



Digital Marketing

Business Plan


[YEAR]


Original.. Fearless.. Independent..


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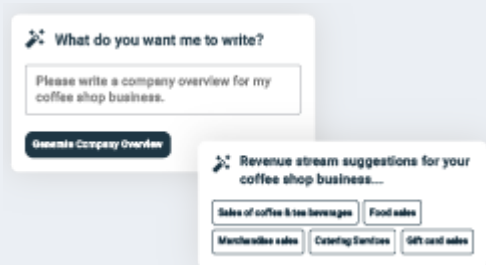
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1.

Executive Summary

Introduction

Mission Statement

Vision Statement

Keys to Success

Objectives

Financial Highlights



REMEMBER

Before you think about how to start a Digital Marketing Agency, you must create a detailed Digital Marketing Agency business plan. It will not only guide you in the initial phases of your startup but will

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Introduction

Web Spice Consultancy

Web Spice Consultancy is a U.S based and world-class digital marketing agency. We have been able to secure a standard and well – positioned office facility in a central business district in Cape May – New Jersey.

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Mission Statement

Web Spice Consultancy

Our mission is to provide professional and highly creative result-oriented digital marketing services and other related advisory and consulting services that will assist businesses, individuals, and non-profit organizations in promoting their brands and

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Vision Statement

Web Spice Consultancy

Our vision is to establish a standard and world-class digital marketing agencies whose services and brand will not only be accepted in the United States of America but also in other parts of the world.


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Keys to Success

Web Spice Consultancy

The following keys to success will be observed for the digital marketing agency business plan in the United States:

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Objectives

Web Spice Consultancy

To build a well – structured advertising agency that can compete in the highly competitive advertising agencies in the United States

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Financial Highlights

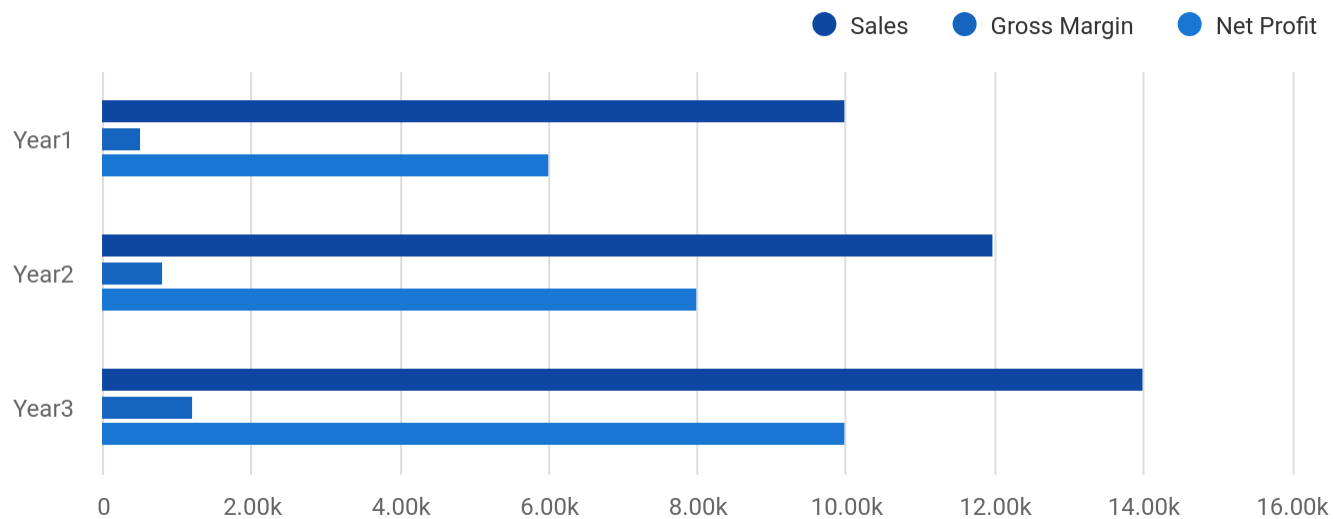
Web Spice Consultancy

The company is seeking \$2.5 million of financing to fund the acquisition of Vihaan Advertising and its initial operations. This funding will cover the purchase of Vihaan Advertising, marketing, purchase of extra software, and hardware. Projected revenues for 202

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10,000	500	6,000
Year2	12,000	800	8,000
Year3	14,000	1,200	10,000

2.

