projected cash flow for three years.

4. Submit certified financial statements for the past three years.

SHIPROCK

5. Breakeven analysis.