



# Fixit - Handyman

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# Business Plan

[YEAR]

Prepared By

John Doe



*We make small and big repairs*

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.

# Table of Contents

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<b>Executive summary</b>	4
Market Validation	5
Objectives	5
Short Term (1 -3 Years)	5
Long Term (3-5 years)	5
SMART Goal	6
Mission statement	6
Keys to success	7
Financial Highlights	7
Fixit - 3 Year Revenue Highlights	8
Chart	8
<b>Business overview</b>	9
Company Ownership/Legal Entity	10
Location	10
Interior Operating Facilities	10
Hours of Operation	11
Startup summary	11
<b>Products &amp; Services</b>	12
Handyman Services	13
Fixit will offer the following services	13
Customer Service	15
<b>Market Analysis</b>	16
Market segmentation	17
Market Trends	17
Target market	17
Fixit Market Distribution	18
Chart	18
Competitive Advantage	18
<b>SWOT analysis</b>	19
<b>Strategy &amp; implementation</b>	21
Distribution Strategy	22
Marketing and Promotion Programs	22
Positioning Statement	22
Sales strategy	23

Marketing Channels .....	23
Pricing strategy .....	23
<b>Operational Plan .....</b>	<b>24</b>
Organization chart .....	25
Chart .....	25
Marco .....	25
Jane Doe .....	25
John Doe .....	25
John Green .....	25
Jane Green .....	25
Management Team .....	26
Personnel Plan .....	26
Hiring plan .....	26
JANE DOE .....	27
JOHN DOE .....	27
Milestones .....	28
Fixit .....	28
<b>Financial plan .....</b>	<b>29</b>
Important Assumptions .....	30
Brake-even Analysis .....	30
Projected Profit and Loss .....	30
Profit Yearly .....	32
Chart .....	32
Gross Margin Yearly .....	32
Chart .....	32
Projected Cash Flow .....	33
Projected Balance Sheet .....	34
Business Ratios .....	35

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# 1.

## Executive summary

Market Validation

Objectives

SMART Goal

Mission statement

Keys to success

Financial Highlights



TIP

Fixit is a provider of building maintenance and handyman services. The company will be based in Jacksonville, Florida, whence it will extend a portfolio of specialized services to property owners, both residential and commercial. The focus will initially be on clientele in Florida with a subsequent enhancement in scope to the rest of the US planned

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## Market Validation



TIP

According to the U.S. Census Bureau, 6 out of every 10 homeowners have at least seven home projects on their “to-do” list. Helping busy homeowners knock these important tasks off their schedule creates a tremendous business opportunity.

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## Objectives



TIP

- To enhance customer service and after-sale services by establishing a representative office in Florida in 2022
- To build a market reputation for quality products and services during the forecast period.

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## Short Term (1 -3 Years)

Start writing here...



TIP

- To expand by opening more satellite offices across the US towards the end of the forecast period.
- To hire 30 employees in the first year and grow to 200 employees in the fifth year.

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## Long Term (3-5 years)

Start writing here...

## SMART Goal



### Specific

To become the most sought after handyman service provider in the US



### Measurable

To launch operations in Florida in 2022 and expand across the US by the end of the forecast period



### Achievable

To offer customer centric services in order to increase client satisfaction and gain repeat business



### Relevant

To gain at least 5% of the market share within the forecast period



### Time-Based

To achieve business goals within the five years of the forecast period

## Mission statement



TIP

The mission of Fixit is to enrich the life of each customer by providing unique services to our customers and exceptional craftsmanship, all while maintaining a pleasant work environment.

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## Keys to success



### Economies of Scope

Offering the right mix of indoor and outdoor technical and maintenance services will allow Fixit to win large contracts and increase their revenue.



### Expertise

Founders will indicate their history of providing related services, complete with endorsements of satisfied clientele, in order to generate brand equity for Fixit.



