


BUSINESS PLAN [YEAR]




Ice Vending Machine

Ice & Snow - Take it slow.

 **John Doe**

 10200 Bolsa Ave, Westminster, CA, 92683

 (650) 359-3153

 info@example.com

 <http://www.example.com>

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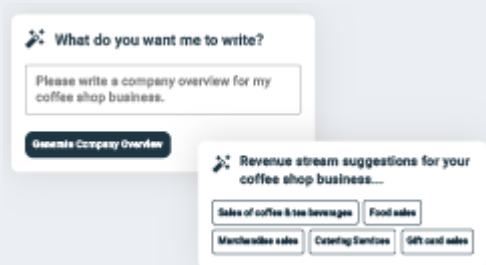
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1.

Executive summary

Problem Definition & Validation

Objectives

Mission statement

Keys to success

Financial Highlights

Vendomatic

Vendomatic is a large format self-service convenience business offering a wide range of consumer-packaged goods that include frozen and canned food and beverages. The company will distribute these products through strategically located vending machines.

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Problem Definition & Validation

Problem Analysis

Whom?

Time starved working class individuals

Causes

More often than not, these individuals walk towards the closest vending machine for a quick snack fix. They just have time for a meal on the go, however being time-starved, they are unable to visit a cafe and order a healthy lunch.

Impact

There are 5 million vending machines in the United States. They are stocked with Funyuns and Snickers, Cool Ranch Doritos, and individually wrapped Duchess honey buns. Each of these snacks is packed with preservatives, sugar, and unhealthy fat resulting in obesity, chronic heart diseases. Today, individuals as young as 30 are suffering from chronic conditions. Healthy eating is one way to combat this.

Solution



Vendomatic leverages the phenomenally popular vending machines to dispense healthy frozen meals, snacks, and beverages. These can either be consumed as is or be defrosted and cooked in the office microwave in just minutes.

Solution Features



Healthy

Meals and beverages offered by the company will be healthy and nutritious



Convenient

Deployed at high traffic areas, near offices and schools, these machines will be easy accessible



Affordable

The company will price its offering at market competitive prices so as to ensure the consumer does not opt for unhealthy snacks.

Objectives

Vendomatic

- To begin commercial operations in LA by Q1 2021
- To build a wide range of snacks, beverages, and meals to meet the increasing market requirement for healthy food

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Short Term (1 -3 Years)

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Vendomatic

- To gain a competitive edge within the country's ice vending industry marketplace by establishing a brand that is synonym with nutritious, healthy food
- To build a market reputation for superior networks. efficient ser

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Long Term (3-5 years)

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Mission statement

Vendomatic

To gratify our customers with a unique vending experience providing quality, variety, price, and service across all our locations that include healthy frozen meats, sushi, cold beverages, and purified water ice.

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Keys to success



Automation

Minimising labour and employment costs through automation can boost productivity and efficiency but also offer convenience and



Complete Meal

The company will offer a wide range of frozen meals and beverages making it easy for consumers to have their fill at one stop.



Healthy

The company's offering is nutritious and healthy. Unlike other vending machine snacks, the Vendomatic only dispenses superior quality healthy meals



Prompt delivery to market

The perishability of frozen meals makes timely delivery imperative for all growers in the market. Vendomatic's local operations will allow the company to ensure prompt delivery to market.



Access to Latest Technology

The latest technology can help profit margins and productivity, such as by maximizing water efficiency.



Superior Marketing

The company has a defined target market that will allow it to effectively strategize its marketing efforts.

