



BPS - Production Company

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Business Plan

[YEAR]

Prepared By

John Doe



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Table of Contents

Executive summary	5
Market Validation	6
Objectives	6
Short Term (1 -3 Years)	6
Long Term (3-5 years)	7
Mission statement	7
Unique Selling Proposition	7
Financial Highlights	8
Black Screen Productions - 3 Year Financial Highlights	8
Business overview	9
Company Ownership/Legal Entity	10
Location	10
Interior Operating Facilities	11
Hours of Operation	11
Startup summary	11
Products & Services	12
Media Production	13
Media Distribution	13
Market Analysis	15
Market segmentation	16
Market Trends	16
Target market	17
Competitive Advantage	17
SWOT analysis	18

Strategy & implementation 20

Target Market Strategy	21
Distribution Strategy	21
Market Size	21
Positioning Statement	22
Sales strategy	22
Online Marketing Channels	22
Offline Marketing Channels	23
Pricing strategy	23

Operational Plan 24

Organization chart	25
Management Team	25
Personnel Plan	26
Hiring plan	26
Jane Doe	26
Amanda Doe	27
Jane Green	27
Milestones	28
BLACK SCREEN PRODUCTIONS	28

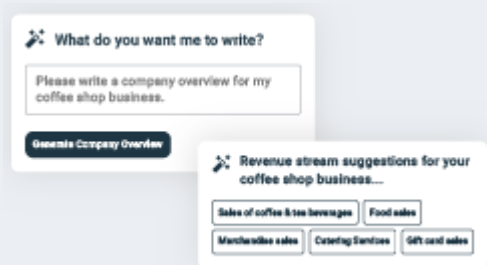
Financial plan 29

Important Assumptions	30
Break-even analysis	30
Projected Profit and Loss	31
Projected Cash Flow	34
Projected Balance Sheet	35
Business Ratios	36

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1.

Executive summary

Market Validation

Objectives

Mission statement

Unique Selling Proposition

Financial Highlights

☐ BSP

Black Screen Productions Inc (BSP) is a US-based media production and distribution company headed by star producer and director Mr. Alan Woods. The company has three distinct business divisions. Initial operations of the company will include media production

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Market Validation

☐ BSP

In the US, media production industry revenue is expected to expand at a compound annual rate of 4.1% to £4 billion, despite declining by a forecast of 13.5% in the current year. The US Film Tax Relief program has appealed to film producers and contributed to

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Objectives

☐ BSP

- To begin commercial operations in LA by Q1 2021
- To build a market reputation for quality hygienic products and e

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Short Term (1 -3 Years)

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BSP

- To expand by opening additional store locations across the country during the forecast period

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Long Term (3-5 years)

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Mission statement

BSP

Black Screen Productions aims to create a bridge between the leading supplier and consumer markets in the global film and TV industry through acquisition, original production, investment, and talent sourcing whilst providing an avenue for driving film and TV

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Unique Selling Proposition

BSP

Black Screen Productions vertically integrates production, distribution, and exhibition of films and other media through a combination of in-house talent, co-production agreements, and partnerships with leading China-based media exhibitors bringing the a