### Location

Fixit will take advantage of the associated benefits, networking capabilities and the vast cluster of residential and commercial establishments offered by the region.



### Price Advantage

Fixit will ensure hiring the best contract workers for its projects. Keeping a low margin, the company will ensure its handyman services are offered at a market competitive price point.



### Reputation

It is important for Fixit to develop a reputation locally through the provision of high quality services that embody value-for-money and seasoned expertise.



### Multi-Skilled Workforce


As Fixit intends to service a wide variety of customers across multiple services of varying technicalities, the company needs to employ workers that carry suitable experience on flexible terms (so as to minimise fixed costs).

## Financial Highlights



TIP

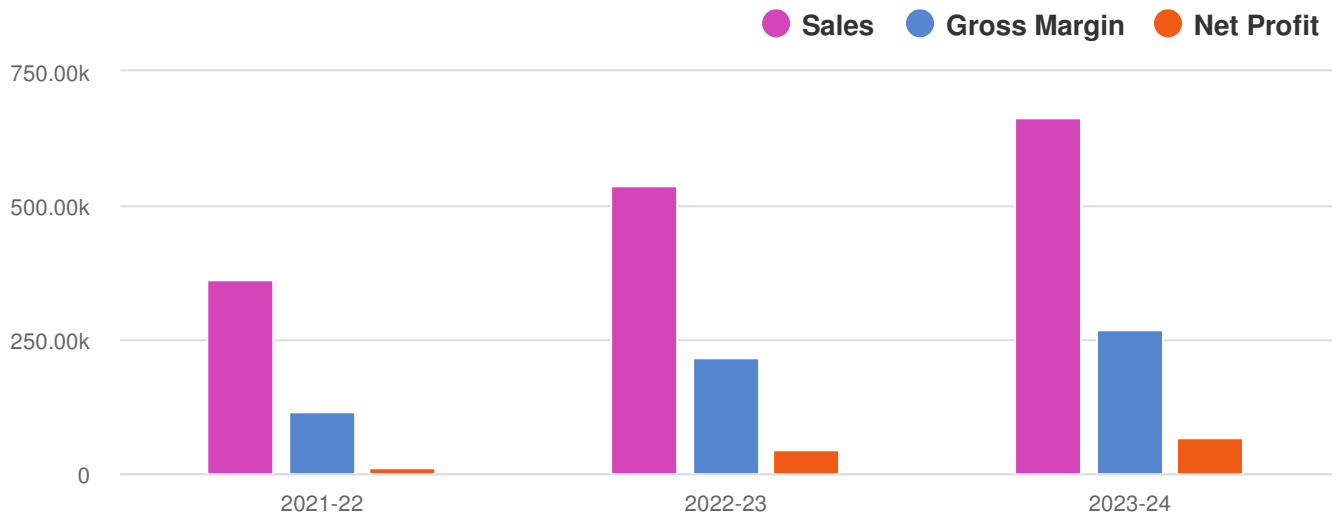
The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used for the setup and launch of the company in the US. The company expects to steadily grow its revenues through active efforts in marketing, networking, excellent customer service, and quality products. Meanwhile, the company will establish a h

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## Fixit - 3 Year Revenue Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	360723	114289	13038
2022-23	538041	216784	44360
2023-24	665012	269869	65638

# 2.

## Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary



TIP

Fixit is a service start-up based in Jacksonville, Florida, offering a complete handyman solution. By developing a reputation as a qualified, affordable, and trusted service provider, Fixit will aim to gather a sizeable market share in Florida and across the US.

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## Company Ownership/Legal Entity



TIP

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in Florida, it will also register with the local county. The business will be wholly owned and managed by the Founder Mr. Ashton, who will also be the principal investor of the business.

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## Location



TIP

The company will establish a business in Florida by the end of 2022. The region is considered an epicenter for food innovation, design trends, and innovative developments in manufacturing.

