

BUSINESS PLAN [YEAR]



Dance Studio

Lace Your Dancing Shoes.



John Doe



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1.

Executive Summary

Mission Statement

Vision Statement

Objectives

Financial Summary



REMEMBER

Before you think about how to start a Dance Studio business, you must create a detailed Dance Studio business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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TIP

Maxwell Dance Studio is a standard and well-equipped dance studio with state of an art facility in all forms of dance class and choreography. We run a dance studio where kids, teens, and adults experience dance in a fun – fulfilled, and relaxing atmosphere.

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Mission Statement



TIP

Our mission is to provide affordable professional and highly effective dance-related training and services to a wide range of clients that cuts across different divides.

Our overall business goal is to position Maxwell Dance Studio as the leading dance studio in Detroit - Michigan and the whole of the United States of America.

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Vision Statement



TIP

Our vision is to build a highly competitive and effective dance studio business that will become the number one choice for both individuals and corporate organizations in Detroit - Michigan and the whole of the United States of America.

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Objectives



TIP

The following are goals and objectives of Maxwell Dance Studio for Year 1 through Year 3:

- Create a dance studio with a warm, supportive environment based on satisfying customers.

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Financial Summary



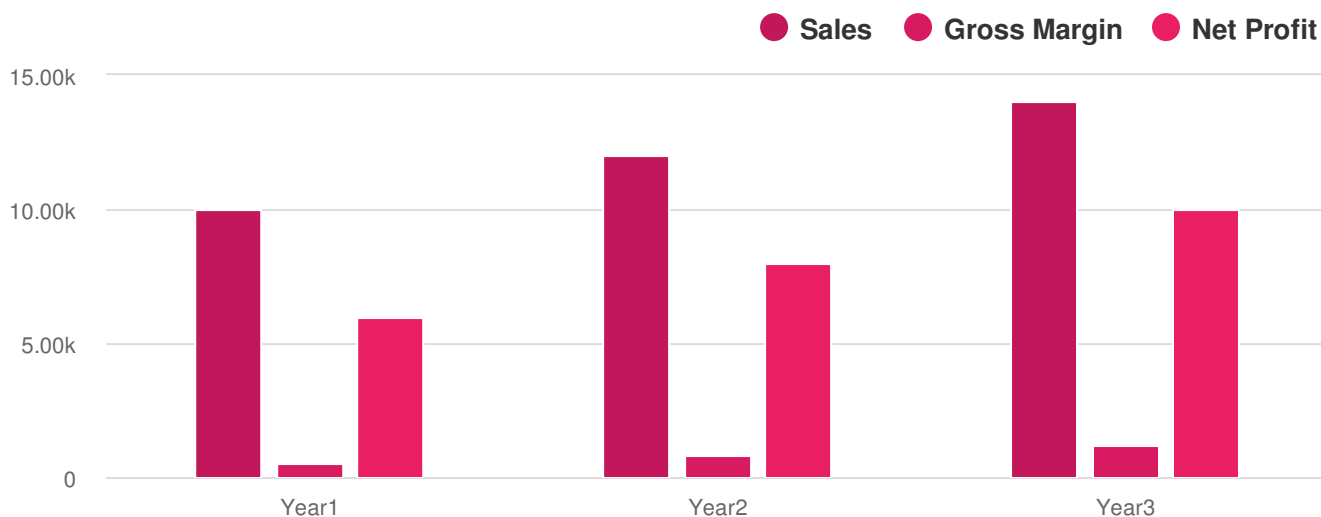
TIP

Maxwell Dance Studio is currently seeking \$200,000 to launch. This will be used towards property acquisition, renovations, and repairs, along with equipment. Moreover, there are several fees needed to be covered in regards to legal and professional services, website development, and business licenses. Lastly, the funds will be used to cover the

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3 Year profit forecast





TIP

Financial Summary	Year 1	Year 2	Year 3
Revenue	\$965,742	\$1,878,611	\$2,718,300

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2.

Company Summary

History

Business Structure

Startup summary



TIP

Maxwell Dance Studio is founded by Dr. Jane Moore and she will run the business with her business partner for many years Ms. Ella Jacobs. Dr. Jane Moore is a renowned dancer and choreographer and a former competitive dancer.

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History



TIP

Jane Moore started Maxwell Dance Studio as a one-room ballet studio in Detroit. It was first opened to offer summer hip-hop dance classes to kids; Jane Moore's diversion from his regular work as a writer. As more people found out about the dance class, the students grew from 20 to 150 students and Jane Moore started organizing classes of other dance for

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Business Structure



TIP

Maxwell Dance Studio will build a solid business structure that can support the growth of our dance studio business.