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Financial Highlights

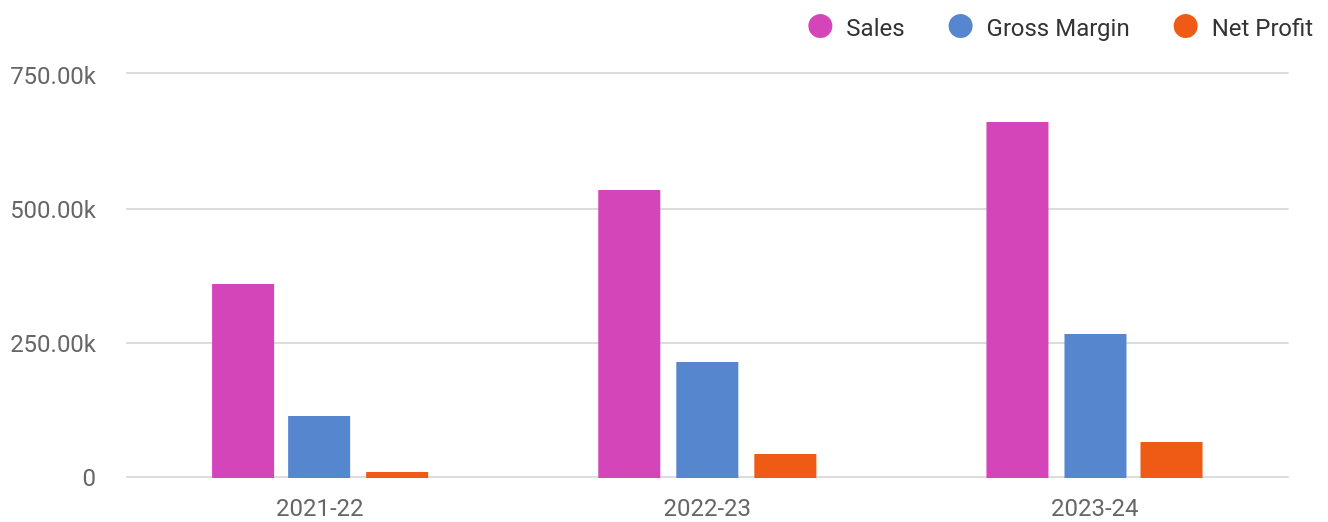
BSP

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 salon in the US. The company expects to steadily grow its revenues through active efforts in marketing, network

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Black Screen Productions - 3 Year Financial Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	360,723	114,289	13,038
2022-23	538,041	216,784	44,360
2023-24	665,012	269,869	65,638

2.

Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary

☐ BSP

The United States' dominance in the global film industry is evident. Black Screen Productions seeks to carve a new path where the company is not impacted by global moguls by exploring and foraying into a promising yet complex market.

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Company Ownership/Legal Entity

☐ BSP

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

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Location

☐ BSP

BSP will operate from the city of the American Film industry, LA. Los Angeles can be a tough city for entrepreneurs to establish and make a mark. Predominantly due to the thriving business landscape which has given rise to a competitive environment. LA has

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Interior Operating Facilities

☐ BSP

The company will begin operations from a rented office space in a suburban region in LA. Being entirely online, the company does not have to be located in a high-traffic area and can reduce rental costs by having an office away from the commercial hub.

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Hours of Operation

☐ BSP

BSP's business is entirely online working on a subscription basis. Hence, the company does not have standard operating hours.

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Startup summary

☐ BSP

The founding team will infuse a capital sum of \$50,000 through long-term borrowings to meet the company's start-up requirements. The start-up expenses are estimated at \$18,500, primarily consisting of interior renovation, rent, and advertisement expenses. A

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3.

Products & Services

Media Production

Media Distribution

☐ BSP

Black Screen Productions will aim at vertically integrating all aspects of film and television from production to exhibition. While production and distribution of the films will be carried out in-house by the company, exhibitions of the media will take place in collaboration with various partners.


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Media Production

☐ BSP

Founder Alan Woods along with his co-founding team comprising of a director and distributor will produce original feature films, TV shows, and other media productions for screening and distribution in the Chinese and East Asian markets. Black Screen Productions will focus on producing content that is culturally relevant and resonates with the target audience.


