



Graphic Design

ADDRESS

10200 Bolsa Ave, Westminster, CA, 92683
<http://www.example.com>

CONTACT

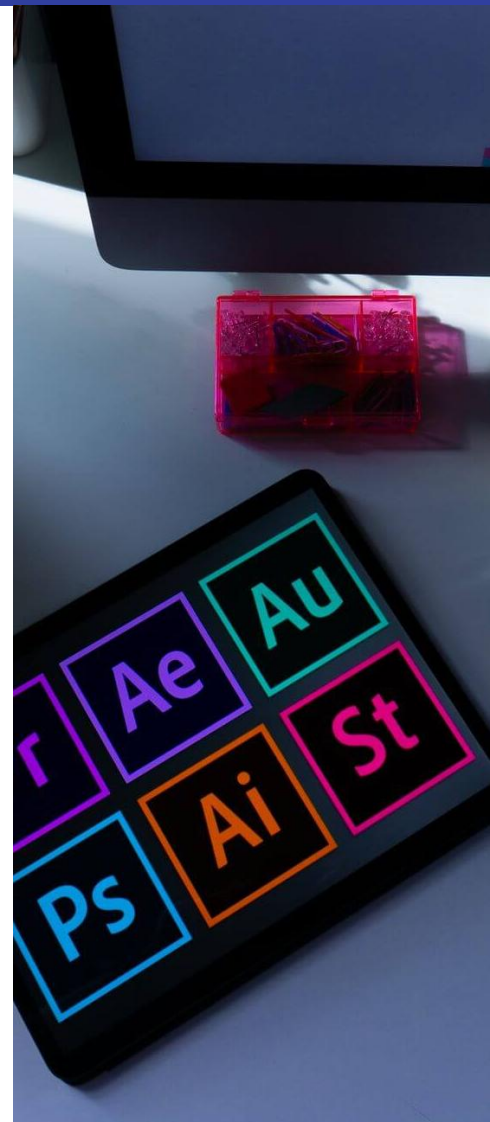
(650) 359-3153
info@example.com

Business Plan

[YEAR]

Prepared By

John Doe



Creating the Creativity

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the Company

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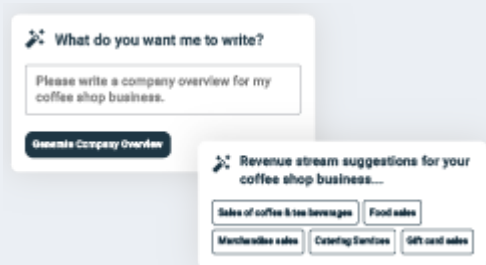
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1.

Executive Summary

Business Overview

Mission

Objectives

Keys to Success

Financial Summary



REMEMBER

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

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Business Overview

Ex :: Creative

Creative Studio is a U.S based but world-class graphics design company. We do not have plans to handle things with levity, which is why we have really made it a point of mandate to do all that we are able to. We have been able to lock down a standard and w

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Mission

Ex :: Creative

The Creative Studio's mission is to provide the customer with creative and practical graphic design work and visual communication services. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place. Our

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Objectives

Ex :: Creative

The objectives for the first three years of operation include:

- To develop a start-up graphics agency that will grow to profitability within year two

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Keys to Success

Ex :: Creative

We can achieve our business targets by following these keys to success:

- Successful marketing of our services through various platforms so as to attract so