Financial Highlights

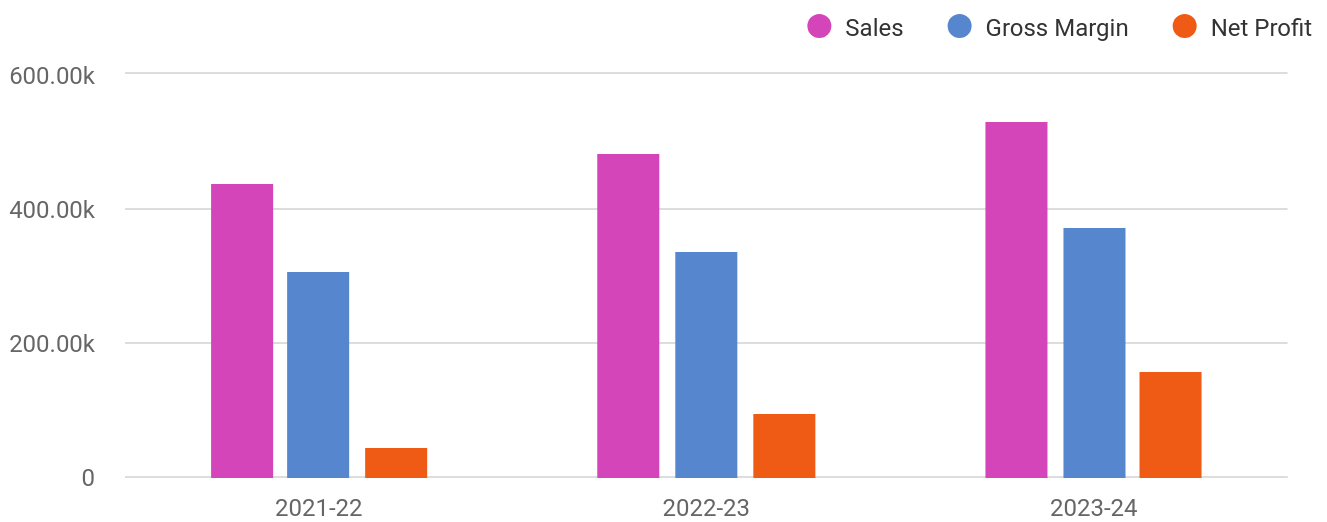
Vendomatic

The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used to set up and launch the business in the US. The company expects to maintain a gross margin of over 50% throughout the forecast period and...

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Vendomatic - 5 Year Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	438,937	307,255.90	43,893.70
2022-23	482,830.70	337,981.49	96,566.14
2023-24	531,113.77	371,779.64	159,334.13

2.

Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary

☐ Vendomatic

Vendomatic is a limited liability entity incorporated in the populous state of California. The company's primary business is to set up ice vending machines across the state that dispenses high-quality, slow-melting ice derived from three-stage filtered water.

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Company Ownership/Legal Entity

☐ Vendomatic

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

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Location

☐ Vendomatic

Vendomatic has chosen the most populous state in the United States to begin its ice vending operations. California is the country's golden State. Apart from its nearly 4 million population, the state falls on a coast with the climate almost balmy to hot all year

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Interior Operating Facilities

Vendomatic

Vendomatic will be required to purchase vending machines of varying types that can dispense meals, beverages, and ice. Also required is a warehouse facility to store stocks, delivery vans to restock the machines, and an office space to house the admin staff. To

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Hours of Operation

Vendomatic

Vendomatic will operate an 8-hour workday from 9 am to 5 pm. However, since the company will be required to manage the perishable stocks and ensure their safety, a security detail will be added to make sure there is a watch at all times.

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Startup summary

Vendomatic

The Founder will infuse a capital sum of \$1,200,000 into the company. Approximately £92,350 will be spent on a range of start-up expenses such as marketing, advertising, and professional fees. At the same time, another £602,000 will be earmarked for sales

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3.

Products & Services

Ice Vending Machine

Range of Dispensable Meals

Quality

☐ Vendomatic

Oriental flavors are becoming increasingly popular the world over. Due in part to the rapidly growing Asian markets in terms of economy and population and also to the rising interest in bold, spicy flavors in the western regions.

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Ice Vending Machine

☐ Vendomatic

Vendomatic provides fresh, high-quality ice and water with unparalleled convenience and value. This starts with the three-stage filtration and purification processes, ensuring that every ice and water vending machine dispenses clean, clear, fresh, cool water. The c

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Range of Dispensable Meals

Vendomatic will dispense the following ready-to-eat meals



Dim Sum

Lightly frozen, the plate of dim sum has to be microwaved to make a quick hot meal



Dry Noodles

These noodles will only require hot water to become a healthy, filling lunch



Frozen Meat

Pre-marinated and cooked, ready-to-eat meat portion will have a side of frozen peas and pulses to make wholesome meal with just a quick turn in the microwave



Healthy Juices

A range of booster juices made from lemongrass, wheatgrass, kale and many other microgreens to offer an instance detox drink



Bubble Tea

The most popular bubble tea in varying flavours for a quick evening snack



Coffee

Coffee is ingrained in the American work culture. A range of black, cream and milk alternatives will be offered