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Media Distribution

☐ BSP

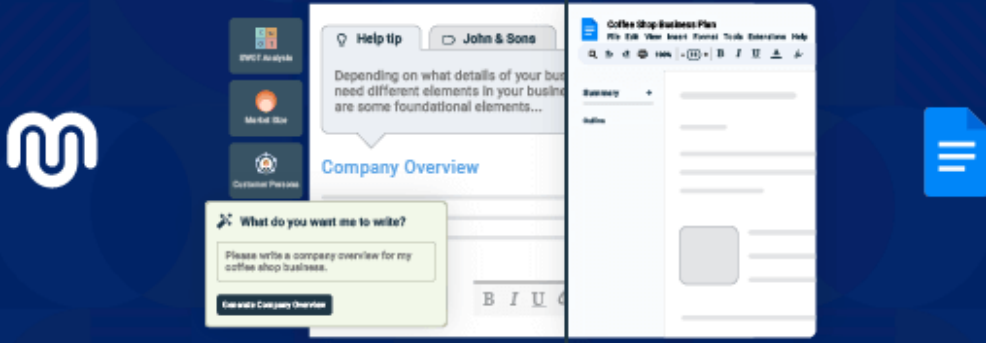
Black Screen productions will acquire distribution rights of US-based films, TV shows, and other media content for the purpose of screening and distribution in China through alliances and partnerships. Original films and media created by the company, along with acquired content, will be distributed through a network of partners and exhibitors.

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4.

Market Analysis

Market segmentation

Market Trends

Target market

Competitive Advantage

☐ BSP

The U.S. media and entertainment (M&E) industry is the largest in the world. At \$717 billion, it represents a third of the global M&E industry, and it includes motion pictures, television programs, and commercials, streaming content, music, and audio recordings.

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Market segmentation

☐ BSP

The U.S. filmed entertainment industry encompasses films, movie theaters, TV subscriptions, and electronic home video production, and distribution and consumption. Box office receipts are expected to surpass \$11 billion in 2019 (this figure includes projected receipts).

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Market Trends

☐ BSP

The COVID-19 outbreak helps to understand what 2020 meant for filmmaking in the United States. But that year will also be remembered for another key event: it was when China surpassed the U.S. and Canada in box office revenue. The outcome paved the way for a new era of global cinema.

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Target market

📄 BSP

China overtook the US to become the largest movie market in 2020. The pandemic that shut American film theatres for longer than their Chinese peers played a crucial role in helping China overtake the US market. Chinese viewers have pivoted to favor local

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Competitive Advantage

📄 BSP

A close look at the competitors reveals that no company offers services that are aligned with Play Productions. Hanway Films' offering is similar to that of the company; however, their focus in the international market and not China, both of which are not homo

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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

- Personalized podcasts
- Thriving industry
- Lucrative business location
- Scalable pricing strategy and business model

Weakness

- Highly competitive market
- Limited market understanding

Opportunity

- Collaboration with leading film companies
- Increased Adoption within the Chinese market
- High growth potential market in the US
- Export capabilities

Threat

- Competitors eroding the market
- Low barriers to entry
- Competitors poaching B2B clients

6.

Strategy & implementation

Target Market Strategy

Distribution Strategy

Positioning Statement

Sales strategy

Pricing strategy

Target Market Strategy

BSP

China overtook the US to become the largest movie market in 2020. The pandemic that shut American film theatres for longer than their Chinese peers played a crucial role in helping China overtake the US market. Chinese viewers have pivoted to favor local

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Distribution Strategy

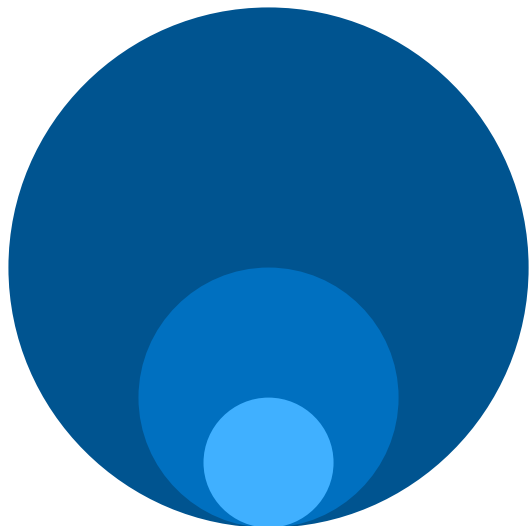
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Black Screen Productions will engage in the distribution of its motion picture productions via partner distributors in China. The company will not engage in direct sales and exhibition of its productions. However, marketing and spreading awareness of its proj