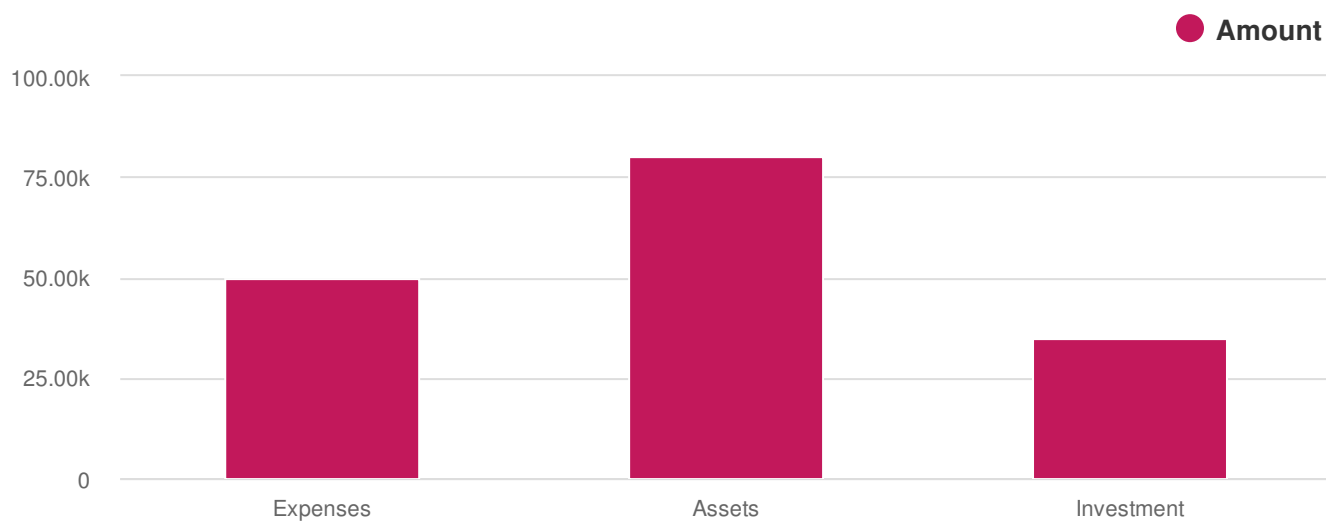
We will ensure that we hire competent hands to help us build the business of our dream. The fact that we want to become one of

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Start Writing here...

Startup summary

Startup cost



Cost distribution

Amount

Expenses	50000
Assets	80000
Investment	35000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500

Start-up Expenses	Amount
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125

Start-up Expenses	Amount
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Products and services



TIP

Maxwell Dance Studio is going to offer varieties of dance-related services within the scope of the dance studio industry in the United States of America. Our intention of starting our dance studio business is to help individuals and organizations learn various dance steps and also perform choreographies at different functions.

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TIP

Private Lessons offer students the best value for their investment. With a private lesson, the students will work one-on-one with an instructor, receiving personalized instruction and immediate correction. Through experiencing the physical sensation of connected movement, the student is able to confidently replicate that movement in order to provide a please

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Private Lessons

Start writing here...



TIP

Group Classes are both an introduction to the experience of dancing with different partners, and a chance for the students to become familiar with a variety of step patterns. Rotation of partners, throughout the class, allows dancers to practice steps with different partners. This format promotes comfort in dancing with several partners, as well as the cam

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Group Classes

Start writing here...



TIP

Practice Dances will be held once a week to allow students an opportunity to practice the dances learned, in an environment with other students learning the same thing. Instructors will circulate on the dance floor, assisting with questions or demonstration of steps, as well as to dance with students

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Practice Dances

Start writing here...



TIP

Facility Rental will be another service offering. The Majestic is currently a very popular place in Bellingham for weddings, receptions, musical events, etc. We hope to expand the use of the building by including additional options of use (church services on Sunday, exercise/yoga classes in the morning)

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Facility Rental

Start writing here...

4.

Market Analysis

Market Trends

Target Market

Market Segmentation



REMEMBER

The most important component of an effective Dance Studio business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from this Dance Studio business plan sample or other Dance Studio business plans available online.

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Market Trends



TIP

One thing is certain, the trend in the dance studio industry is such that if you want to be ahead of your competitors, you should be able to make your dance classes easy for students to adapt to and you should be able to have loads of testimonies from your students. The truth is that, if your student experienced a huge difference in their life as a result of enrolling in

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Target Market



TIP

The target market for a dance studio is broad and of course all-encompassing. Maxwell Dance Studio is a dance studio business that is positioned to offer a wide range of dance-related training and dance-related services to a wide range of clients ranging from kids to adults and to people with health challenges.

