

# ! 2018 LIQUOR STORE ANNUAL REPORT

The goal of the Brookings Liquor Store continues to be “To operate a profitable high quality liquor store that offers a complete line of liquors, wines, spirits and beer while providing friendly, courteous and informative customer service.”

Janet Coplan, store manager completed her fourth successful year. She continues to focus on strategies for continued store improvement and maximizing profits by controlling expenses and realizing attainable gross margins and product markups. Controlling inventory continues to be a primary objective with the continuous goal of maintaining balanced inventories by product category.

The liquor store employs four full time and seven part time employees.

## Key Projects

	Description	Status
1	Study of new POS system	30%
2	New store signage and canopy	90%
3	Feasibility study of possible new liquor store	0%
4	Installation of HVAC units	100%



## Successes

The preliminary financial results for 2018 show total revenue from the liquor store to be nearly \$4.2 million, an increase of 1.3% over 2017. Net retail income before transfers, capital costs over \$5000 and depreciation, was \$530,660. Transfers to the general fund and other departments were budgeted at 4475,000. Major capital expense projects were the new HVAC system in October at a cost of \$32,675 and new store signage in December at a cost of \$30,859 with completion and additional costs to be early spring of 2019.

## Challenges

Continue to be balance inventory levels to the sales volume.

Monitor purchases in direct relation to sales on a continuous basis.

Control expenses and realize attainable gross margins and product markups.

Continue to study market trends and relate that to the demographics in Brookings.

## Looking Ahead

### {REPLACE POS SYSTEM}

Research and select replacement for the existing POS system that works with Springbrook and allows for importing/exporting of data between.

### {STORE SIGNAGE}

Completion of the store signage early spring of 2019. Approximately \$10,000 will be needed for additional resurfacing and painting to finish the signage, awning and doors.

### {NEW LIQUOR STORE}

Feasibility study of possible new liquor store.

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DEPARTMENT CONTACT  
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