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Market Size



Available Market

Market in the US

14M

Served Market

Market is LA

7M

Target Market

5% of Served Market

3M

Positioning Statement

📁 BSP

Black Screen Productions is a motion picture production and distribution company. The company's success is driven by its projects. Hence, marketing and promotion activities will be carried out to build awareness of its projects and not the company its

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Sales strategy

📁 BSP

Increased hype of production will then encourage distributors in China to engage with the company and buy rights for the production.

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Online Marketing Channels



Electronic Direct Mail Marketing

BSP will mail professionally designed materials with its value proposition to these companies and provide quotes for promotion merchandise printing 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 BSP's offering

Offline Marketing Channels



Networking

Participate in leading film exhibitions. Offer sneak peak into the screening. The company will also keep a record of visitors to their stalls as leads for its email marketing campaigns.




Pop-Up Store

The company will also hold pop-up stalls at consumer exhibitions.

Pricing strategy

☐ BSP

Production companies charge \$3,000 to \$50,000 depending upon the production project. The average fee is \$26,500. The distribution cost is around \$1,000 for each screen. The average distribution income is estimated at \$50,000. Talent sourcing will generate...

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7.

Operational Plan

Management Team

Personnel Plan

Milestones

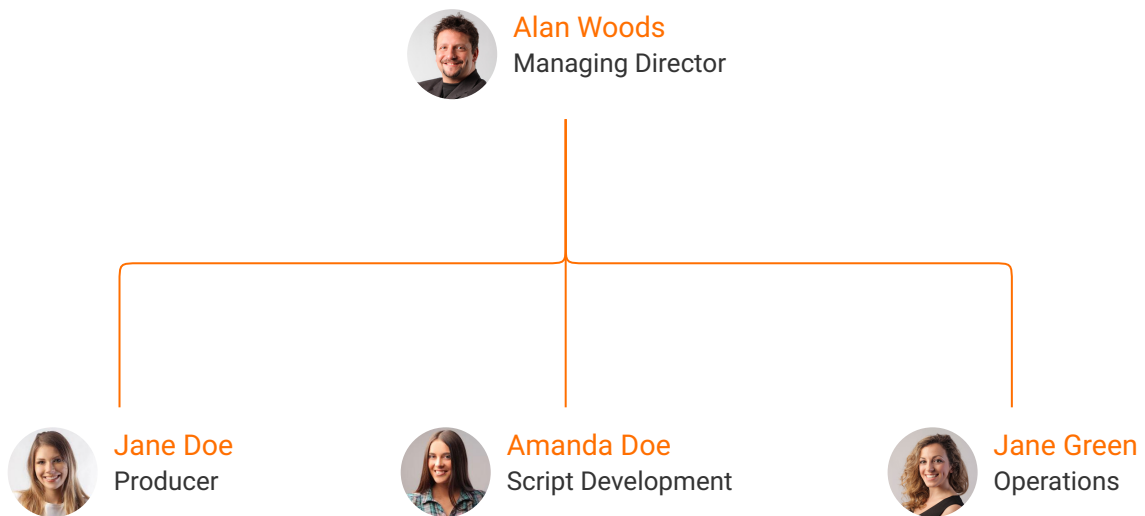
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Black Screen Productions envisions hiring a producer and a sales executive to handle partner liaisons in its first year of operation. Script development personnel and an operations assistant will be brought on board in the second year to support the company's

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Organization chart



Management Team

BSP

Mr. Woods will serve as the Managing Director of Black Screen Productions. 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 com

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Personnel Plan

📁 BSP

The company plans to create six 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

20

Filled

5

Hired

25

Open

Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Producer	3 of 23	30 days	21 days	80%
Script Development	4 of 15	158 days	127 days	0%
Operations	5 of 20	149 days	136 days	100%



Jane Doe

Producer - 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.