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Market Segmentation

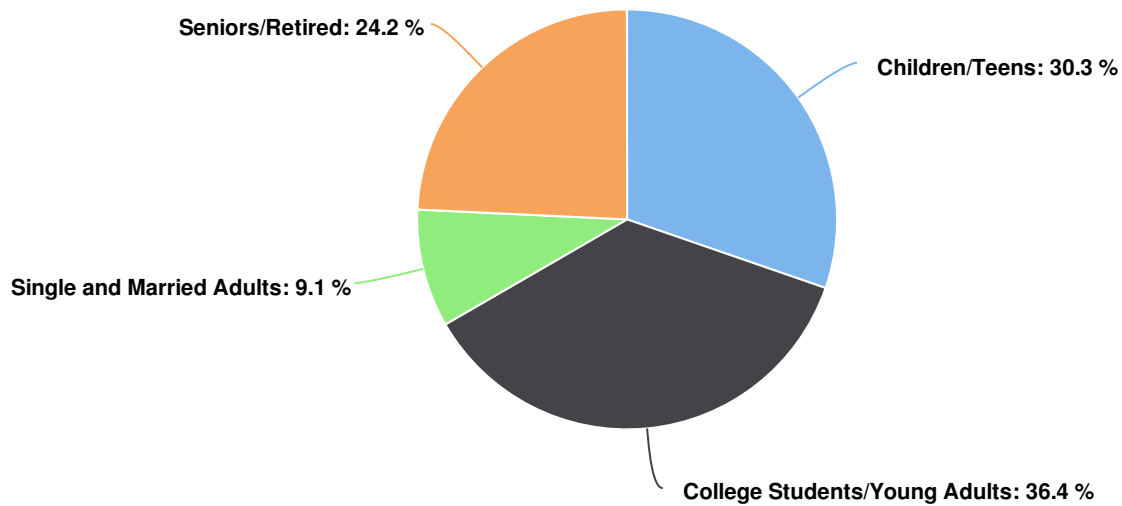


TIP

According to the information published by the Bellingham/Whatcom Chamber of Commerce, Whatcom County had a total population of 166,814 for the year 2000 and is estimated to grow approximately 5% per year to 212,000 by the year 2010. The city of Bellingham had a total population of 68,890 in the year 2001. This figure has grown 30%, since 1990. Bellir

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Start Writing here...



TIP

There are 36,965 children and teens in Whatcom County, according to the 2000 census information. Our plan is to have special classes designed specifically for the younger people.

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Children/Teens (19 yrs. and under)

Start writing here...



TIP

There are 16,776 people who fall in this category, according to the Whatcom County 2000 census information.

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College Students/Young Adults (20-24 yrs)

Start writing here...



TIP

This will include single and married couples. The Whatcom County 2000 census information showed there were 69,865 people in this age group.

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Single and Married Adults (25-55 yrs)

Start writing here...



The people in this group will be a combination of retired and working people. The Whatcom County 2000 census information showed 32,998 people in this age group.

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Seniors/Retired (56+ yrs)

Start writing here...



Potential Customers	Growth	Year1	Year2	Year3	CAGR
Children/Teens (5-	5%	32,998	32,998		

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Start Writing here...

5.

SWOT Analysis



TIP

Maxwell Dance Studio engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well-structured dance studio business that can favorably compete in the highly competitive dance studio industry in the United States and the world at large.

Part of what the team of business consultants we w

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Strengths

Our core strength lies in the power of our team; our workforce. We have a team that is considered experts in the dance studio industry, a team with excellent qualifications and experience in professional dance and choreography.

Aside from the synergy that exists in our carefully selected faculty members and our strong online presence, Maxwell Dance Studio is well positioned in a community with the right demography and we know we will attract loads of individual and corporate clients from the first day we open our doors for business.

S

Weaknesses

As a new dance studio in Detroit - Michigan, it might take some time for our organization to break into the market and gain acceptance especially from top profile clients in the already saturated dance studio industry; that is perhaps our major weakness.

W

Opportunities

No doubt, the opportunities in the dance studio industry is massive considering the number of individuals and corporate organizations who would want to acquire new dancing skills, young couples who would want to learn wedding dance steps, and corporate organizations who would want to hire the services of professional choreographers and cheerleaders.

As a standard and well-equipped dance studio that is centrally located, we are ready to take advantage of any opportunity that comes our way.