Location is vital for Fixit as it plans to cater to the U

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## Interior Operating Facilities



TIP

The company will begin operations from rented office space at the heart of Florida's commercial hub. Initial investments in setting up the interior facilities, consumables, and repair equipment will be set up. The company will also have a dedicated service station fully equipped with state-of-the-art machinery that can aid handymen to repair and perform carpentry t

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## Hours of Operation



**TIP**

Fixit will operate on an appointment basis. Taking calls through email, calls, and the website, the company will schedule services based on slots and availability of technicians. The company envisions opening the office at 10 am and remain open till 7 pm to take calls and schedule appointments.

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## Startup summary



**TIP**

A portion of the capital investment of \$50,000 will be utilized to finance a range of expenses incurred prior to the launch of the company as indicated in the table below. Accordingly, approximately \$11,500 will be spent on a range of start-up expenses (reflected in the top half of the below expense schedule) while an additional \$18,000 will be earmarked for ad

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# 3.

## Products & Services

Handyman Services

Customer Service



TIP

Fixit is a home improvement and handyman service, provider. The company's team of contractors provides a suite of handyman services, so clients can get their renovations, fixes, and improvements completed, all in one fell swoop.

From bathroom renovations to kitchen remodels, and [To unlock help try Upmetrics!](#)

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## Handyman Services

Fixit will offer the following services



### Plumbing Repair

From leaking pipes to full installation Fixit can handle it all



### Drywall Installation

Drywall repair whether its a scratch or a hole



### Electrical Installation

From switches to light fittings



### Carpentry Services

Make a piece from scratch or repair and existing furniture



### Appliance Installation

Air conditioners, heaters or coolers



### Flooring Installation

Tiling, cementing or wood panelling



### Roofing Repair

Repair a leak or replace a section of the roof



### Gutter Cleaning

Clean clogged gutters



### Kitchen Makeover

Fix a cupboard to a complete makeover



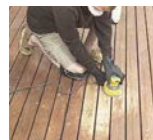
### Bathroom Remodel

Fix a sink or give the bathroom a whole new look



### Attic Insulation

Winters can be devastating in unprotected houses, Fixit insulates the attic



### Deck Repair

Outdoor repairs and reinstallation



### Door Installation

Broken or replaced doors



### Fence Repair

Broken or replace fence or build one from scratch

## Customer Service



**TIP**

Fixit prides itself on the quality of service extended to its customers. As a part of good faith and to maintain a healthy and robust customer relationship, the company will cater to the client's specific needs even if it does not form a part of a package.

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# 4.

## Market Analysis

Market segmentation

Market Trends

Target market





TIP

Home services is a term that is used encompasses various intangible assets that are provided by businesses for residential homes. There are several businesses that are provided by home services that span across various sectors of business such as repairs and maintenance, installations, home improvement, and others. As the number of service

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## Market segmentation



TIP

The United States Home Services Market is segmented on the deployment, repairs & maintenance, home improvement type, and geography.

UNITED STATES HOME SERVICES MARKET, BY DEPLOYMENT  
2018 – 2026 (USD BILLION)

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## Market Trends



TIP

The rise in the adoption of smartphones is significantly aiding in the growth of the home service market. Smartphone technology is developing in such a way that it is influencing the consumer's daily marketing strategies, business activities as well as lifestyle. Along with the rise in the adoption of smartphones comes the rise in internet penetration which in turn

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## Target market



TIP

As a new entrant to the home improvement and handyman services cohort of the US, Fixit will follow a phased approach in engaging its primary target market. The company will initially focus on winning small- to medium-scale commercial and residential cleaning and maintenance projects in and about Florida. The objective is to build a reputation for flex

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## Fixit Market Distribution



Target Market	Share
Residential Clients	60
Commercial Clients	40

## Competitive Advantage



### Value Added Services

Fixit will dedicate itself to the wellbeing of its customers. The company will extend specific client focused services based on their requirement.