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Financial Summary

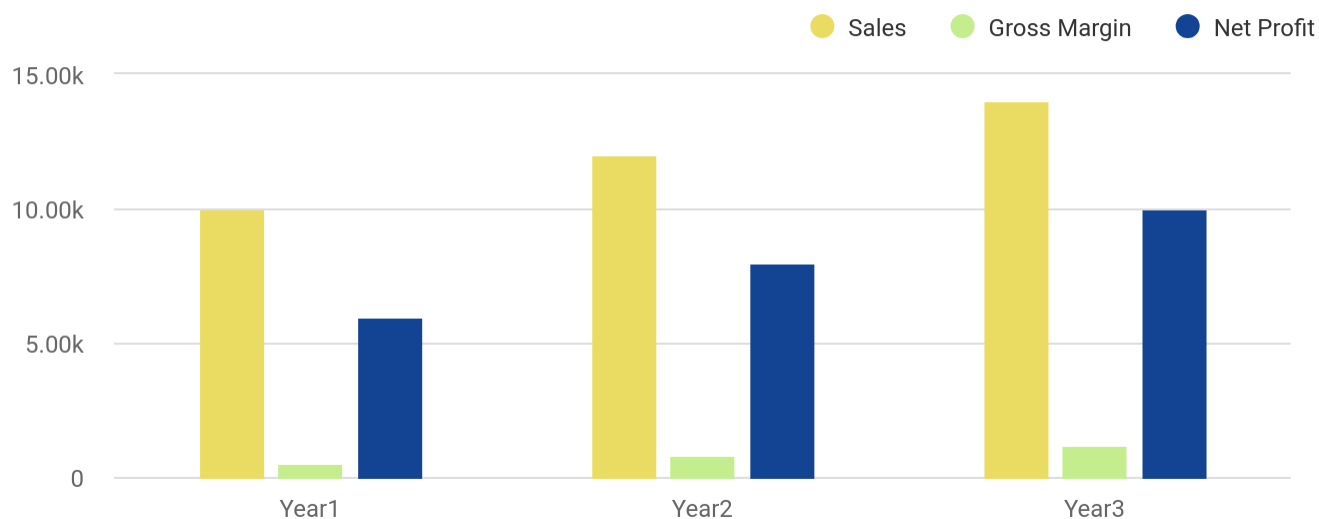
Ex :: Creative

Creative Studio will grow its customer base by providing clients with well-priced projects due to reasonably low overhead, creative, practical designs that add more value than competing graphic art firms, and superior customer attention. The Creative Studi

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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 Description

Ownership

Company Ownership

Start-up Summary

Funding Required

Ownership

Ex :: Creative

The Creative Studio is a start-up graphics firm that serves small- to medium-sized companies. The firm will be based in Baltimore, Maryland, and will operate from a small, downtown office.

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Company Ownership

Ex :: Creative

The Creative Studio is a sole proprietorship owned and operated by Louis Clinton.

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Start-up Summary

Ex :: Creative

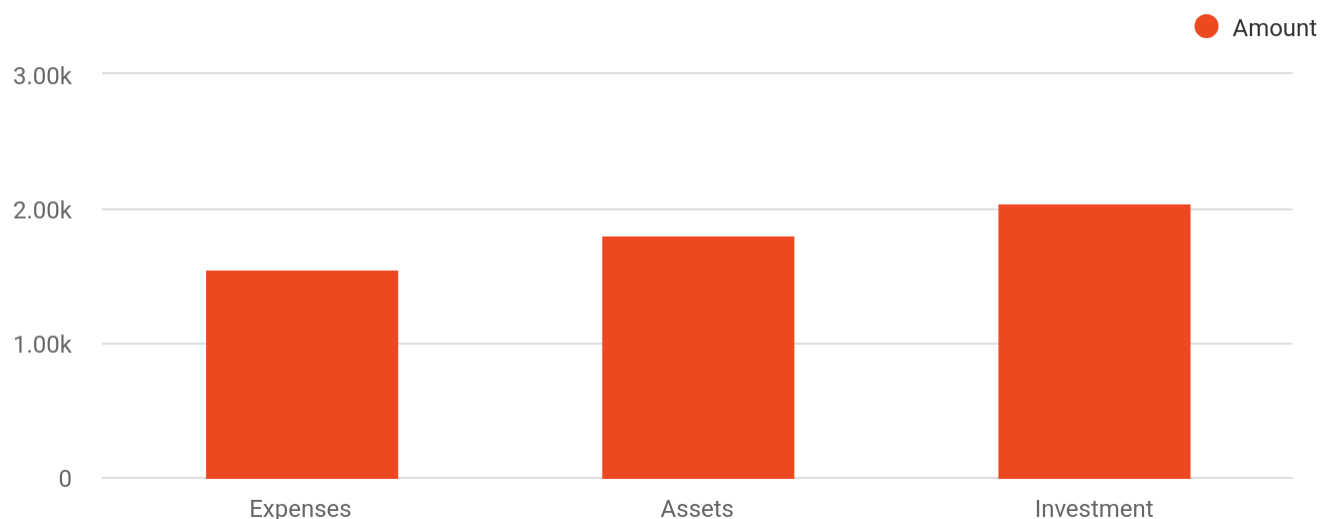
The Creative Studio will incur the following start-up costs:

Assorted office furniture including two filing cabinets, two work desks, a couch and two chairs.

