1. Elevator Pitch. Harrisonburg needs an independent bookstore.

2. Product/Service Description. Independent bookstores are "essential for fostering the creative, locally autonomous citizenry this nation requires" (Laties, 2011). Harrisonburg has a large chain shop (Books-a-million), but lacks the local bookshop that can be the heart of community engagement through educational support and events. The American Booksellers Association (2015) reports that for every $100 spent at a local store, $52 stays in the community; the same $100 at a national chain returns only $43 to the local community. The Harrisonburg area has a higher percentage of bachelor’s degree holders than the United States average, 35.8% to 29.8% (U.S. Census Bureau, 2016). Consumer surveys show that Americans with bachelor’s degrees spend an average of $129 per year on reading material, and that jumps up to $219 annually for those with a graduate degree (New Strategist, 2015).

Note: This is not representative of the length of student submissions for the business plan. It is a SHORT preview of how in-text citations should be correctly incorporated into your plan.