

BUSINESS PLAN [YEAR]



Box Truck

A truck fills your house and office.



John Doe



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<http://www.example.com>

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Financial plan

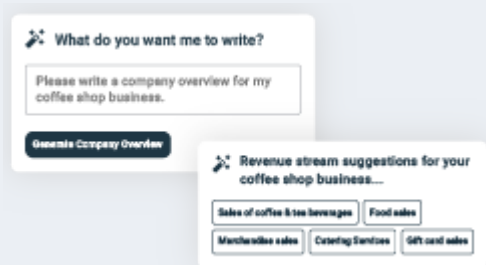
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1.

Executive summary

Problem Definition & Validation

Solution

Objectives

Mission statement

Keys to success

Financial highlights

M&P

Movers and Packers LLC (here on out also referred to as "M&P") is a box truck company based in Brooklyn Park, Minnesota, providing long and short-distance transportation of domestic and commercial goods. The company's services will encompass warehousing and distribution of goods.

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Problem Definition & Validation

M&P

According to the American Moving and Storage Association (AMSA), America's moving and storage industry features some of the country's most complex and diverse businesses. It consists of large corporations as well as family-owned concerns. Described as a "blue collar" industry, the industry is characterized by a high level of competition and a low barrier to entry.


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Solution

M&P

M&P proposes a unique model where it uses operator-owned box trucks to meet moving contracts. Any individual who owns a box truck can register with the company to monetize their vehicle. Once registered, the company will put the owner-operator on the company's fleet and provide them with the necessary training and support to ensure they are able to meet the company's standards for service.


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Objectives

M&P

- To begin commercial operations in Minnesota by Q1 2022
- To build a fleet of five operator-owned vehicles within the first year of commercial operations.

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Short Term (1 -3 Years)

Start writing here..

M&P

- To gain a competitive edge within the country's moving and storage industry by establishing a presence in the world's leading manufacturing sector.
- To build a market reputation for superior networks. efficient ser

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Long Term (3-5 years)

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Mission statement

M&P

Our mission is to build a successful box truck business that operates not just in Minnesota but all of the United States. We wish to achieve this by becoming the preferred choice of moving partner for light-duty furniture/appliances through a reliable network of

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Keys to success



Access To Established Network

M&P boasts access to a robust network of transport agents. This established network will allow the company to meet any shipping requirements of prospective clients with confidence and efficiency.



Owner-Operator

The company will facilitate its operations through owner operated box trucks which will significantly reduce the company's initial capital outlay while making its services flexible.



Effective Marketing

The company will employ direct sales and marketing strategies to personally approach prospective clients so that they may provide a more efficient and highly personalised service.



Location

Minnesota benefits from low operating costs, competitive tax rates and streamlined regulatory processes. This will reduce the company's overheads which can then be translated into competitive pricing.



Access to Skilled Carriers

M&P will ensure on-boarding only experienced and skilled carriers. Highly experienced personnel will enhance its service offerings in the US



Superior Customer Support

Maintaining a laser-like focus on customer satisfaction will be of utmost priority to the company being vital for brand building and to establishing M&P as the go-to provider of all moving and storage solutions.