Quality

Vendomatic

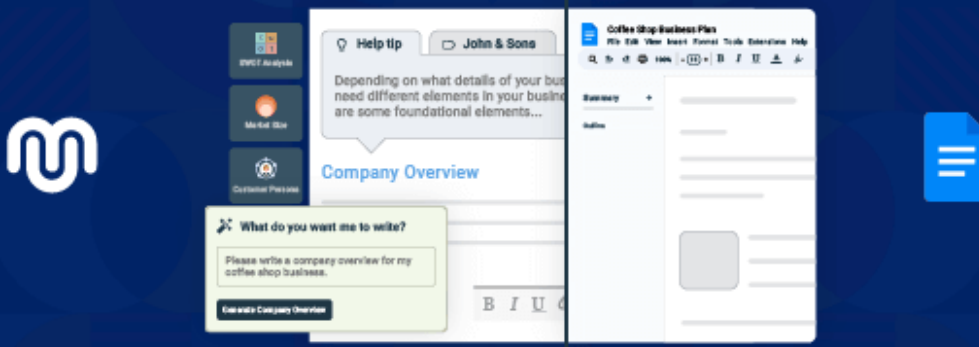
Vendomatic uses a three-stage Pure filtration and purification process to eliminate contaminants and give the cleanest, clearest water and ice possible. Different areas deal with different types of contaminants, and Vendomatic machines provide different levels of filtration.

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4.

Market Analysis

Market segmentation

Market Trends

Target market

Vendomatic

The global vending machine market size was valued at USD 30.30 billion in 2018 and is expected to register a CAGR of 9.4% from 2019 to 2025. Growing demand for on-the-go snacks, drinks, etc., due to a hectic lifestyle. The growth can also be attributed

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Market segmentation

Vendomatic

Based on the application, the vending machine market is segmented into commercial places, offices, public places, and others. Office application accounts for the largest market share and will be the fastest-growing segment over the forecasted period. Growth

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Application Insights

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Vendomatic

Based on payment mode, the market is segmented into cash and cashless. Cash payment mode is estimated to be the largest segment over the forecasted period as the majority of the existing vending machines have cash as the only payment option as in

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Payment Mode Insights

Start writing here..

☐ Vendomatic

North America is estimated to be the largest regional market over the forecasted period due to factors, such as changing lifestyles and high demand for Ready-to-Eat (RTE) meals. On the other hand, Asia Pacific is estimated to be the fastest-growing region

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Regional Insights

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Market Trends

☐ Vendomatic

Technological innovations, such as face and voice recognition, interactive display system, and extensive data integration, making the product easier and more convenient to use will also have a positive impact on the demand. With such advancements, vending m

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Target market

☐ Vendomatic

Vendomatic will strive to become an active choice of health-conscious individuals across the United States. Individuals looking to boost their health with healthy meals the fo will find the range of options available with the company attractive. Furthermore, f

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Health Conscious
Consumer

Demographics

Individuals living an active lifestyle who are on the go and do not have time to have a balanced diet

Professional Role

Working individuals

Customer persona



Identifiers / Personality Traits

Health-conscious consumers living in urban areas have the means to bear the cost of the more expensive microgreens. They are educated and are aware of the various health benefits microgreens can offer. Furthermore, these individuals live a very busy life and don't often get the time to have a balanced meal. Hence, a serving of healthy meals can offer the nutrition they need to keep going.



Goals

Live a healthy active life



Challenges

Lack of time to eat a balanced diet

Competitive Advantage



Price

Automation in planting will help the company reduce its input costs which will reflect in its competitive pricing strategy



Oriental Cuisine

All of the frozen ready to eat meals are of Asian origin offering a plethora of flavor and make a healthy choice



Organic

All of the company's offering are free of pesticides and other harmful chemical making them 100% organic



Range of Food

Along with ice, the vendomatic machines will also dispense food, beverages, bubble teas and coffee

5.

SWOT analysis

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

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Strength

1. The company benefits from extensive insight and market expertise.
2. The flexible and robust range of products ensures the company's capabilities to cater to a more significant market share.
3. The company is based in California, which contains the right weather conditions to support year-round demand
4. Strategic collaborations with restaurants enrich the products of the company

Weakness

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

Opportunity

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

Threat

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

6.

