Preparation for New Store Openings

The new store opens next week. We have a lot of work to do in these final days leading up to the grand opening. The new employees and transfers from other locations have completed their training and are excited to be part of our newest location.

We also have another store opening next month, so we have to get ready for that as well. We will use this first grand opening to see what we did right and what we can improve on.

1. **Licensing.**

All licenses have been obtained for the first new store. Verify that all of the required permits, licenses, and inspections have been completed by the beginning of next month for the second new store.

1. **Merchandise**.

The stock for the new store has been delivered. We need to get it all on the shelves and ready to be purchased. The shelving and wall displays are up and some merchandise has already been placed. We need to finish getting it out and ready for the customers.

1. **Review the budget for the grand opening**.

We created a budget that will allow us to have a successful grand opening that is separate from our monthly advertising budget. It should be ample for doing all of the things we have scheduled, but be sure to check that we are not going over budget on any areas we planned.

1. **Verify that permits have been secured for grand opening banners.**

Greene City government requires a permit for the banners and flags we will be displaying during the grand opening. The paperwork has been submitted and the first permit was received for the opening next week. Verify that the second permit is received by next week. If it hasn’t been received, follow up with the city hall.

1. **Create customer loyalty program**.

Customers from the other locations will receive flyers with discount coupons on them. Be sure to thank the customers for shopping at our new location. Remind customers that their grand opening packet includes an application for our Frequent Buyer Program if they are not already a member.

This is an example of the Frequent Buyer Program card:

HouSalvage Recycling Centers

*Your source for recycled construction materials since 1995*

This card is property of HouSalvage Recycling Centers. Its privileges may be restricted at any time. Present this card at time of purchase to receive valuable discounts.   
Member ID# 01234567890

1. **Design.**

We have the design of the new store set. We will be reviewing it to make sure that the lighting, cooling, main walkways, and lines of sight are be optimized for our needs. We need to evaluate this as quickly and efficiently as possible so that we can make any needed changes to this store and set up the second store in the same manner.

1. **Business-to-business opening**.

Coupons are being sent to local businesses to create business accounts. Those business owners are invited to come in the night before the grand opening to preview the store.

1. **All hands on deck**.

To verify that sales staff has complete knowledge about location of products, store hours, and store layout, they will work the store in the days leading up to the opening as if the store was open. Other staff members, family members, and co-op students will act as customers. The “cash” they hand over for purchases will be play money, but it should be treated in the same way as real money.

1. **All registers open**.

We need all registers open because we anticipate everyone who attends to come and buy. Some of the other stores will need to lend us some staff and we should contact some of our retired employees to see if they want to come in to work for the day. The jazz band should set up near the checkout area to entertain the customers waiting in line. Make sure they don’t play too loud!

1. **Contact local newspapers and talk to the editor to inform them about the new business coming to the community**.

Highlight the benefits that our company brings to the community by hiring more people and increasing the tax base. Both of the new stores are in renovated buildings that have been sitting vacant for several years since the local manufacturing facilities closed. Try to get a feature article as well as placing advertisements for additional sales staff and managers and a full page grand opening advertisement.

1. **Contact adjacent businesses**.

We should work with local businesses to create flyer swaps. The take-out restaurants, the lumber yard, and the fencing store should be contacted to see if they will hand out flyers about our grand opening. We will offer to hand out flyers for their businesses as part of the grand opening packets each customer receives.

1. **Verify that local government officials and the mayor will participate in the ribbon cutting ceremony**.

The city councilmen, the senator, congresswoman, and the mayor have all agreed to put us on their schedule. Knowing how busy they can get, check with them to verify that they are still planning on attending.

1. **Vocational students to provide demonstrations**.

Provide them with a location to set up and demonstrate their skills. Show the community that our business has a direct interest in youth education.

1. **High school musicians will perform**.

The jazz band recently received several awards and has offered to play. The traveling chorus will be on hand to sing the national anthem. Be sure to send a check for their Summer Music Camp scholarship fund for having the groups perform. Verify the times the musicians will play.

1. **Honor guard to present the United States flag**.

The ribbon cutting ceremony will begin with the national anthem and honor guard presenting the flag. Distribute 25% off coupons to the VFW the week prior to the grand opening for them to share with their members.

1. **Vendor sales presentations**.

Contact vendors to make sure our sales reps will be here for the grand opening. Make sure they have room to set up in each area of the store without blocking merchandise or making aisles hazardous for customers. If we get enough vendors, we can set up a tent in the parking lot for all of the vendor presentations.

Some vendors have offered to provide signs, banners, or sponsor food booths. Coordinate with staff to make sure food vendors have the appropriate health permits for serving food.

Checklist

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| --- | --- | --- |
| Item | Assigned To | Completion Date |
| Licensing |  |  |
| Merchandise |  |  |
| Review the budget for the grand opening |  |  |
| Verify that permits have been secured for grand opening banners |  |  |
| Create customer loyalty program |  |  |
| Design |  |  |
| Business-to-business opening |  |  |
| All hands on deck |  |  |
| All registers open |  |  |
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| Honor guard to present the United States flag |  |  |
| Vendor sales presentations |  |  |