### Price

The company will consciously maintain a low margin for its services which allows it to control prices. Fixit will thus be able to secure and distribute services at market beating price points.



### Distribution Channels

Fixit will distribute its products through both B2B as well as B2C channels.



### Effective Marketing

Fixit will dedicate time and effort towards networking and gaining valuable insight into the prevailing market trends in the US which will allow the company to optimise its marketing strategies and effectively penetrate the market on launch.

# 5.

## SWOT analysis



TIP

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 been conducted for Fixit and is presented below.

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## Strengths

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- Extensive experience of the Founders (more than 25 years)
- Prime business location in Florida amidst a growing construction/residential market
- Lean organizational structure
- Offers specialized technical and maintenance services with a focus on quality
- Experience-backed ability to take on larger projects

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## Weaknesses

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- Is new and hence unknown in the market
- Distance between company location and projects may reduce efficiencies
- A drop in specialized skills availability in Florida (e.g. engineering, construction & property, etc.) may affect Fixit's hiring plan
- Material purchase costs have risen over the years (e.g. paints, home improvement materials, equipment, etc.)

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## Opportunities

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- To expand reach across the US (e.g. by appointing remote teams, opening additional offices in other major cities, etc.)
- To expand services based on the founder's vast experience
- To continue to offer flexible ABC-pricing, avoiding fixed costs, to win more client patronage

O

## Threats

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- Low barriers to entry; increasing competition
- Customers defaults
- Slow economic growth in the future could stagnate the construction market in the US

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# 6.

## Strategy & implementation

- Distribution Strategy
- Positioning Statement
- Sales strategy
- Pricing strategy



TIP

The objectives for the company's early sales and marketing initiatives will be to generate awareness of Fixit as a new player in the market and to educate potential customers about its portfolio of services. Over time, as Fixit becomes more established and develops a strong reputation, the marketing emphasis will shift to include more of a focus on the company

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## Distribution Strategy



TIP

The company will reach its customer through both online and offline channels. Fixit's comprehensive website will accept contracts online and schedule services according to the availability of handymen and the urgency of the client requirement. Customers will also have an option to call and book appointments and request specific contractors based on their past

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## Marketing and Promotion Programs



www

### Website

Launch an engaging and attractive website that is a source of promotional materials



### Feedback

Create a healthy feedback loop to gauge shifting trends and align services to meet demand



### Email

Compiling attractive market materials which feature service portfolio of Fixit to be sent as e-mail blasts to prospects



### Video

Crafting YouTube videos to provide a before and after of the remodel and offer a sneak-peek into the company's activities and projects carried out

## Positioning Statement



TIP

Fixit's marketing objective is to position its services as specialized, affordable, and flexible to cater to any type of setting. The company will facilitate both B2B business as well as a B2C business, targeting building owners, construction contractors, and consulting firms.

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## Sales strategy



TIP

The company will leverage its existing client network and expand its client base by extending sampling and after-sales services. Employing social media advertising campaigns, e-mail marketing strategies, networking through community clusters, and creating awareness by articles and publications in popular industry media will allow the company to fur

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## Marketing Channels



### Direct Mail Marketing

Fixit will mail professionally designed materials with its value proposition to these companies and provide quotes for its services.



### 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 Fixit's offering

## Pricing strategy



TIP

The company will price its services based on the number of hours spent on the service. Ensuring low direct input costs, the company will optimize its sourcing and project delivery techniques to maintain and offer services at a low price point.

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# 7.