Financial highlights

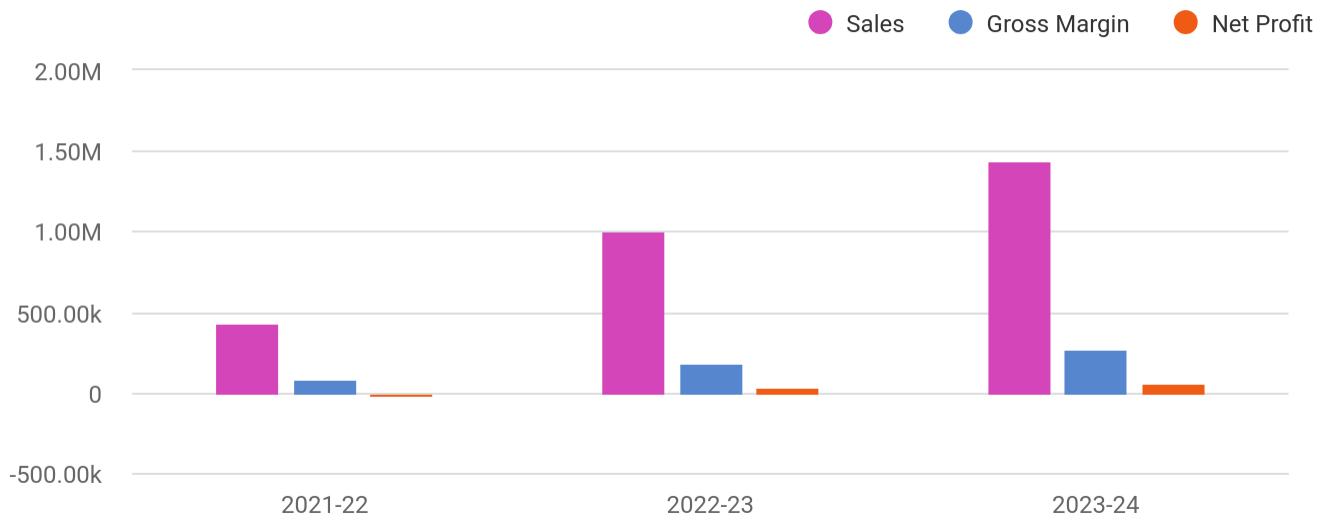
M&P

The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used to set up and launch the business in the US. The company expects to break even in Year 2 and steadily grow its revenues through active efforts in

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M&P - 5 Year Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	438,937	83,512	-20,568
2022-23	1,005,905	189,844	40,379
2023-24	1,437,224	271,136	65,234

2.

Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary

M&P

Movers and Packers LLC will be established as a limited liability entity. The company will be the primary provider of packing, moving, and storing light-duty furniture and appliances for owners of residential and commercial properties. The company's services will

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Company Ownership/Legal Entity

M&P

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in Minnesota, it will also register with the local county. The business will be wholly owned and Managed by Founder M

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Location

M&P

M&P will begin operations from an office space in Brooklyn Park, Minnesota. Known as the "North Star State," Minnesota has an outstanding business climate with a history of leading the nation for new business 5-year survival rate and Main Street Entrepreneurship


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Interior Operating Facilities

M&P

The company will begin operations from a rented office space in a commercial area in Minnesota. Initial investments will be made to set up an office, website, and management software to schedule, manage and facilitate moving contracts. Additional

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Hours of Operation

☐ M&P

M&P will operate an 8-hour workday from 9 am to 5 pm. All moving contracts will be facilitated during the 8-hour workday. Any contracts received after the workday shift will be moved to the next working shift. This ensures contract transporters of the company


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Startup summary

☐ M&P

The Founder will infuse a capital sum of £50,000 into the company. Approximately £10,200 will be spent on a range of start-up expenses such as marketing, advertising, and professional fees. At the same time, another £7,100 will be earmarked for sales tax paym

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3.

Products & Services

Service Offerings

M&P is established to increase revenues by increasing the number of contracts for the moving and storage industry. Competing favorably with leading operators within the industry, the company creates a niche by deploying owner-operated box trucks to f

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Service Offerings



Transport

Local and long-distance transportation of household and office goods



Storage

Warehousing and storage services for individuals who wish to keep their appliances or furniture for long term storage



Packing

Safe and scratch-proof packing of furniture and appliance for the purpose of moving



