Store Planning Workbook – Part 1

Define What You Sell and Who It Is For

Section 3: Quick Store Planning

Video: Define What You Sell and Who It Is For

Start With the Basics Before You Build

You do not need your entire store finalised before moving ahead.

The goal of this worksheet is to make your starting direction clear enough so you can plan products, customers and store structure more confidently.

Complete what you know today. Leave anything unclear for later planning.

1 What Are You Selling?

Main product category:

_____

Examples: Clothing, skincare, food products, jewellery, electronics, home decor, accessories, etc.

Main products I plan to sell:

1. _____
2. _____
3. _____
4. _____
5. _____

My initial launch range will be:

- ☐ Very small – around 1–5 products
- ☐ Small – around 6–20 products
- ☐ Medium – around 21–50 products
- ☐ Larger catalogue
- ☐ Not decided yet

Which products do I want to launch with first?

_____

_____

Do any products need special handling?

Examples: Customisation, size/variant selection, fragile packaging, made-to-order preparation, special storage, etc.

☐ No ☐ Yes ☐ Not sure

If yes, note briefly:

_____

_____

Keep the initial product range manageable. You do not need your complete catalogue ready today.

Who Is Most Likely to Buy From You?

You do not need to target everyone. Start by describing the person or group most likely to need your products.

2 My Likely Customer

Who am I mainly selling to?

_____

_____

Examples: Students, working professionals, parents, women aged 25–45, local businesses, hobbyists, gift buyers, etc.

What are they buying the product for?

- ☐ Everyday use
- ☐ Convenience
- ☐ Gifting
- ☐ Style / appearance
- ☐ Health / wellness
- ☐ Professional use
- ☐ Special occasions
- ☐ Hobby / interest
- ☐ Other: _____

What matters most to their buying decision?

- ☐ Price
- ☐ Quality
- ☐ Design / style
- ☐ Convenience
- ☐ Trust
- ☐ Product information
- ☐ Delivery speed
- ☐ Reviews
- ☐ Availability
- ☐ Other: _____

Are they mainly buying:

- ☐ For themselves
- ☐ As gifts
- ☐ Both
- ☐ Not sure

What questions might they ask before buying?

1. _____
2. _____
3. _____

My customer in one simple sentence:

"I mainly want to sell to _____

who are looking for _____*."*

Where Do You Plan to Sell Initially?

Your selling area influences delivery planning later. Start with a realistic market rather than trying to serve everyone from day one.

3 My Starting Selling Area

I initially plan to sell to:

- ☐ My local city/area
- ☐ Selected cities
- ☐ Selected states
- ☐ Across India
- ☐ International customers
- ☐ Not decided yet

My main selling area:

_____

Are my products suitable for normal courier delivery?

- ☐ Yes
- ☐ Mostly
- ☐ No
- ☐ Not sure

Do I currently know of any geographical restrictions?

- ☐ No
- ☐ Yes
- ☐ Not sure

If yes:

_____

_____

4 Why Would Customers Choose Me?

WHAT IS MY MAIN VALUE?

What makes my products useful or appealing?

_____

_____

What customer need am I helping solve?

_____

_____

My main strength is likely to be:

- ☐ Quality
- ☐ Style / design
- ☐ Convenience
- ☐ Product selection
- ☐ Price/value
- ☐ Trust
- ☐ Specialisation
- ☐ Customisation
- ☐ Customer service
- ☐ Other: _____

My main customer benefit in one sentence:

"My store will help customers _____

by offering _____*."*

One or two realistic reasons a customer may choose my store:

1. _____
2. _____

Keep your promises accurate and realistic. You do not need a dramatic marketing claim — you need a clear reason for the right customer to consider your store.

My Starting Store Direction

Store Direction Summary

Main Product Category:

Likely Customer:

Starting Products:

Initial Selling Area:

Main Customer Need:

Main Value / Benefit:

Any Special Product Requirement:

What Is Already Clear?

1.
2.
3.

What Still Needs Planning?

1.
2.
3.

Keep These Answers for Your AI Store Brief

These answers will be used later in the course to prepare a clearer AI Store Brief and store-planning prompt.

Do not worry if every answer is not perfect yet.

Your goal is to capture the best information you currently have so it can be refined as you move through the course.

STORE PLANNING INPUTS

Product Category:

Starting Products:

Target Customer:

Selling Area:

Customer Need:

Main Value Proposition:

Special Requirement:

Still Unclear:

FINAL REMINDER

Start simple.

A clear starting direction is more useful than trying to plan every detail before you begin.

You can update this workbook as your store develops.

Continue With Store Planning

Keep this workbook with your earlier Business Model and Store Operations resources.

You now have the basic inputs needed to continue into the next planning stage.