## Operational Plan

Management Team

Personnel Plan

Milestones





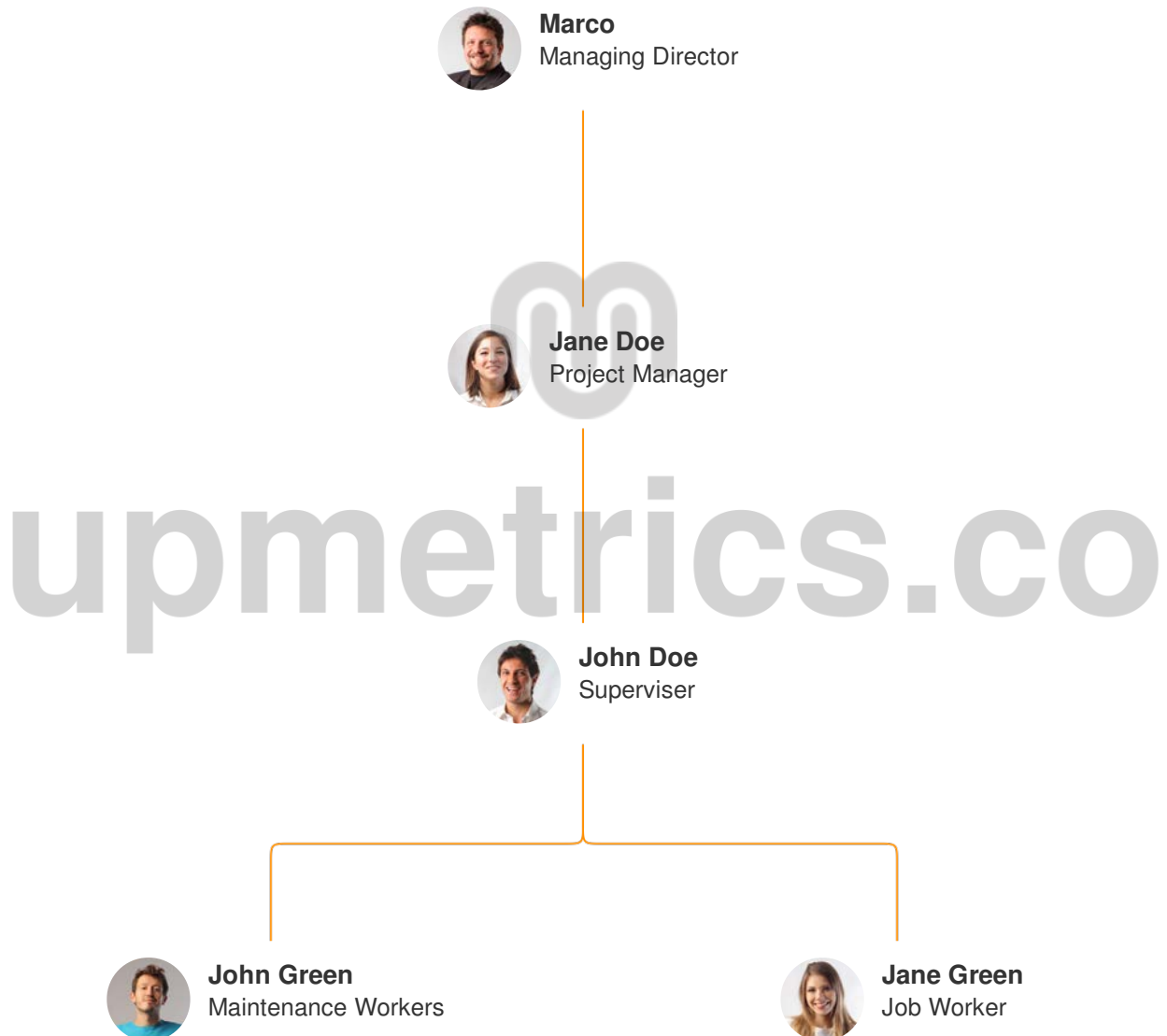
TIP

The team will be headed by Managing Director Mr. Ashton who will also oversee project operations. Joining Mr. Ashton in the Management Team will be sales and marketing executives and an office manager.

