

## Student Innovation Projects - Client Brief

**Project Title:** Charity Shop Location Analysis

**Business Issue or Need** (please contextualise this if appropriate):

Our charity has the opportunity to pitch for funding to open our very first charity shop. Our aim is to use this charity shop to provide regular sustainable income that can cover our core operating costs, with the prospect of opening two additional stores in the future if successful.

The project involves researching and suggesting a preferred location for the charity shop, a competitive analysis of other stores in the chosen area and identifying the financial amount of investment required to cover the operating costs for the first 12 months of trading (the amount that we will pitch for to the funders).

As a children's charity, our **USP** is all things children/family related. As a result, we will look to only accept donations of relevant items such as children's clothing and toys, maternity clothing and accessories etc. prams and pushchairs etc. We want the charity store to specialise in these types of items (rather than general bric-a-brac/general clothing). We will be looking to set up an online store to run alongside the shop to increase regular income.

**Location** is key for the success of the store. We will need high and frequent footfall in an area where rents and business rates are not too high. Do certain local authorities provide discounted rates to charities? Our current employees are based across the South of England and so ideally the store will be located in this area - but not essential.

We are a small charity and will need to recruit a small number employees and multiple **volunteers** in the area to run the store, and so local salaries will need to be taken in to consideration. The store cannot be entirely run on volunteers and existing staff will not be working in the store.

**Project Aims:**

1. Research and suggest a location within England for the new charity shop.
2. Complete a competitor analysis of other charity shops in the chosen area.
3. Research and recommend the financial amount required to successfully open the store for us to pitch to funders.

**Skills you think the students will require to complete the project:**

- Strong research and analytical skills
- Understanding of the different offerings provided by competitors and how we can differentiate ourselves in a new market,
- Ability to recommend the ideal geographical location to target based on multiple factors outlined above.