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Startup cost



Cost distribution	Amount
Expenses	1,550
Assets	1,800
Investment	2,050

Funding Required

The detailed startup requirements and expenses are given in the table below.

STARTUP FUNDING	AMOUNT
Startup Expenses to Fund	\$1,000
Startup Assets to Fund	\$42,000
TOTAL FUNDING REQUIRED	\$43,000
Assets	
Non-cash Assets from Start-up	\$19,800
Cash Requirements from Start-up	\$22,200
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$22,200
TOTAL ASSETS	\$42,000
Liabilities and Capital	

STARTUP FUNDING	AMOUNT
Liabilities	
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	
Planned Investment	
Louis Clinton	\$43,000
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$43,000
Loss at Start-up (Start-up Expenses)	(\$1,000)
TOTAL CAPITAL	\$42,000
TOTAL CAPITAL AND LIABILITIES	\$42,000
Total Funding	\$43,000

3.

Products and Services

Products and services



REMEMBER

Before starting a mobile Graphic Design business, you must take many things into consideration such as you must consider what types of graphics services will you be providing to your customers. De

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Ex :: Creative

The Creative Studio provides graphic design and visual communication services to established, primarily Baltimore-based, companies. Some of the services offered are corporate identity, marquees, logos, branding, and packaging.

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Products and services



Website design and graphics



Print media design including newspapers, magazines, and books



Advertising and corporate branding including brochures, infographics, posters and product packaging



Logo design and visual identity services



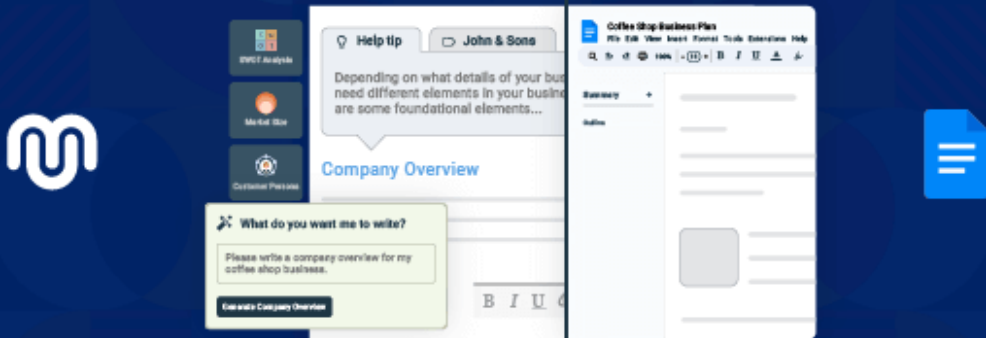
Illustrations and presentations



Animations and cartoons production

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4.

Market Analysis

Marketing Segmentation

Target Market Segment Strategy

Service Business Analysis



REMEMBER

The most important component of an effective Graphic design 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

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Ex :: Creative

The Creative Studio will be targeting small- to medium-sized companies. What these companies have in common is they have started as a small company with a good idea and have grown into a larger, more mature company that must now decide