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## Organization chart



## Management Team



**TIP**

Mr. Ashton will serve as the Managing Director of Fixit. A highly motivated and dynamic individual, Thomas boasts vast experience in the field of aesthetics having spent a career spanning 14 years essaying various white-collar roles for construction companies across America. His ability to multi-task and expertly weave through operational pitfalls equips him with exceptional management

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## Personnel Plan



**TIP**

The company plans to create five full-time equivalent jobs in addition to the management team within the first three years of operations. Salaries for each employee are in line with the industry's benchmark.

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## Hiring plan

**8**

Filled

**3**

Hired

**1**

Open

Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Maintenance Workers	1 of 20	10 days	121 days	100%
Supervisors	3 of 23	30 days	21 days	80%
Job Worker	4 of 15	158 days	127 days	0%
Project Managers	4 of 15	158 days	127 days	40%



## JANE DOE

*Project Manager- [Jane@example.com](mailto:Jane@example.com)*

Ability to cope with fast-paced and pressured work, accuracy, strong attention to detail and a strong analytical mind, ability to notice patterns within statistics, an interest in psychology and behavior, good organizational skills, excellent (spoken and written) communication skills.

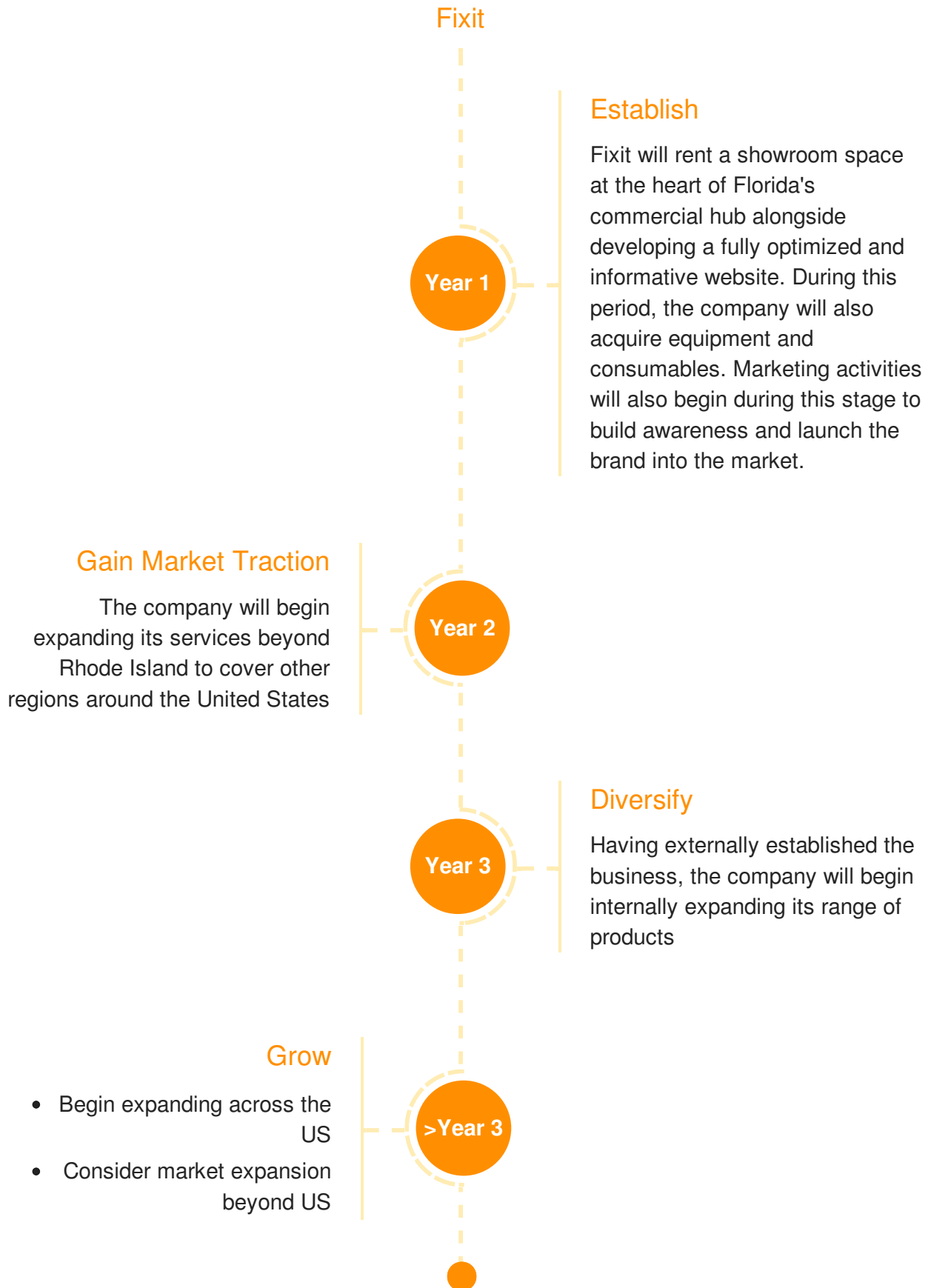


## JOHN DOE

*Supervisor- [john@example.com](mailto:john@example.com)*

Preferably bilingual with ability to speak English and French fluently, problem-solving, ability to convert leads into sales, active listener, patience, and understanding of the company's products and services. Additionally, skills in social media marketing, search engine optimization, newsletter marketing, other forms of digital marketing will also be required

# Milestones



# 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 handyman services 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 incomes and expenses, and how will you recover investments from the profit, etc. So, you should focus on your financial plan if you want to expand your business.

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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

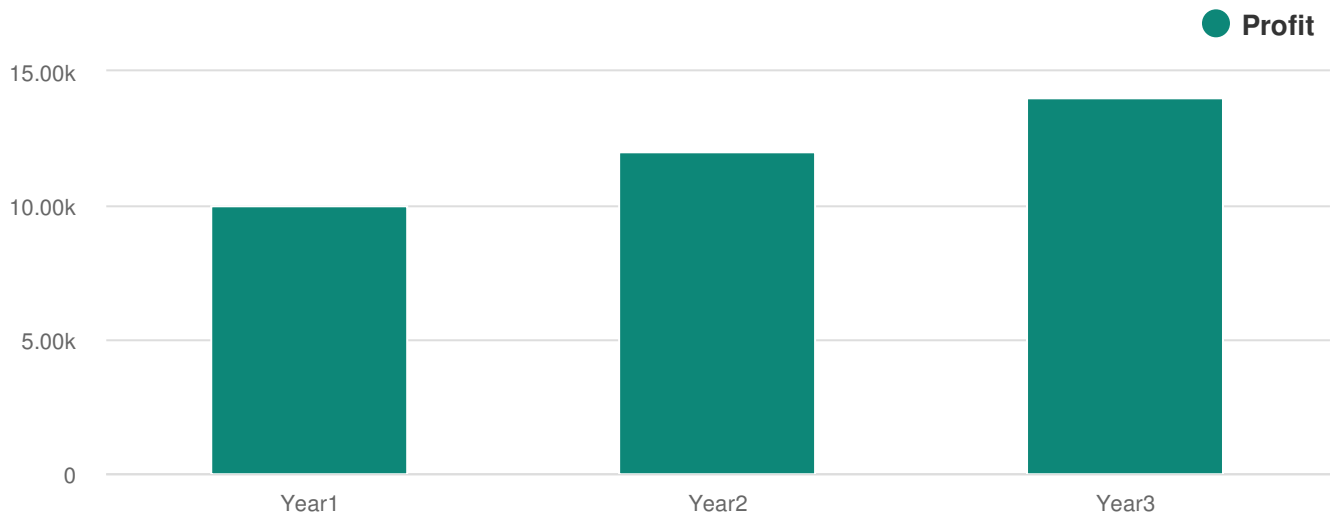
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