Strategy & implementation

Marketing and Promotion Programs

Positioning Statement

Sales Strategy

Pricing strategy

Vendomatic

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

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Marketing and Promotion Programs

Vendomatic

Vendomatic is a necessity in high traffic regions. Hence marketing for the business will predominantly consist of spreading awareness of its health conscious offering. The ability to provide a full meal that can easily be prepared with the help of a microwave is a key feature.

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Positioning Statement

Vendomatic

The company seeks to carve a niche for its products in the US market by capitalizing on its healthy brand. Consumers are embracing more nutritional, healthy meals on the go. Leveraging this trend, the company will continue to market the provenance and quality of its products.

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Sales Strategy

Vendomatic

Health-conscious individuals form the company's primary target market. While push marketing efforts will be deployed to reach these companies and make them aware of the range of services provided, pull marketing efforts will drive engagement for the

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Online Marketing Channels



Electronic Direct Mail Marketing

Office buildings and employers will stand out prominently as viable marketing targets for this channel. Vendomatic will mail professionally designed materials with its value proposition to these companies and provide quotes for its range of vending machines



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 Vendomatic's offering

Offline Marketing Channels



Networking

Participate in leading consumers exhibitions and lifestyle events. Display a range of samples and distribute flyers at these events. The company will also keep a record of visitors to their stalls as leads for its email marketing campaigns.



Referral

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




Conferences

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

Pricing strategy

Vendomatic

Vendomatic will trade a range of microgreens. The direct cost is primarily attributable to the procurement cost of the produce plus transportation. This will allow the company to earn a margin of around 20% on each variety of meals.

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7.

Operational Plan

Management Team

Personnel Plan

Milestones

Vendomatic

The team will be headed by Managing Director Mr. Grant who will also oversee the company's operations. Joining Mr. Grant in the Management Team, the company will onboard an office, sales, potting, and shipping staff.

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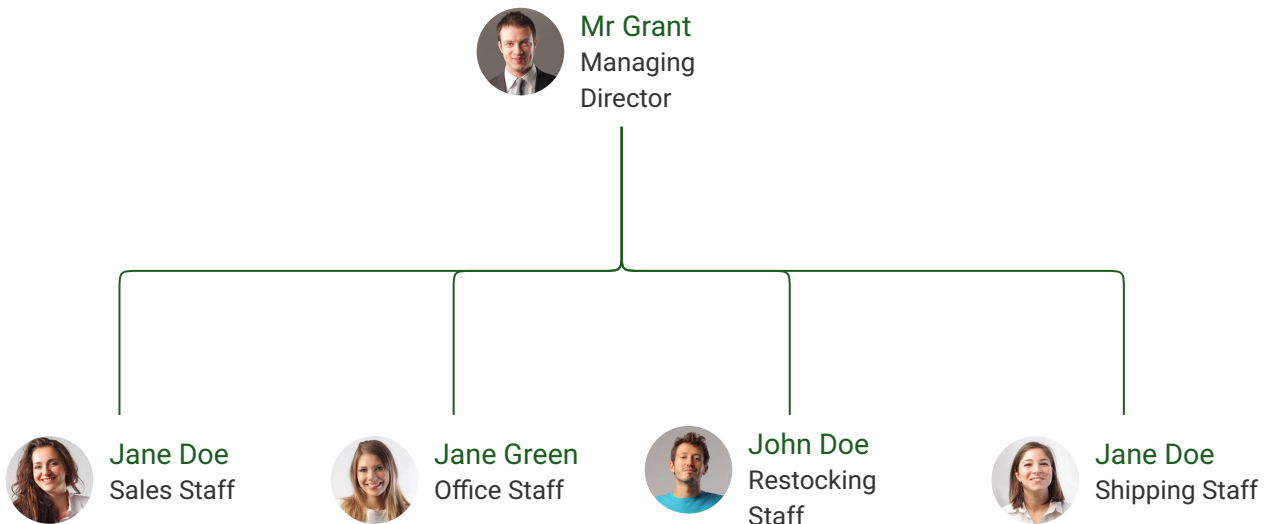
Business Owners

100%



Mr Grant
100 Shares

Organization chart



Management Team

Vendomatic

Mr. Grant counts 20 years of administrative and management experience, taking on various business development activities during the period. His ability to attract key players and build strong and lasting business relationships enabled her to grow in capa...