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Marketing Segmentation

Ex :: Creative

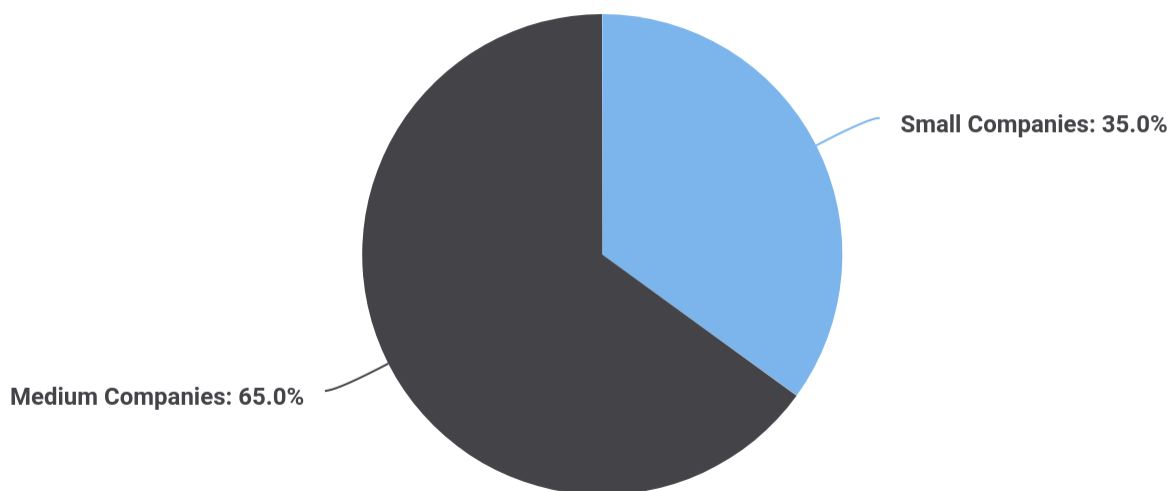
The Creative Studio has two distinct customer groups which they will concentrate on:

- Small-size companies: typically five to 15 employees

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Marketing share



Segments

Market share

Small Companies

35

Medium Companies

65

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Small companies	8%	234	253	273	295	319	8.05%
Medium companies	7%	145	155	166	178	190	6.99%
Total	7.65%	379	408	439	473	509	7.65%

Target Market Segment Strategy

The market segments will be targeted in a number of different ways. It must be noted that graphics firms generate visibility and sales not through advertising, but through networking and client referrals. The methods used for the target market segment strategy will be:

- Networking.** The networking will be based on leveraging Louis's personal and professional relationships that he has developed after spending years in the industry. Ways of networking include sending out notecards to all acquaintances announcing the opening of The Creative Studio, periodically meeting with people to catch up—as well to continue to the network which means to find out who this person knows within the target companies that Creativa will try to turn into customers.
- Client referral.** A lot of business is derived through referrals. Some of the referrals will come through the Chamber of Commerce, some of the referrals will come from customers. Recognizing that referrals will be a good source of new customers, Louis Clinton will be in constant contact with the Chamber. In addition to being in contact with them, Louis Clinton will investigate the possibility of doing a small project pro bono for the Chamber. This will be done to let the Chamber view an example of The Creativa Studio's work. It will also provide a reason for the Chamber to recommend The Creative Studio. Louis will work very hard to satisfy all of his customers. By making sure that he exceeds their expectations, he will increase the likelihood that he will receive referrals from satisfied customers.
- Targeted customer acquisition.** This is the researching and strategic formulation to attract a chosen company to become a customer. Louis will put together a list of 20-30 companies that would be excellent customers. Once these companies have been identified, Louis Clinton will devise a strategy to target these companies as customers by initially determining what value Creativa can offer them. Eventually, the goal is to be able to meet with the decision-maker of the company and present them with a portfolio of Louis's past work as well as the proposed value Louis can offer them.

Service Business Analysis

Ex :: Creative

The graphic design industry is fairly diverse with all types of service providers. There are large advertising agencies, freelance designers, and in-house firms that typically only serve the specific company.


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Ex :: Creative

The following are examples of the different types of competitors:

- **Large advertising agencies:** over the years these firms have increased their number of

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Competition and Buying Patterns

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5.