## Projected Profit and Loss

	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0

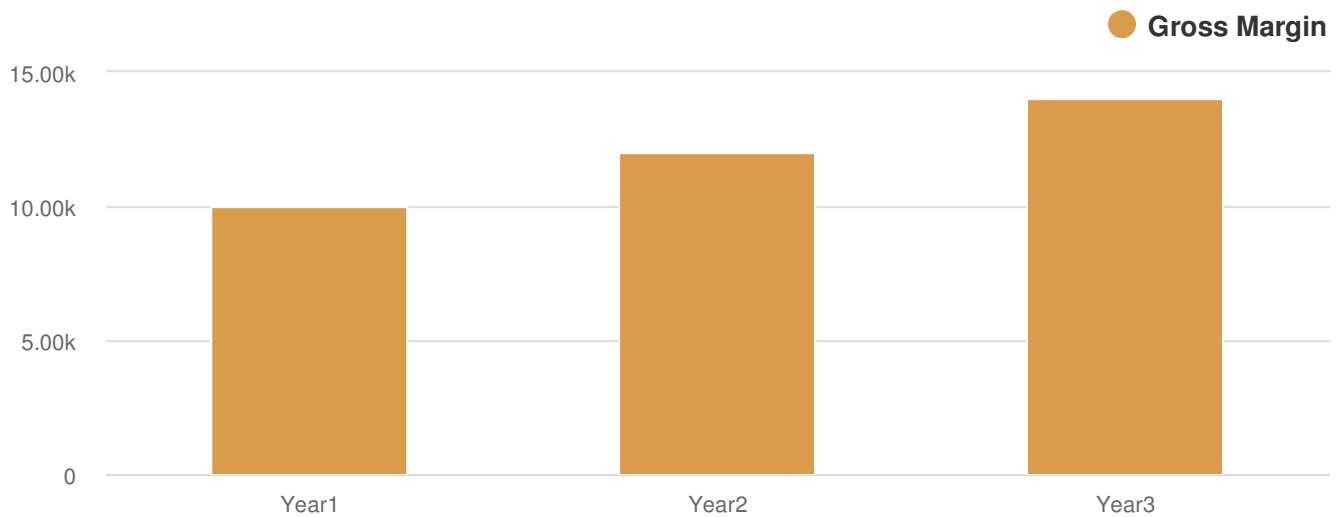
	Year 1	Year 2	Year 3
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
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
<b>EBITDA</b>	\$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
<b>Net Profit/Sales</b>	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
<b>Cash from Operations</b>			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$59 359</b>
<b>Additional Cash Received</b>			
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
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$55 359</b>
<b>Expenditures from Operations</b>			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$35 296</b>	<b>\$39 549</b>	<b>\$43 582</b>
<b>Additional Cash Spent</b>			
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
<b>SUBTOTAL CASH SPENT</b>	<b>\$35 296</b>	<b>\$35 489</b>	<b>\$43 882</b>
<b>Net Cash Flow</b>	<b>\$11 551</b>	<b>\$13 167</b>	<b>\$15 683</b>

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
<b>TOTAL CURRENT ASSETS</b>	<b>\$201 259</b>	<b>\$237 468</b>	<b>\$273 677</b>
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$980</b>	<b>\$610</b>	<b>\$240</b>
<b>TOTAL ASSETS</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Current Liabilities</b>			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Long-term Liabilities	\$0	\$0	\$0
<b>TOTAL LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
<b>TOTAL CAPITAL</b>	<b>\$189 360</b>	<b>\$222 190</b>	<b>\$255 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Net Worth</b>	<b>\$182 060</b>	<b>\$226 240</b>	<b>\$270 420</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
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%
<b>Percent of Sales</b>				
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%
<b>Main Ratios</b>				
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%
<b>Additional Ratios</b>				
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
<b>Activity Ratios</b>				
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.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
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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