Amanda Doe

Script Development - Amanda@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



Jane Green

operations - Jane@example.com

Excellent verbal skills and a knack for cosmetic products, strong written and verbal communication skills, skilled in customer interaction, and a qualified psychologist

Milestones

BLACK SCREEN PRODUCTIONS

Establish

BSP will rent a office space in suburban LA alongside developing a fully optimized and informative website. During this period, the company will also develop initial production licenses. Marketing activities will also begin during this stage to build awareness and launch the brand into the market.

YEAR 1

Gain Market Traction

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

Year 2

Diversify

Having externally established the business, the company will begin internally expanding its range of products

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 production company 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	\$6,648,358.25	\$8,774,178	\$11,671,905.25
Film Production	\$5,100,000	\$5,610,000	\$6,171,000
Unit Sales	3	3	4
Unit Price	\$1,700,000	\$1,700,000	\$1,700,000
Licensing and Royalties	\$421,430	\$1,359,930	\$2,612,245
Users	135	312	551
Recurring Charges	\$500	\$500	\$500
Merchandising	\$1,126,928.25	\$1,804,248	\$2,888,660.25
Unit Sales	15,026	24,057	38,515
Unit Price	\$75	\$75	\$75
Cost Of Sales	\$3,799,585.84	\$4,152,785.33	\$4,551,660.54
General Costs	\$3,799,585.84	\$4,152,785.33	\$4,551,660.54
Production Costs	\$2,993,585.84	\$3,322,605.33	\$3,702,940.54
Film Production Material	\$2,025,000	\$2,126,250	\$2,205,000
Equipment Rental	\$664,835.84	\$877,417.83	\$1,167,190.54
Post-Production Costs	\$303,750	\$318,937.50	\$330,750
Personnel Costs	\$806,000	\$830,180	\$848,720
Film Crew Salaries	\$806,000	\$830,180	\$848,720
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$2,848,772.41	\$4,621,392.67	\$7,120,244.71

	2024	2025	2026
Gross Margin (%)	42.85%	52.67%	61%
Operating Expense	\$1,732,821.50	\$1,943,053.11	\$2,211,444.94
Payroll Expense (Indirect Labor)	\$1,195,920	\$1,273,622.40	\$1,362,972
Production Team	\$719,520	\$783,590.40	\$858,877.92
Director	\$276,000	\$331,200	\$397,440
Camera Crew	\$443,520	\$452,390.40	\$461,437.92
Post-Production Team	\$369,600	\$380,424	\$391,601.76
Editor	\$171,600	\$178,464	\$185,602.56
Sound Technician	\$198,000	\$201,960	\$205,999.20
Administrative Staff	\$106,800	\$109,608	\$112,492.32
Office Manager	\$67,200	\$69,216	\$71,292.48
Receptionist	\$39,600	\$40,392	\$41,199.84
General Expense	\$536,901.51	\$669,430.71	\$848,472.94
Office and Administration	\$192,967.18	\$237,283.59	\$297,092.13
Office Rent	\$60,000	\$61,800	\$63,654
Utilities	\$132,967.18	\$175,483.59	\$233,438.13
Marketing and Advertising	\$54,000	\$56,700	\$59,535
Digital Marketing	\$36,000	\$37,800	\$39,690
Public Relations	\$18,000	\$18,900	\$19,845
Miscellaneous	\$289,934.33	\$375,447.12	\$491,845.81
Miscellaneous	\$24,000	\$24,480	\$24,969.60
Office Supplies	\$265,934.33	\$350,967.12	\$466,876.21
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$1,115,950.92	\$2,678,339.56	\$4,908,799.76
Additional Expense	\$54,714.09	\$44,600.22	\$33,675.43
Long Term Depreciation	\$24,630	\$25,734	\$26,838
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$1,091,320.92	\$2,652,605.56	\$4,881,961.76
Interest Expense	\$30,084.09	\$18,866.23	\$6,837.42
EBT	\$1,061,236.83	\$2,633,739.34	\$4,875,124.33
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$5,587,121.42	\$6,140,438.66	\$6,796,780.92
Net Income	\$1,061,236.83	\$2,633,739.34	\$4,875,124.33
Net Income (%)	15.96%	30.02%	41.77%
Retained Earning Opening	\$0	\$991,236.83	\$3,624,976.17
Owner's Distribution	\$70,000	\$0	\$0
Retained Earning Closing	\$991,236.83	\$3,624,976.17	\$8,500,100.50