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Personnel Plan

📁 Vendomatic

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

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Hiring plan

20

Filled

5

Hired

25

Open

Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Sales Staff	1 of 20	10 days	121 days	100%
Office Staff	3 of 23	30 days	21 days	80%
Potting Staff	4 of 15	158 days	127 days	0%
Shipping Staff	5 of 20	149 days	136 days	100%

Milestones

Vendomatic

Establish

Vendomatic will rent a property to set up its office, warehouse facility and retail outlet. Additionally the company will engage in aggressive marketing activities to ensure its organic brand is well known at the onset

YEAR 1

Gain Market Traction

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

Year 2

Diversify

Having externally established the business, the company will begin internally expanding its products by exploring other cuisines

Year 3

Grow

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

Year 4

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 Ice Vending Machine 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 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

Break-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	\$350,180.47	\$671,736.15	\$1,302,883.39
Ice Vending Sales	\$198,963.50	\$357,313.50	\$641,701.50

	2024	2025	2026
Unit Sales	3,979	7,146	12,834
Unit Price	\$50	\$50	\$50
Frozen Meals Sales	\$93,914.25	\$211,514.25	\$476,370.45
Unit Sales	6,261	14,101	31,758
Unit Price	\$15	\$15	\$15
Beverage Sales	\$57,302.72	\$102,908.40	\$184,811.44
Unit Sales	7,163	12,864	23,101
Unit Price	\$8	\$8	\$8
Cost Of Sales	\$43,895.76	\$77,177.12	\$141,560.46
General Costs	\$43,895.76	\$77,177.12	\$141,560.46
Ice Vending Machine Costs	\$6,341.24	\$7,145.34	\$8,051.52
Ice Production Cost	\$6,341.24	\$7,145.34	\$8,051.52
Healthy Frozen Meals Costs	\$37,554.52	\$70,031.78	\$133,508.94
Ingredients Cost	\$35,018.06	\$67,173.62	\$130,288.35
Packaging Cost	\$2,536.46	\$2,858.16	\$3,220.59
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$306,284.71	\$594,559.03	\$1,161,322.93
Gross Margin (%)	87.46%	88.51%	89.13%
Operating Expense	\$401,452.59	\$429,293.27	\$472,900.06
Payroll Expense (Indirect Labor)	\$367,320	\$377,469.60	\$387,906.36

	2024	2025	2026
Management Team	\$130,500	\$133,890	\$137,371.20
CEO	\$78,000	\$80,340	\$82,750.20
Office Manager	\$52,500	\$53,550	\$54,621
Sales and Marketing Team	\$120,900	\$124,182	\$127,555.56
Sales Representative	\$86,400	\$88,992	\$91,661.76
Marketing Coordinator	\$34,500	\$35,190	\$35,893.80
Operations Team	\$115,920	\$119,397.60	\$122,979.60
Machine Technicians	\$115,920	\$119,397.60	\$122,979.60
General Expense	\$34,132.59	\$51,823.67	\$84,993.70
Operational Expenses	\$21,532.59	\$38,689.67	\$71,615.92
Vending Machine Maintenance	\$4,023.57	\$5,102.86	\$6,471.76
Utilities	\$17,509.02	\$33,586.81	\$65,144.16
Marketing and Advertising	\$8,400	\$8,772	\$8,846.16
Digital Marketing	\$6,000	\$6,300	\$6,300
Promotional Materials	\$2,400	\$2,472	\$2,546.16
Miscellaneous Expenses	\$4,200	\$4,362	\$4,531.62
Insurance	\$3,000	\$3,150	\$3,307.50
Office Supplies	\$1,200	\$1,212	\$1,224.12
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$95,167.88)	\$165,265.76	\$688,422.87
Additional Expense	\$20,110.93	\$18,176.77	\$16,123.31

	2024	2025	2026
Long Term Depreciation	\$14,964	\$14,964	\$14,964
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$110,131.88)	\$150,301.76	\$673,458.87
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$115,278.81)	\$147,088.99	\$672,299.56
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$465,459.28	\$524,647.16	\$630,583.83
Net Income	(\$115,278.81)	\$147,088.99	\$672,299.56
Net Income (%)	(32.92%)	21.90%	51.60%
Retained Earning Opening	\$0	(\$145,278.81)	(\$8,189.82)
Owner's Distribution	\$30,000	\$10,000	\$10,000
Retained Earning Closing	(\$145,278.81)	(\$8,189.82)	\$654,109.74