O

Threats

Every business faces a threat or challenge at any part of the life cycle of the business. These threats can be external or internal. This shows the importance of a business plan because most threats or challenges are to be anticipated and plans put in place to cushion what effect they might bring to the business.

Some of the threats that we are likely going to face as a dance studio business operating in the United States of America are unfavorable government policies that might affect businesses such as ours, the arrival of a competitor within our location of operations.

T

6.

Strategy & Implementations

Sales Strategy

Advertising Strategy

Pricing Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of a Dance Studio business startup and must be properly planned before you think about starting your own Dance Studio.

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Sales Strategy



TIP

One of our marketing strategies is to advertise discount specials or introductory offers. These are designed to introduce people to the different dances our studio offers, and the dances our customers want to learn. Our instructors will work with the customer on these specials to discover what it is they are looking for in dance and to outline a course that suits the customer.

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Start Writing here...

Advertising Strategy



TIP

Maxwell Dance Studio expects its target market to be individuals working and/or living within a 5-mile radius of its location. Maxwell Dance Studio's promotions strategy to reach these individuals includes:

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Start Writing here...



TIP

Maxwell Dance Studio will announce its opening several weeks in advance through publicity pieces in multiple local newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets. Community newspapers, school publications, youth sports programs, and similar channels will be a major promotion effort.

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Local Publications

Start writing here...



TIP

We will make careful use of advertising in selected larger publications. WashingtonPost has a circulation of 50 and we can expect to reach a wider geographic region of customers on a limited basis. Advertisements with major publications will be used selectively, based on cost-effectiveness. These ads will include discount coupons so that responses to t

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Major Publications

Start writing here...



TIP

Maxwell Dance Studio will promote itself by distributing marketing materials and participating in local community events, such as school fairs, local festivals, homeowner associations, or sporting events.

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Community Events/Organizations

Start writing here...



TIP

We will drive attention toward Maxwell Dance Studio by hiring workers to hold signs alongside [route or highway]. Advertising on heavily traveled commute routes is an opportunity to alert large numbers of working individuals with disposable income of our opening.

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Commute Advertising

Start writing here...



TIP

Maxwell Dance Studio will create a winning customer loyalty program to keep its best clients coming back again and again. When not actively providing services to customers in the dance studio, our professionals and other employees will make periodic, regular phone calls to customers. These phone calls will (a) ensure that customers are satisfied with

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Customer Loyalty Programs

Start writing here...



TIP

Maxwell Dance Studio will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on Maxwell Dance Studio, offer discounts, and/or provide other inducements for people to visit the dance studio.

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Direct Mail

Start writing here...



TIP

Maxwell Dance Studio will maintain a website and publish a monthly email newsletter to tell customers about new events, products, and more.

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Ongoing Customer Communications

Start writing here...



TIP

Before opening the Dance Studio, Maxwell Dance Studio will organize pre-opening events designed for prospective customers, local merchants, and press contacts. These events will create buzz and awareness for Maxwell Dance Studio in the area.

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Pre-Opening Events

Start writing here...

Pricing Strategy



TIP

Maxwell Dance Studios' pricing will be moderate so customers feel they receive great value when patronizing the dance studio. The anticipated price point for membership will be comparable to the surrounding area dance studios.

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Start Writing here...

7.

Web Plan Summary

Website Marketing Strategy
Development Requirements



TIP

Maxwell Dance Studio has a Web page, www.example.com, that is designed to provide a convenient way for people to discover our studio. For marketing purposes the Web page will be linked to other dance Web sites and, since it has danced in the title, it will show up on different search engines. Our students will be able to use the Web site to look up

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Start Writing here...

Website Marketing Strategy



TIP

We plan to link our Web site with some prominent Seattle area dance Websites as well as the city Websites, and local recreational sites. We will also link with some national Web sites in order to increase the possibility of people reaching us on the Web. By having the word dance in our title we should show up easily on different search engines, which will increase our

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Start Writing here...

Development Requirements



TIP

We have created and maintained our web page ourselves. We will continue to do so in the future.

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Start Writing here...

8.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of the Dance Studio business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for startup. To unlock help try Upmetrics!



TIP

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Dance Studio business start-up, no equity funding or outside loans will be required. With the help of financial experts, John has developed the following financial plan for his start-up business, which outlines the financial strategy. To unlock help try Upmetrics!