Projected Cash Flow

	2024	2025	2026
Cash Received	\$6,648,358.25	\$8,774,178	\$11,671,905.25
Cash Paid	\$5,562,491.42	\$6,114,704.63	\$6,769,942.92
COS & General Expenses	\$4,336,487.33	\$4,822,216.01	\$5,400,133.49
Salary & Wages	\$1,195,920	\$1,273,622.40	\$1,362,972
Interest	\$30,084.09	\$18,866.23	\$6,837.42
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$1,085,866.83	\$2,659,473.37	\$4,901,962.33
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$158,000	\$8,000	\$8,000
Net Cash From Investments	(\$158,000)	(\$8,000)	(\$8,000)
Amount Received	\$800,000	\$0	\$0
Loan Received	\$500,000	\$0	\$0
Common Stock	\$300,000	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Amount Paid	\$225,178.51	\$166,396.38	\$178,425.11
Loan Capital	\$155,178.51	\$166,396.37	\$178,425.12
Dividends & Distributions	\$70,000	\$0	\$0
Net Cash From Financing	\$574,821.49	(\$166,396.38)	(\$178,425.11)

	2024	2025	2026
Summary			
Starting Cash	\$0	\$1,502,688.32	\$3,987,765.31
Cash In	\$7,448,358.25	\$8,774,178	\$11,671,905.25
Cash Out	\$5,945,669.93	\$6,289,101.01	\$6,956,368.03
Change in Cash	\$1,502,688.32	\$2,485,076.99	\$4,715,537.22
Ending Cash	\$1,502,688.32	\$3,987,765.31	\$8,703,302.53

Projected Balance Sheet

	2024	2025	2026
Assets	\$1,636,058.32	\$4,103,401.31	\$8,800,100.53
Current Assets	\$1,502,688.32	\$3,987,765.31	\$8,703,302.53
Cash	\$1,502,688.32	\$3,987,765.31	\$8,703,302.53
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$133,370	\$115,636	\$96,798
Gross Long Term Assets	\$158,000	\$166,000	\$174,000
Accumulated Depreciation	(\$24,630)	(\$50,364)	(\$77,202)
Liabilities & Equity	\$1,636,058.32	\$4,103,401.29	\$8,800,100.50
Liabilities	\$344,821.49	\$178,425.12	\$0
Current Liabilities	\$166,396.37	\$178,425.12	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$166,396.37	\$178,425.12	\$0
Long Term Liabilities	\$178,425.12	\$0	\$0
Long Term Debt	\$178,425.12	\$0	\$0
Equity	\$1,291,236.83	\$3,924,976.17	\$8,800,100.50
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$300,000	\$300,000	\$300,000
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Retained Earnings	\$991,236.83	\$3,624,976.17	\$8,500,100.50
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 a comparison between the Upmetrics software interface and a traditional spreadsheet. On the left, the Upmetrics interface displays a 'Financial Plan' with a 'Profit & Loss' statement for the year 2023-04. It includes a sidebar with navigation options like 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. A pop-up window asks 'What price will you charge for each unit?' with a 'Comment Answer' button. On the right, a spreadsheet view shows a grid with columns A through E and rows 1 through 17. A green document icon with a grid pattern is positioned to the right of the spreadsheet.

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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