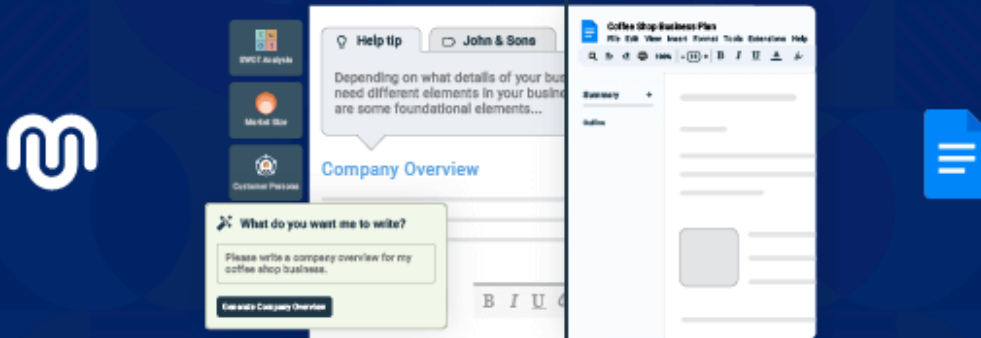
Logistics

Process, distribution, and logistics consulting and advisory Services

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4.

Market Analysis

Market segmentation

Market Trends

Target market

M&P

M&P will provide moving, packing, and storage services for light-duty furniture and other appliances. As such, the company's services are classified under the United States Moving and Storage industry. The moving services market in the US is expected to


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Market segmentation

M&P

The moving industry is segmented into residential commercial sectors. The residential segment had the largest market share in the moving services market in 2019, and the segment will offer several growth opportunities to market vendors during the fo


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Market Trends

M&P

According to AMSA's study on interstate moves, approximately 21.7% of people moving will hire a mover for long hauls across the country. This is based on a study of 3 million interstate moves, where 650,000 people hired a mover, 1 million rented a truck a


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Target market

M&P

M&P's target market comprises any individual who has cause to move light goods and materials from one location to another.

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Competitive Advantage



Access to a Network of Drivers

The company will operate a comprehensive network of drivers who will be able to meet deliveries in a timely manner



Flexible

M&P will not deploy a one-size-fits-all solution. It will take into consideration the clients needs and provide a range of services from packing to moving and storage based on their requirement



Experience

The management of the company has been in the logistics industry for over a decade allowing it to bring enhanced experience to the business



Price

Operating operator owned trucks will reduce the company's initial capital outlay which can be transferred onto the customer through competitive pricing

5.

SWOT analysis

📄 M&P

A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is a useful tool for businesses to evaluate their position in the market against the potential internal and external factors that could assist or jeopardize their operations and existence. A SWOT has

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Strength

1. The company benefits from extensive insight and market expertise.
2. The flexible and robust range of services ensures the company's capabilities to cater to a more significant market share.
3. The company is based in Minnesota, which contains the right talent, infrastructure, support services, and capital availability.
4. The Founder's success portfolio and global clientele provide credibility and increase trust among its potential clients.
5. Strategic collaborations enrich the services of the company with leading industry experts and global logistic providers.

Weakness

1. An increasing number of competitors within the industry leads to market share erosion.
2. The company is relatively new to the US market, in which seasoned players dominate.
3. The high rate of competition within the industry and the fragmented nature of the market makes the sector price sensitive.

Opportunity

1. Partnering with leading logistic providers to extend their market offering
2. Mr. Atkins's skill in tactfully combining customer relationship management and supply networks to achieve an organizational goal opens up opportunities within challenging and risk intensive markets
3. The company possess the capabilities to extend its offerings globally

Threat

- Competitors eroding the market
- Low barriers to entry
- Competitors poaching B2B clients
- Any change in the trading regulations of the country will impact the operations of the company

6.

Strategy & implementation

Marketing and Promotion Programs

Positioning Statement

Sales strategy

Pricing strategy

M&P

The company will predominantly rely on online advertising and lead generation strategies as many seeking logistic services first search online for information. As such, a full-fledged online marketing campaign will be launched inclusive of paid, social media, and email marketing.

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Marketing and Promotion Programs

M&P

M&P will approach potential commercial clients directly, either through cold-calling or e-mail to arrange pitch meetings. The company's sales representatives will use these opportunities to display the product catalog directly.

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Direct Sales

Start writing here..

M&P

The Company will advertise in specific trade publications that are targeted towards the appropriate target markets such as the Boston Magazine.

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Trade Publications

Start writing here..

M&P

Euro Trucks will establish a presence at various trade shows that are relevant to the target market. For example, the Multimodal event (www.multimodal.org) is an annual exhibition that is considered the US's premier freight transport, logistics, and supply chain event.

