Business Plan

I have chosen to create a sporting goods retail store to be located in Kearney city, NE (home to University of Nebraska at Kearney) so that we can serve central and western Nebraska State. This store will be similar in scope to Scheels All Sports Store which located in Omaha, NE (180 miles from Kearney). Our products will include sporting equipment, apparel, hunting and fishing equipment, and vitamins and proteins. This is a viable business because there is not a major sporting goods store in central or western Nebraska. Our major competition in Kearney will include sport stores such as Cabelas, Sports Village, and Sporting Edge. However, these stores do not include all sports gear. We will offer everything under one roof.

**Content:**

1. **An assessment of market demand, including an analysis of the target market and market potential for the product/service. Supporting primary and/or secondary data is expected.**
2. **A complete marketing strategy for reaching the target market.**

Information about Kearney city where the store will be located:

<http://www.cityofkearney.org/>