Projected Cash Flow

	2024	2025	2026
Cash Received	\$350,180.47	\$671,736.15	\$1,302,883.39
Cash Paid	\$450,495.28	\$509,683.16	\$615,619.83
COS & General Expenses	\$78,028.35	\$129,000.79	\$226,554.16
Salary & Wages	\$367,320	\$377,469.60	\$387,906.36
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
Net Cash From Operations	(\$100,314.81)	\$162,052.99	\$687,263.56
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$80,000	\$0	\$0
Net Cash From Investments	(\$80,000)	\$0	\$0
Amount Received	\$250,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$150,000	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Amount Paid	\$61,359.35	\$43,293.51	\$45,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$30,000	\$10,000	\$10,000
Net Cash From Financing	\$188,640.65	(\$43,293.51)	(\$45,347.12)
Summary			
Starting Cash	\$0	\$8,325.84	\$127,085.32
Cash In	\$600,180.47	\$671,736.15	\$1,302,883.39
Cash Out	\$591,854.63	\$552,976.67	\$660,966.95
Change in Cash	\$8,325.84	\$118,759.48	\$641,916.44
Ending Cash	\$8,325.84	\$127,085.32	\$769,001.76

Projected Balance Sheet

	2024	2025	2026
Assets	\$73,361.84	\$177,157.32	\$804,109.76
Current Assets	\$8,325.84	\$127,085.32	\$769,001.76
Cash	\$8,325.84	\$127,085.32	\$769,001.76
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$65,036	\$50,072	\$35,108
Gross Long Term Assets	\$80,000	\$80,000	\$80,000
Accumulated Depreciation	(\$14,964)	(\$29,928)	(\$44,892)
Liabilities & Equity	\$73,361.85	\$177,157.32	\$804,109.74
Liabilities	\$68,640.66	\$35,347.14	\$0
Current Liabilities	\$33,293.52	\$35,347.14	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
Long Term Liabilities	\$35,347.14	\$0	\$0
Long Term Debt	\$35,347.14	\$0	\$0
Equity	\$4,721.19	\$141,810.18	\$804,109.74
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$150,000	\$150,000	\$150,000
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0

	2024	2025	2026
Retained Earnings	(\$145,278.81)	(\$8,189.82)	\$654,109.74
Check	\$0	\$0	\$0

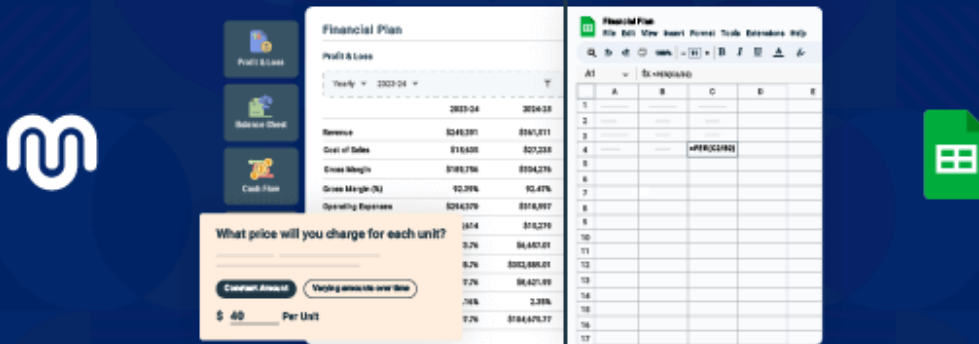
Business Ratios

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

	Year 1	Year 2	Year 3	Industry profile
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
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 a side-by-side comparison of two financial planning tools. On the left is the Upmetrics interface, which is clean and user-friendly. It features a sidebar with navigation options: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. A table shows financial metrics for two periods: 2023-24 and 2024-25. Below the table is a form to input 'What price will you charge for each unit?' with a 'Convert Annual' button and a 'Viewing amounts over time' option. On the right is a standard spreadsheet interface with a grid and various toolbars. A green document icon with a grid pattern is positioned to the right of the spreadsheet.

	2023-24	2024-25
Revenue	\$241,391	\$181,811
Cost of Sales	\$16,620	\$27,233
Gross Margin	\$193,770	\$154,578
Gross Margin (%)	80.30%	85.02%
Operating Expenses	\$214,379	\$118,987
	104	\$12,279
	0.2%	\$6,687.01
	0.2%	\$302,888.01
	0.2%	\$6,621.89
	0.6%	2,386
	0.2%	\$184,670.77

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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