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Trade shows

Start writing here..

M&P

The Company will operate a professional and compelling website dedicated to specific industries and specialized cargos

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Website

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M&P

The focus will be on Google Ads, which are more likely to drive commercial leads than other online advertising platforms (such as Facebook). The advertising will target specific keywords relevant to M&P's offering (e.g. "moving services", "temporary storage")

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Targeted Online Advertising

Start writing here..

Positioning Statement

M&P

The company seeks to carve a niche for its services in the US market by capitalizing on its position between the country's thriving moving industry and its ability to formulate the most competitive business development strategies through a diversified op


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Start writing here..

Sales strategy

M&P

Americans shifting houses and offices form the company's primary target market. While push marketing efforts will be deployed to reach these companies and make them aware of the range of services provided, pull marketing efforts will drive engagement

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Start writing here..

Online Marketing Channels



Direct Mail Marketing

Individuals shifting houses or offices will stand out prominently as viable marketing targets for this channel. M&P will mail professionally designed materials with its value proposition to individuals who may have just registered a property permit or bought a house



Social Media

Millennials and consumers in general spend a considerable time browsing social media platforms. Reaching to them through this channel will be an effective way to capture attention and position its services.



Google Ad Campaigns

The advertising will target specific keywords relevant to M&P's offering (e.g. "moving services", "temporary storage solutions" etc.).

Offline Marketing Channels



Networking

Being a part of trade association such as International Association of Movers.



Referral

The company will offer referral discounts and packaged services to valued, regular clients



Conferences

The company will participate in leading conferences and make their presence known through marketing materials and presentations

Pricing strategy

📄 M&P

Moving contract income depends upon several factors including the size of the shipment, destination, and transportation method. The average shipment income is estimated at \$22,802 based on the parent company's historical sales data. The direct cost i

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7.

Operational Plan

Management Team

Personnel Plan

Milestones

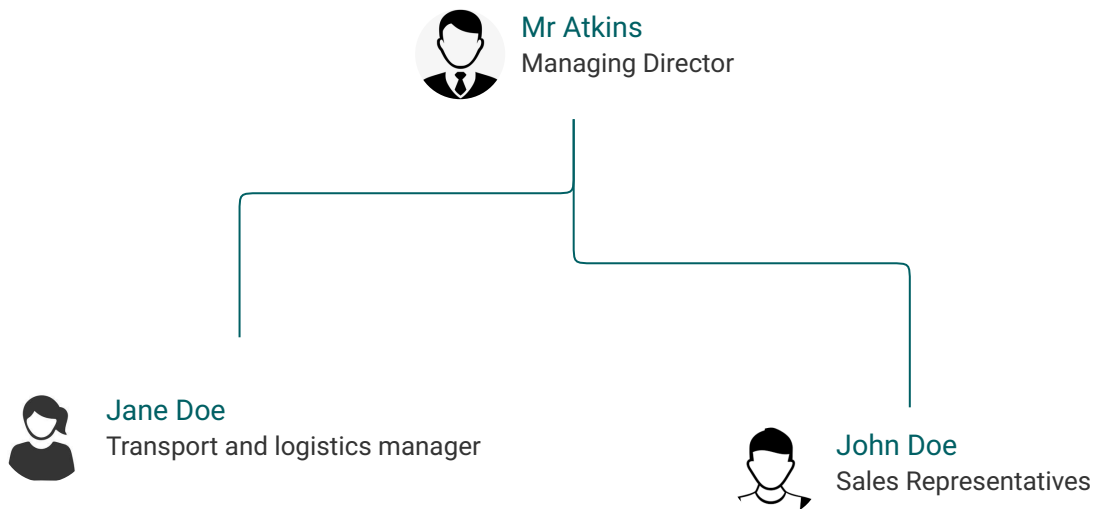
M&P

The team will be headed by Managing Director Mr. Atkins who will also oversee the company's operations. Joining Mr. Atkins in the Management Team, the company will onboard a Transport and Logistics manager and a sales and marketing executive to support

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Organization chart



Management Team

M&P

Mr. Atkins counts over 13 years of administrative and management experience, taking on various business development activities during the period. His ability to attract key players and build strong and lasting business relationships enabled her to grow in

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Personnel Plan

M&P

The company plans to create two full-time equivalent jobs within the first five years of operations.