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Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are 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

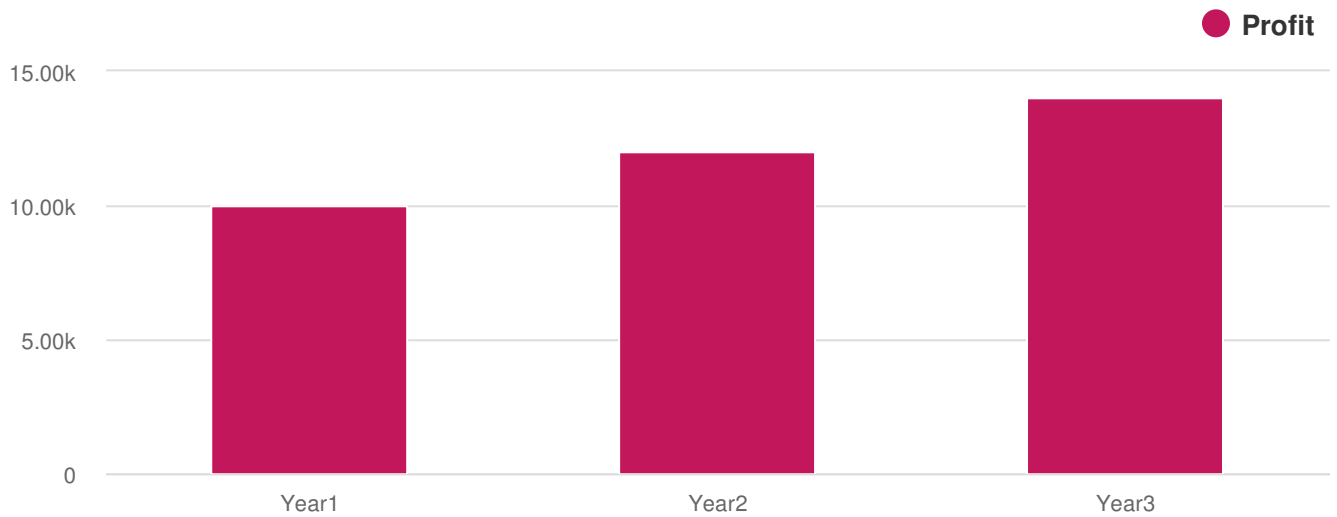
Brake-even Analysis

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

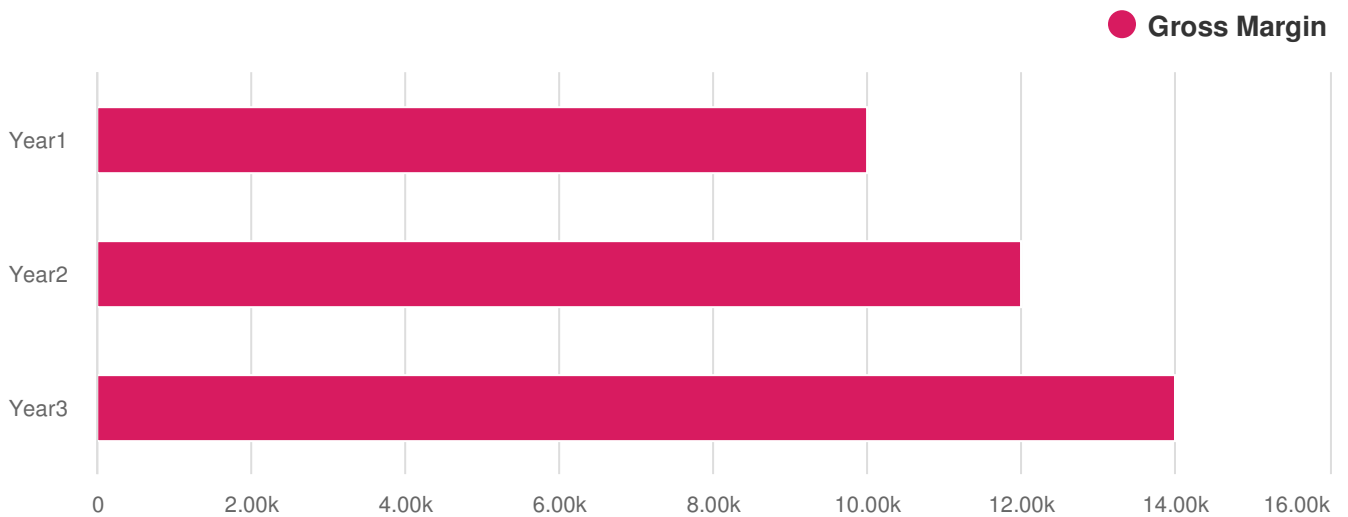
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

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%
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.

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

Want to make it more presentable?

Want help tips on each section?

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