Strategy

Marketing Strategy

Sales Strategy

Milestones

Competitive Edge



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

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Ex :: Creative

Creative Studio's marketing and sales strategy will utilize networking and referrals to develop visibility for the company. Prospective customers will be turned into qualified sales through a professional showing that displays Louis's portfolio of past work. The

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Marketing Strategy

Ex :: Creative

As noted previously in the target market segment strategy, The Creative Studio will rely on three activities in their marketing efforts. These include:

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Sales Strategy

Ex :: Creative

The sales strategy will be to utilize Louis's portfolio of past work to qualify a sales lead. Using a portfolio is very common within the industry to show past examples of work. Louis's strategy will be the development of several different portfolios, each one custo

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Ex :: Creative

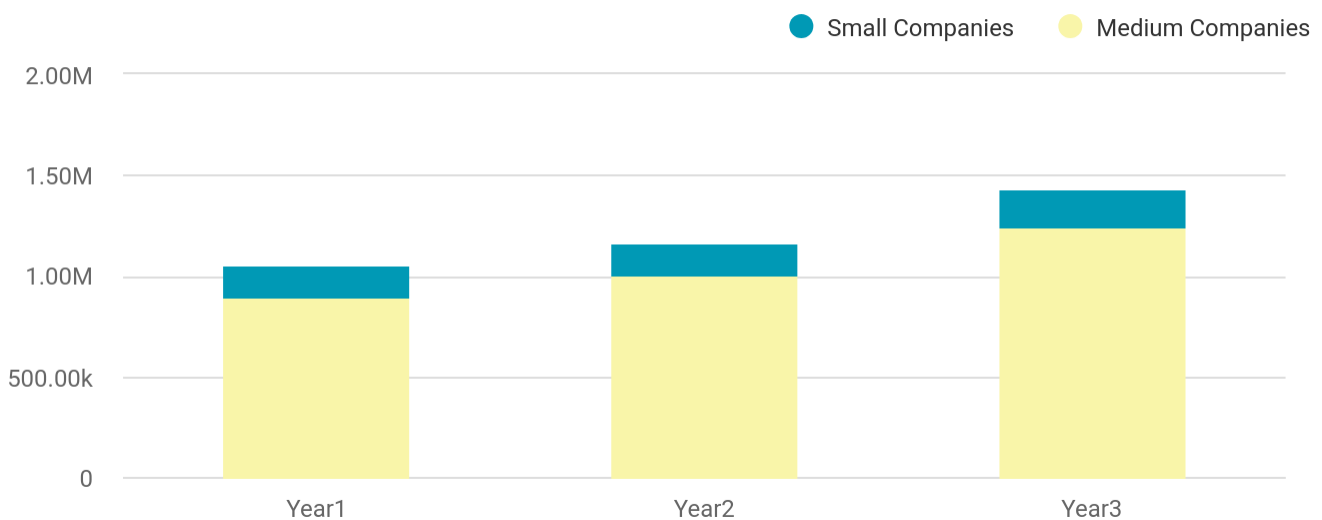
The first month of operation will be used to get the office set up and ready for business. Some of the time will be working with the interior designers to create a modern-looking office space.

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Sales Forecast

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Sales Yearly



Financial Year	Small Companies	Medium Companies
Year1	158,745	895,665
Year2	164,548	1,004,512
Year3	186,541	1,245,587

Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

SALES FORECAST	YEAR 1	YEAR 2	YEAR 3
Sales			
Small companies	\$29,339	\$50,697	\$58,849
Medium companies	\$40,058	\$74,554	\$86,543

SALES FORECAST	YEAR 1	YEAR 2	YEAR 3
TOTAL SALES	\$69,397	\$125,251	\$145,392
Direct Cost of Sales			
Small companies	\$880	\$1,521	\$1,765
Medium companies	\$1,202	\$2,237	\$2,596
Subtotal Direct Cost of Sales	\$2,082	\$3,758	\$4,362

Milestones

The Creative Studio will have several milestones early on:

Milestone	Start Date	End Date	Budget	Manager	Department
Business plan completion	1/1/2001	2/1/2001	\$0	ABC	Marketing
Office set up	1/1/2001	2/1/2001	\$0	ABC	Department
Establishment of the first major account	1/1/2001	5/15/2001	\$0	ABC	Department
Profitability	1/1/2001	9/31/01	\$0	ABC	Department
Totals			\$0		

Competitive Edge

Ex :: Creative

The Creative Studio's competitive edge is based on Louis's diverse background of business and creativity. Typically, most creative agencies are staffed by right-brain creative types. These people are extremely aesthetically oriented. While this is certainly an

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Start writing here..