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Hiring plan

2

Filled

0

Hired

2

Open

Group By Department	FY2021	FY2022	FY2023	FY2024
Transport & Logistics Manager	0	1	1	1
Sales & Marketing Assistant	0	0	1	1

Milestones

Movers & Packers LLC

Establish

M&P will rent an office space at the heart of Minnesota's commercial hub alongside developing a fully optimized and informative website. During this period, the company will also acquire operator licenses for trucks. Marketing activities will also begin during this stage to build awareness and launch the brand into the market.

YEAR 1

Gain Market Traction

The company will begin expanding its services beyond Minnesota to cover other regions around the US.

Year 2

Diversify

Having externally established the business, the company will begin internally expanding its service capabilities

Year 3

Grow

- Begin expanding across the US
- Consider market expansion beyond US

>Year3

8.

Financial plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

If you are going to start your own Box Truck business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your

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Important Assumptions

The company's financial projections are forecasted on the basis of the following assumptions. These assumptions are quite conservative and are also expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$1,009,573.43	\$1,742,288.91	\$3,039,171.32
Moving Services	\$477,524	\$857,568	\$1,540,088
Unit Sales	2,388	4,288	7,700
Unit Price	\$200	\$200	\$200
Packing Services	\$397,928.50	\$714,623	\$1,283,358
Unit Sales	7,959	14,292	25,667
Unit Price	\$50	\$50	\$50
Storage Rentals	\$134,120.93	\$170,097.91	\$215,725.32
Cost Of Sales	\$171,891.48	\$214,058.71	\$305,630.27
General Costs	\$171,891.48	\$214,058.71	\$305,630.27
Vehicle-Related Costs	\$44,191.48	\$59,582.83	\$88,524.69
Fuel Costs	\$24,000	\$24,737.05	\$27,741.25
Maintenance and Repairs	\$20,191.48	\$34,845.78	\$60,783.44
Personnel-Related Costs	\$127,700	\$154,475.88	\$217,105.58
Driver Salaries	\$120,000	\$123,229.91	\$144,737.04
Loading/Unloading Labor	\$7,700	\$31,245.97	\$72,368.54
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$837,681.95	\$1,528,230.20	\$2,733,541.05
Gross Margin (%)	82.97%	87.71%	89.94%

	2024	2025	2026
Operating Expense	\$810,950.74	\$900,299.42	\$1,041,851.36
Payroll Expense (Indirect Labor)	\$684,180	\$702,012.60	\$720,326.40
Driving Staff	\$262,500	\$270,375	\$278,486.40
Drivers	\$262,500	\$270,375	\$278,486.40
Packing and Loading Staff	\$269,280	\$274,665.60	\$280,158.72
Packers	\$161,280	\$164,505.60	\$167,795.52
Loaders	\$108,000	\$110,160	\$112,363.20
Administrative Staff	\$152,400	\$156,972	\$161,681.28
Office Manager	\$62,400	\$64,272	\$66,200.16
Administrative Assistants	\$90,000	\$92,700	\$95,481.12
General Expense	\$126,770.74	\$198,286.82	\$321,524.96
Vehicle Operating Expenses	\$36,807.77	\$60,064.81	\$100,496.36
Insurance	\$6,520.58	\$7,796.13	\$9,321.21
Vehicle Lease	\$30,287.19	\$52,268.68	\$91,175.15
Office and Administrative Expenses	\$29,388.56	\$33,684.67	\$38,678.29
Office Rent	\$25,364.99	\$28,581.81	\$32,206.53
Utilities	\$4,023.57	\$5,102.86	\$6,471.76
Marketing and Sales Expenses	\$60,574.41	\$104,537.34	\$182,350.31
Advertising	\$40,382.93	\$69,691.56	\$121,566.87
Sales Commissions	\$20,191.48	\$34,845.78	\$60,783.44
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
EBITDA	\$26,731.21	\$627,930.78	\$1,691,689.69
Additional Expense	\$26,240.44	\$24,619.41	\$22,915.41
Long Term Depreciation	\$21,960	\$21,960	\$21,960
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$4,771.21	\$605,970.78	\$1,669,729.69
Interest Expense	\$4,280.43	\$2,659.39	\$955.41
EBT	\$490.77	\$603,311.37	\$1,668,774.28
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,009,082.66	\$1,138,977.54	\$1,370,397.04
Net Income	\$490.77	\$603,311.37	\$1,668,774.28
Net Income (%)	0.05%	34.63%	54.91%
Retained Earning Opening	\$0	(\$17,509.23)	\$567,802.14
Owner's Distribution	\$18,000	\$18,000	\$18,000
Retained Earning Closing	(\$17,509.23)	\$567,802.14	\$2,218,576.42