Business Summary

Company Ownership

Startup Summary

Web Spice Consultancy

Web Spice Consultancy is a U.S based and world-class marketing agency that will be located in Cape May – New Jersey. We have been able to secure a standard and well – positioned office facility in a central business district in Cape May. We are a digital mar

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Company Ownership

Web Spice Consultancy

Web Spice Consultancy is founded by Rooney Wilberforce and his friend and business partner for many years Festus Holloway. They both graduated from Illinois Institute of Technology with BSc in Business Administration and they have a combined experience


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Startup Summary

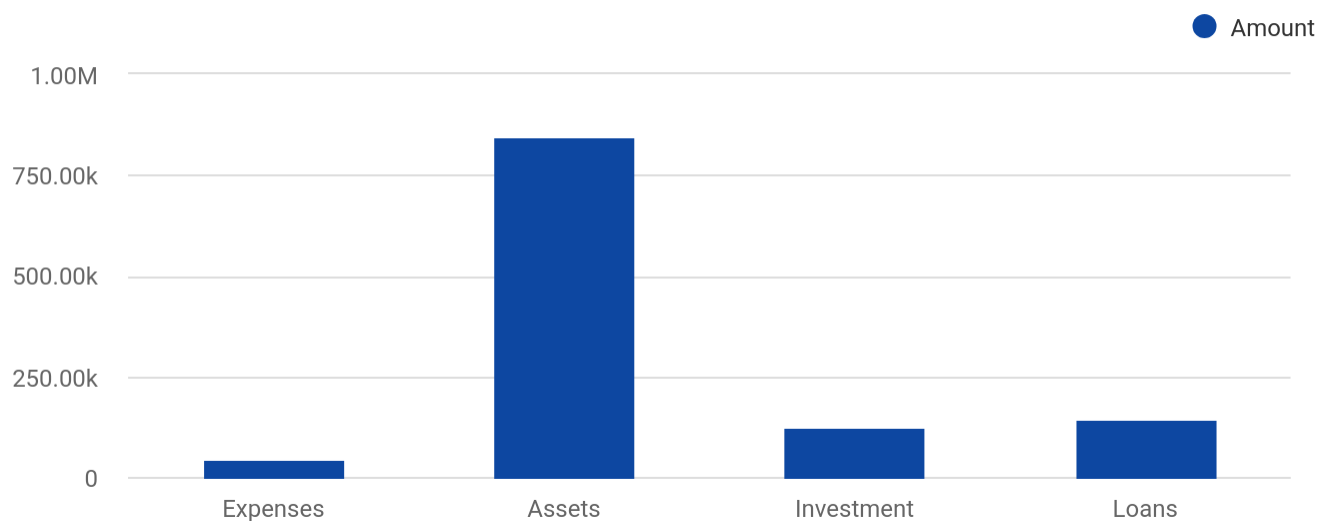
Web Spice Consultancy

Rooney Wilberforce and Festus Holloway will invest equally in the company. They will also secure a long-term business loan. The following table and chart show the projected initial start-up costs of Web Spice Consultancy.

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Startup



Category	Amount
Expenses	45,124
Assets	845,411
Investment	124,511
Loans	145,212

STARTUP	AMOUNT
Startup Expenses	
Legal	\$1,000
Stationery etc.	\$1,000
Brochures	\$1,000
Advertising	\$20,000
Expensed Computer Equipment/Software	\$10,000
Insurance	\$0
Rent	\$1,500
Research and Development	\$0
Other	\$0
TOTAL STARTUP EXPENSES	\$34,500
Startup Assets	

STARTUP	AMOUNT
Cash Required	\$155,500
Other Current Assets	\$10,000
Long-term Assets	\$0
TOTAL ASSETS	\$165,500
Total Requirements	\$200,000

3.

Products and Services

Services



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Before starting a digital marketing agency, you must take many things into consideration such as you must consider what types of digital marketing services will you be providing to your clients. Deciding

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Web Spice Consultancy

Web Spice Consultancy was established with the aim of maximizing profits in the Digital Marketing Agencies industry. We want to compete favorably with the leading digital marketing agencies in the United States of America and the world which is why

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Services



Search engine optimization (SEO)