6.

Web Plan Summary

Website Marketing Strategy

Development Requirements

Ex :: Creative

The website will be used as a way to disseminate information regarding the firm, show past examples of work, and provide the interested party several ways of contacting The Creative Studio. In today's day and age, a website is almost a given, a standard

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Website Marketing Strategy

Ex :: Creative

The marketing strategy for the website will be based on the inclusion of the Internet address in all materials that The Creativa Studio releases, as well as submission to popular websites. Submission to search engines is an art in itself as different search engines


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Development Requirements

Ex :: Creative

A graduate student from the University of Maryland's computer science department will be used for the development (writing the code, Kiev will be responsible for the creative work) of the website as well as the periodic maintenance of the site. A graduate

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7.

Management Summary

Average Salary of Employees



REMEMBER

The personnel plan is also an important component of a graphics design 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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Ex :: Creative

Louis Clinton received his Bachelor of Arts in graphic design and business administration from the University of Maryland. While pursuing his undergraduate degree, Louis was able to take several different graduate-level business courses which were more ch

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Average Salary of Employees

Louis will be the sole employee through month seven at which time he will hire an assistant to help out with design execution, as well as some of the administrative details.

PERSONNEL PLAN	YEAR 1	YEAR 2	YEAR 3
Louis	\$42,000	\$42,000	\$42,000
Assistant	\$17,280	\$34,560	\$34,560
TOTAL PEOPLE	2	2	2
Total Payroll	\$59,280	\$76,560	\$76,560

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 graphics design 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

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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	\$317,336.10	\$525,488.35	\$892,598.47
Graphic Design Services	\$238,760	\$428,785	\$770,050
Unit Sales	478	858	1,540
Unit Price	\$500	\$500	\$500
Branding Packages	\$42,576.10	\$60,703.35	\$86,548.47
Digital Advertising Design	\$36,000	\$36,000	\$36,000
Total Hours	480	480	480
Hourly Price	\$75	\$75	\$75
Cost Of Sales	\$37,386.94	\$54,399.16	\$84,138.73
General Costs	\$37,386.94	\$54,399.16	\$84,138.73
Design Material Costs	\$25,386.94	\$42,039.16	\$71,407.93
Printing Materials	\$6,346.72	\$10,509.79	\$17,851.98
Software Licenses	\$15,866.83	\$26,274.44	\$44,629.93
Printing Costs	\$3,173.39	\$5,254.93	\$8,926.02
Outsourced Services	\$12,000	\$12,360	\$12,730.80
Freelance Designers	\$12,000	\$12,360	\$12,730.80
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$279,949.16	\$471,089.19	\$808,459.74
Gross Margin (%)	88.22%	89.65%	90.57%

	2024	2025	2026
Operating Expense	\$335,837.04	\$367,157.31	\$401,915.19
Payroll Expense (Indirect Labor)	\$270,600	\$281,226	\$292,283.16
Design Team	\$96,360	\$100,808.40	\$105,464.52
Senior Graphic Designer	\$59,400	\$62,370	\$65,488.56
Junior Graphic Designer	\$36,960	\$38,438.40	\$39,975.96
Administrative Staff	\$79,200	\$81,576	\$84,023.40
Office Manager	\$46,200	\$47,586	\$49,013.64
Administrative Assistant	\$33,000	\$33,990	\$35,009.76
Sales and Marketing	\$95,040	\$98,841.60	\$102,795.24
Marketing Manager	\$52,800	\$54,912	\$57,108.48
Sales Representative	\$42,240	\$43,929.60	\$45,686.76
General Expense	\$57,440.16	\$71,531.31	\$95,232.03
Office Operations	\$33,946.72	\$39,417.79	\$48,131.22
Office Rent	\$24,000	\$25,200	\$26,460
Utilities	\$6,346.72	\$10,509.79	\$17,851.98
Office Supplies	\$3,600	\$3,708	\$3,819.24
Marketing and Advertising	\$18,693.44	\$27,139.52	\$41,946.33
Digital Marketing	\$12,693.44	\$21,019.52	\$35,703.93
Print Advertising	\$6,000	\$6,120	\$6,242.40
Technology and Software	\$4,800	\$4,974	\$5,154.48
Software Subscription	\$3,000	\$3,120	\$3,244.80
Website Maintenance	\$1,800	\$1,854	\$1,909.68
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$7,796.88	\$14,400	\$14,400