Projected Cash Flow

	2024	2025	2026
Cash Received	\$1,009,573.43	\$1,742,288.91	\$3,039,171.32
Cash Paid	\$987,122.66	\$1,117,017.54	\$1,348,437.04
COS & General Expenses	\$298,662.22	\$412,345.53	\$627,155.23

	2024	2025	2026
Salary & Wages	\$684,180	\$702,012.60	\$720,326.40
Interest	\$4,280.43	\$2,659.39	\$955.41
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$22,450.77	\$625,271.37	\$1,690,734.28
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$120,000	\$0	\$0
Net Cash From Investments	(\$120,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$49,684.64	\$51,305.67	\$53,009.66
Loan Capital	\$31,684.65	\$33,305.69	\$35,009.66
Dividends & Distributions	\$18,000	\$18,000	\$18,000
Net Cash From Financing	\$100,315.36	(\$51,305.67)	(\$53,009.66)
Summary			
Starting Cash	\$0	\$2,766.13	\$576,731.83
Cash In	\$1,159,573.43	\$1,742,288.91	\$3,039,171.32
Cash Out	\$1,156,807.30	\$1,168,323.21	\$1,401,446.70

	2024	2025	2026
Change in Cash	\$2,766.13	\$573,965.70	\$1,637,724.62
Ending Cash	\$2,766.13	\$576,731.83	\$2,214,456.45

Projected Balance Sheet

	2024	2025	2026
Assets	\$100,806.13	\$652,811.83	\$2,268,576.45
Current Assets	\$2,766.13	\$576,731.83	\$2,214,456.45
Cash	\$2,766.13	\$576,731.83	\$2,214,456.45
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$98,040	\$76,080	\$54,120
Gross Long Term Assets	\$120,000	\$120,000	\$120,000
Accumulated Depreciation	(\$21,960)	(\$43,920)	(\$65,880)
Liabilities & Equity	\$100,806.12	\$652,811.80	\$2,268,576.42
Liabilities	\$68,315.35	\$35,009.66	\$0
Current Liabilities	\$33,305.69	\$35,009.66	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,305.69	\$35,009.66	\$0
Long Term Liabilities	\$35,009.66	\$0	\$0
Long Term Debt	\$35,009.66	\$0	\$0
Equity	\$32,490.77	\$617,802.14	\$2,268,576.42

	2024	2025	2026
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$17,509.23)	\$567,802.14	\$2,218,576.42
Check	\$0	\$0	\$0

Business Ratios

	Year 1	Year 2	Year 3	Industry profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%

	Year 1	Year 2	Year 3	Industry profile
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.

	Year 1	Year 2	Year 3	Industry profile
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.

The image compares two financial planning tools. On the left is the Upmetrics interface, which is clean and intuitive. It features a 'Financial Plan' section with a 'Profit & Loss' table comparing 2023-04 and 2024-03. Below this is a 'What price will you charge for each unit?' section with a 'Comment Amount' and 'Voting amount over time' input. On the right is a traditional spreadsheet with a complex grid of cells and formulas, including a cell containing 'PERFORMING'.

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

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Mariia Yevlash



Student, Sumy State University – Ukraine

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