Banner advertising



Video advertising



Rich media advertising



Sponsorship advertising



Classifieds/directories



Lead generation



Mobile messaging/email



Digital display advertising



Mobile advertising



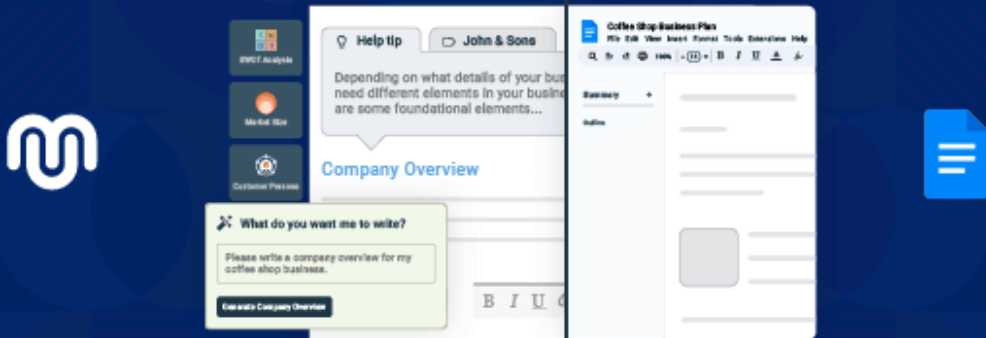
Social media management



Other related digital marketing advisory and consulting services

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4.

SWOT Analysis

Web Spice Consultancy

Web Spice Consultancy engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well – structured digital marketing business that can favorably compete in the highly competitive

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Strength

Our core strength lies in the power of our team; our workforce. We have a team of creative, result-driven, and highly proficient digital marketing experts, a team with excellent qualifications and experience in various niche areas in the digital marketing agencies industry and other related industry.

Aside from the synergy that exists in our carefully selected digital marketing experts, our services will be measurable, result-driven, and guided by best practices in the industry.

Weakness

As a new digital marketing agency in Cape May – New Jersey, 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 and highly competitive digital marketing agencies industry; that is perhaps our major weakness.

Another weakness is that we may not have the required cash to pump into promoting our business especially via mainstream media (TV, Radio and Newspapers, etc) the way we would want to.

Opportunity

No doubt, the opportunities available in the digital marketing agencies industry is massive considering the number of individuals and corporate organizations with an active presence on the internet and of course the pretty large numbers of people who visit the internet / social media platforms on a daily basis and own mobile phones/smartphones and other related gadgets.

As a standard and world-class digital marketing agency, we are ready to take advantage of any opportunity that is available in the industry.

Threat

Just like any other business, one of the major threats that we are likely going to face is an economic downturn. It is a fact that an economic downturn affects purchasing/ spending power. Another threat that may likely confront us is the arrival of a digital marketing agency or even a social media marketing company in the same location where our target market exists and who may want to adopt the same Business model as us.

5.

Market Analysis

Market Trends

Target Market

Competitive advantage



REMEMBER

The most important component of an effective Digital Marketing Agency business plan is its accurate market analysis. If you are starting on a smaller scale, you can do the market analysis yourself by talking to your target audience.

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Market Trends

Web Spice Consultancy

No doubt, the Digital Marketing Agencies industry has benefited from the rapid switch from traditional print advertising to digital advertisements. As more consumers generate website traffic through the use of smartphones and tablets, businesses have p

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Target Market

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Before starting our digital marketing agency, we are certain that there is a wide range of both corporate and individual clients who cannot successfully run their businesses without the services and support of a standard digital marketing agency; a compa

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Competitive advantage

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Surviving in the business world as a digital marketing agency requires more than your expertise, knowing how to conduct your business but also how to network with key people that matters; decision-makers that can decide who will get a contract or a business

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6.

Strategy

Pricing Strategy

Publicity and Advertising 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 clients. Like marketing analysis, sa

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Web Spice Consultancy

We are mindful of the fact that there is stiffer competition in the social media marketing industry; hence we have been able to hire some of the best marketing experts to handle our sales and marketing.

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Pricing Strategy

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At Web Spice Consultancy we will keep the prices of our services below the average market rate for all of our customers by keeping our overhead low and by collecting payment in advance from corporate organizations who would hire our services.

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Web Spice Consultancy

At Web Spice Consultancy, our payment policy will be all-inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that we will make available to our clients:

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Payment Options

Start writing here..