	2024	2025	2026
EBITDA	(\$55,887.88)	\$103,931.88	\$406,544.55
Additional Expense	\$7,901.48	\$6,934.38	\$5,907.63
Long Term Depreciation	\$5,328	\$5,328	\$5,328
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$61,215.88)	\$98,603.88	\$401,216.55
Interest Expense	\$2,573.47	\$1,606.38	\$579.64
EBT	(\$63,789.36)	\$96,997.50	\$400,636.92
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$381,125.46	\$428,490.85	\$491,961.55
Net Income	(\$63,789.36)	\$96,997.50	\$400,636.92
Net Income (%)	(20.10%)	18.46%	44.88%
Retained Earning Opening	\$0	(\$81,789.36)	\$7,208.14
Owner's Distribution	\$18,000	\$8,000	\$8,000
Retained Earning Closing	(\$81,789.36)	\$7,208.14	\$399,845.06

Projected Cash Flow

	2024	2025	2026
Cash Received	\$317,336.10	\$525,488.35	\$892,598.47
Cash Paid	\$368,000.58	\$408,762.85	\$472,233.55
COS & General Expenses	\$94,827.10	\$125,930.47	\$179,370.76
Salary & Wages	\$270,600	\$281,226	\$292,283.16
Interest	\$2,573.47	\$1,606.38	\$579.64
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$50,664.48)	\$116,725.50	\$420,364.92
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$34,400	\$14,400	\$14,400
Net Cash From Investments	(\$34,400)	(\$14,400)	(\$14,400)
Amount Received	\$80,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$0	\$0
Amount Paid	\$33,679.72	\$24,646.82	\$25,673.45
Loan Capital	\$15,679.73	\$16,646.82	\$17,673.44
Dividends & Distributions	\$18,000	\$8,000	\$8,000
Net Cash From Financing	\$46,320.28	(\$24,646.82)	(\$25,673.45)

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$38,744.20)	\$38,934.48
Cash In	\$397,336.10	\$525,488.35	\$892,598.47
Cash Out	\$436,080.30	\$447,809.67	\$512,307
Change in Cash	(\$38,744.20)	\$77,678.68	\$380,291.47
Ending Cash	(\$38,744.20)	\$38,934.48	\$419,225.95

Projected Balance Sheet

	2024	2025	2026
Assets	(\$17,469.08)	\$54,881.60	\$429,845.07
Current Assets	(\$32,141.08)	\$45,537.60	\$425,829.07
Cash	(\$38,744.20)	\$38,934.48	\$419,225.95
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$6,603.12	\$6,603.12	\$6,603.12
Long Term Assets	\$14,672	\$9,344	\$4,016
Gross Long Term Assets	\$20,000	\$20,000	\$20,000
Accumulated Depreciation	(\$5,328)	(\$10,656)	(\$15,984)
Liabilities & Equity	(\$17,469.10)	\$54,881.58	\$429,845.06
Liabilities	\$34,320.26	\$17,673.44	\$0
Current Liabilities	\$16,646.82	\$17,673.44	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,646.82	\$17,673.44	\$0
Long Term Liabilities	\$17,673.44	\$0	\$0
Long Term Debt	\$17,673.44	\$0	\$0
Equity	(\$51,789.36)	\$37,208.14	\$429,845.06
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$30,000	\$30,000
Retained Earnings	(\$81,789.36)	\$7,208.14	\$399,845.06
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 tools. On the left is the Upmetrics 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 rows for 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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