Publicity and Advertising Strategy

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We have been able to work with our in house brand and publicity consultants to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. We are set to become the number one choice for both corpor

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Web Spice Consultancy

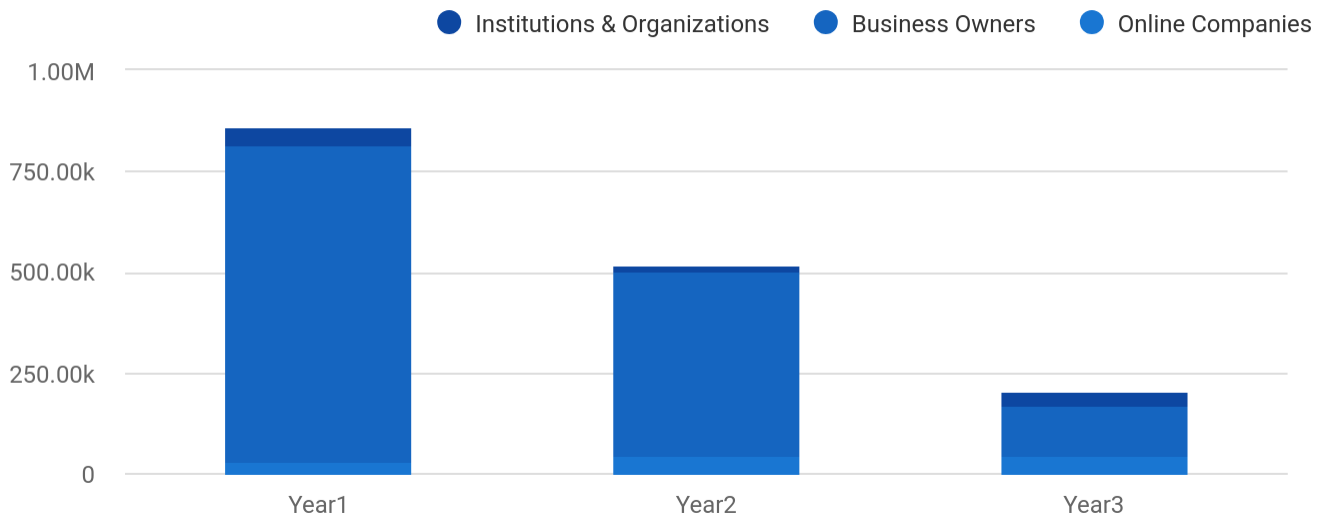
The following is the sales forecast for three years. We have no cost of sales, as all of our deliverables are electronic, and our labor costs are included in the Personnel table.

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Sales Forecast

Start writing here..

Sales Yearly



Financial Year	Institutions & Organizat...	Business Owners	Online Companies
Year1	45,784	784,574	32,125
Year2	12,451	457,844	45,125
Year3	32,541	124,515	45,125

Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

Sales Forecast	Year 1	Year 2	Year 3
Unit Sales			
Flyers & brochures	1,887,030	2,680,320	2,588,240
Billboards, banners & flags	802,370	815,430	823,540
Business & invitation cards	539,320	770,230	1,002,310
Digital advertising	265,450	322,390	393,320
TOTAL UNIT SALES	3,494,170	4,588,370	4,807,410
Unit Prices			
Flyers & brochures	\$140,00	\$150,00	\$160,00
Billboards, banners & flags	\$600,00	\$800,00	\$1 000,00
Business & invitation cards	\$700,00	\$800,00	\$900,00
Digital advertising	\$650,00	\$750,00	\$850,00
Sales			
Flyers & brochures	\$2,149,800	\$2,784,000	\$3 383 200
Billboards, banners & flags	\$120,050	\$194,500	\$268,500
Business & invitation cards	\$50,110	\$71,600	\$93,000
Digital advertising	\$139,350	\$194,600	\$249,850
TOTAL SALES			
Direct Unit Costs			
Flyers & brochures	\$0,70	\$0,80	\$0,90
Billboards, banners & flags	\$0,40	\$0,45	\$0,50
Business & invitation cards	\$0,30	\$0,35	\$0,40
Digital advertising	\$3,00	\$3,50	\$4,00
Direct Cost of Sales			
Flyers & brochures	\$989,300	\$1,839,000	\$2,679,700
Billboards, banners & flags	\$66,600	\$119,900	\$173,200
Business & invitation cards	\$17,900	\$35,000	\$52,100

Sales Forecast	Year 1	Year 2	Year 3
Digital advertising	\$19,400	\$67,600	\$115,800
Subtotal Direct Cost of Sales	\$1,294,100	\$1,699,400	\$2,104,700

7.

Management Plan

Personnel Plan

Average Salaries



REMEMBER

The management plan is also an important component of a Digital Marketing Agency business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries.

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Web Spice Consultancy

Rooney Wilberforce will be responsible for tactical elements of the marketing campaign and Festus Holloway will manage the technical aspects of the campaign.

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Personnel Plan

Web Spice Consultancy

As a matter of fact, a profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more as agreed by the board of trustees of the company. In view of the above...

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Average Salaries

Personnel Plan	Year 1	Year 2	Year 3
Accountant	\$85 000	\$95 000	\$105 000
Receptionist	\$45 000	\$50 000	\$55 000
Creative Director	\$152 000	\$159 000	\$166 000
Human Resources and Admin Manager	\$152 000	\$159 000	\$166 000
Sales and Marketing Executive	\$152 000	\$159 000	\$166 000
Client Service Executive	\$145 000	\$152 000	\$159 000
Content Creator / Online Traffic Generator	\$50 000	\$55 000	\$60 000
Digital Marketing Specialist	\$42 000	\$45 000	\$48 000
Web Designer cum Graphic Artist	\$42 000	\$45 000	\$48 000

Personnel Plan	Year 1	Year 2	Year 3
Total Salaries	\$304 000	\$318 000	\$332 000

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 a Digital Marketing Agency 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 covered.

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The company is seeking \$2.5 million of financing to fund the acquisition of Vihaan Advertising and its initial operations. This funding will cover the purchase of Vihaan Advertising, marketing, purchase of extra software, and hardware.

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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

	2024	2025	2026
Revenue	\$3,750,375	\$8,239,585	\$14,423,076.50
SEO and Content Marketing	\$2,164,053	\$4,953,984	\$8,399,117
Users	239	420	711
Recurring Charges	\$1,200	\$1,200	\$1,200
Social Media Management Services	\$1,156,947	\$2,806,501	\$5,266,184.50
Users	177	347	645
Recurring Charges	\$850	\$850	\$850
Website Design and Development	\$429,375	\$479,100	\$757,775
Unit Sales	172	192	303
Unit Price	\$2,500	\$2,500	\$2,500
Cost Of Sales	\$1,159,908.52	\$1,597,778.57	\$2,774,493.55
General Costs	\$1,159,908.52	\$1,597,778.57	\$2,774,493.55
Digital Marketing Tools & Software	\$384,140.03	\$840,582.54	\$1,462,929.79
SEO and Analytics Tools	\$375,037.50	\$823,958.50	\$1,442,307.65
Social Media Management Tools	\$9,102.53	\$16,624.04	\$20,622.14
Content Creation & Management	\$775,768.49	\$757,196.03	\$1,311,563.76
Freelance Content Creation	\$768,933.89	\$746,773.51	\$1,298,076.92
Graphic Design Software	\$6,834.60	\$10,422.52	\$13,486.84
Revenue Specific Costs	\$0	\$0	\$0

	2024	2025	2026
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$2,590,466.48	\$6,641,806.43	\$11,648,582.95
Gross Margin (%)	69.07%	80.61%	80.76%
Operating Expense	\$2,586,902.16	\$4,173,322.61	\$3,916,609.46
Payroll Expense (Indirect Labor)	\$1,553,328	\$1,715,037.12	\$1,898,775.96
Management Team	\$600,000	\$696,000	\$808,800
Marketing Director	\$360,000	\$432,000	\$518,400
Operations Manager	\$240,000	\$264,000	\$290,400
Creative Team	\$806,400	\$866,880	\$932,400
Senior Graphic Designer	\$403,200	\$423,360	\$444,528
Content Writer	\$403,200	\$443,520	\$487,872
Design Team	\$146,928	\$152,157.12	\$157,575.96
Graphic Designer	\$64,800	\$66,744	\$68,746.32
UX/UI Designer	\$82,128	\$85,413.12	\$88,829.64
General Expense	\$1,033,574.16	\$2,458,285.49	\$2,017,833.50
Marketing and Advertising	\$693,364.74	\$1,879,110.82	\$1,104,701.58
Online Advertising	\$90,008.75	\$177,085.55	\$509,381.70
Print Media Advertising	\$603,355.99	\$1,702,025.27	\$595,319.88
Office and Administrative	\$141,537.19	\$221,313.27	\$304,407.88
Office Rent	\$30,000	\$39,812.50	\$42,119.80
Utilities	\$111,537.19	\$181,500.77	\$262,288.08
Technology and Equipment	\$198,672.23	\$357,861.40	\$608,724.04

	2024	2025	2026
Hardware Maintenance	\$3,600	\$4,320	\$4,968
Software Subscriptions	\$174,897.23	\$329,583.40	\$576,923.06
Data analysis	\$20,175	\$23,958	\$26,832.98
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$3,564.32	\$2,468,483.82	\$7,731,973.49
Additional Expense	\$20,542.70	\$18,595.48	\$16,507.54
Long Term Depreciation	\$12,996	\$12,996	\$12,996
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$9,431.68)	\$2,455,487.82	\$7,718,977.49
Interest Expense	\$7,546.70	\$5,599.50	\$3,511.54
EBT	(\$16,978.38)	\$2,449,888.34	\$7,715,465.95
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$3,767,353.38	\$5,789,696.66	\$6,707,610.55
Net Income	(\$16,978.38)	\$2,449,888.34	\$7,715,465.95
Net Income (%)	(0.45%)	29.73%	53.49%
Retained Earning Opening	\$0	(\$101,978.38)	\$2,347,909.96
Owner's Distribution	\$85,000	\$0	\$0
Retained Earning Closing	(\$101,978.38)	\$2,347,909.96	\$10,063,375.91

Projected Cash Flow

	2024	2025	2026
Cash Received	\$3,750,375	\$8,239,585	\$14,423,076.50
Cash Paid	\$3,754,357.38	\$5,776,700.66	\$6,694,614.55
COS & General Expenses	\$2,193,482.68	\$4,056,064.06	\$4,792,327.05
Salary & Wages	\$1,553,328	\$1,715,037.12	\$1,898,775.96
Interest	\$7,546.70	\$5,599.50	\$3,511.54
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$3,982.38)	\$2,462,884.34	\$7,728,461.95
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$55,000	\$0	\$0
Net Cash From Investments	(\$55,000)	\$0	\$0
Amount Received	\$320,000	\$0	\$0
Loan Received	\$120,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$200,000	\$0	\$0
Amount Paid	\$111,935.90	\$28,883.12	\$30,971.06
Loan Capital	\$26,935.90	\$28,883.10	\$30,971.06
Dividends & Distributions	\$85,000	\$0	\$0
Net Cash From Financing	\$208,064.10	(\$28,883.12)	(\$30,971.06)

	2024	2025	2026
Summary			
Starting Cash	\$0	\$149,081.72	\$2,583,082.94
Cash In	\$4,070,375	\$8,239,585	\$14,423,076.50
Cash Out	\$3,921,293.28	\$5,805,583.78	\$6,725,585.61
Change in Cash	\$149,081.72	\$2,434,001.22	\$7,697,490.89
Ending Cash	\$149,081.72	\$2,583,082.94	\$10,280,573.83

Projected Balance Sheet

	2024	2025	2026
Assets	\$191,085.72	\$2,612,090.94	\$10,296,585.83
Current Assets	\$149,081.72	\$2,583,082.94	\$10,280,573.83
Cash	\$149,081.72	\$2,583,082.94	\$10,280,573.83
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$42,004	\$29,008	\$16,012
Gross Long Term Assets	\$55,000	\$55,000	\$55,000
Accumulated Depreciation	(\$12,996)	(\$25,992)	(\$38,988)
Liabilities & Equity	\$191,085.71	\$2,612,090.95	\$10,296,585.84
Liabilities	\$93,064.09	\$64,180.99	\$33,209.93
Current Liabilities	\$28,883.10	\$30,971.06	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$28,883.10	\$30,971.06	\$0
Long Term Liabilities	\$64,180.99	\$33,209.93	\$33,209.93
Long Term Debt	\$64,180.99	\$33,209.93	\$33,209.93
Equity	\$98,021.62	\$2,547,909.96	\$10,263,375.91
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$200,000	\$200,000	\$200,000
Retained Earnings	(\$101,978.38)	\$2,347,909.96	\$10,063,375.91
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%

	Year 1	Year 2	Year 3	Industry Profile
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.
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.

	Year 1	Year 2	Year 3	Industry Profile
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.

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 shows two side-by-side views of financial planning. On the left is the Upmetrics software interface, which is clean and user-friendly. It features a 'Financial Plan' section with a 'Profit & Loss' summary table for the year 2023-04. The table includes metrics like Revenue, Cost of Sales, Gross Margin, and Operating Expenses. Below this is a calculator for 'What price will you charge for each unit?' with a 'Per Unit' input set to \$ 40. On the right is a screenshot of a traditional spreadsheet, which is cluttered with many rows and columns, including various formulas and data points, illustrating the complexity and time-consuming nature of spreadsheets.

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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