




Residential Assisted Living


BUSINESS PLAN


Here to help the old ones.




Prepared By

 **John Doe**

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

 info@example.com


 <http://www.example.com>

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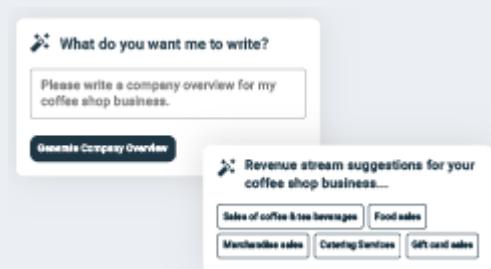
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1.

Executive summary

Problem Definition & Validation

Solution

Objectives

Mission statement

Keys to success

Financial Highlights

Home Aid

A compassionate individual determined to bring positive change to the lives of many; Ms. Stacy possesses a keen interest in providing home care services to the elderly and adults with special needs who are unable to fend for themselves. Having identified a disti

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Problem Definition & Validation

Home Aid

In the United States, it is culturally required for children to leave their parental home and build a life outside of their nurturing homes once they reach adulthood. While this culture significantly aids in children becoming independent, self-reliant, and successful fro


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Solution

Home Aid

Home Aid is founded by Ms. Stacy with her aim to enter the booming home care market in the US. She intends to receive adequate training to understand its standard operating procedures and domiciliary care service offerings—i.e. hourly and live-in care arran

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Objectives

Home Aid

- To establish a home care facility to cater to South Dakota and the surrounding vicinity in 2022
- To build a reputation in the assigned territory as a high-quality service provider

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Strategic Objectives

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Home Aid

- To achieve and maintain at least 80% annual business efficiencies—i.e. Care Worker utilization vs. availability—throughout the first five years of operations
- To develop and implement a strategic promotional campaign within the first year of operations

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Operational Objectives

Start writing here..

Mission statement

Home Aid

To make available the choice for people to remain safe and happy in their own homes by providing first-class domiciliary care services combined with supplying independent living equipment. We aim to be the best at what we do while ensuring employee satisfaction and growth.

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Keys to success



Management Expertise

Ms Stacy has over 20 years of management expertise in a number of prominent companies, along with strong traits of compassion and hard work.



Staff Training & Development

Home Aid will accurately set and follow the standards through effectively training and guiding its staff and care workers.



Service Quality

Home Aid will be service-oriented, and strive to provide high-quality domiciliary care services to their clients in every respect, exceeding their highest expectations.



Untapped Market

Access to high quality and affordable staff is important to Home Aid in executing its service mandate. The growing workforce of South Dakota would contribute to this.



Flexible Services

Home Aid will be prepared to accommodate the unique needs of its clients in a flexible manner without compromising on quality.



Superior Customer Support

Exceptional customer service will play a pivotal role in the success of Home Aid as it will not only be aligned with the company's aim to bring a smile on its client but also enable repeat business and customer loyalty by ensuring that workers are polite, friendly and professional.

Financial Highlights

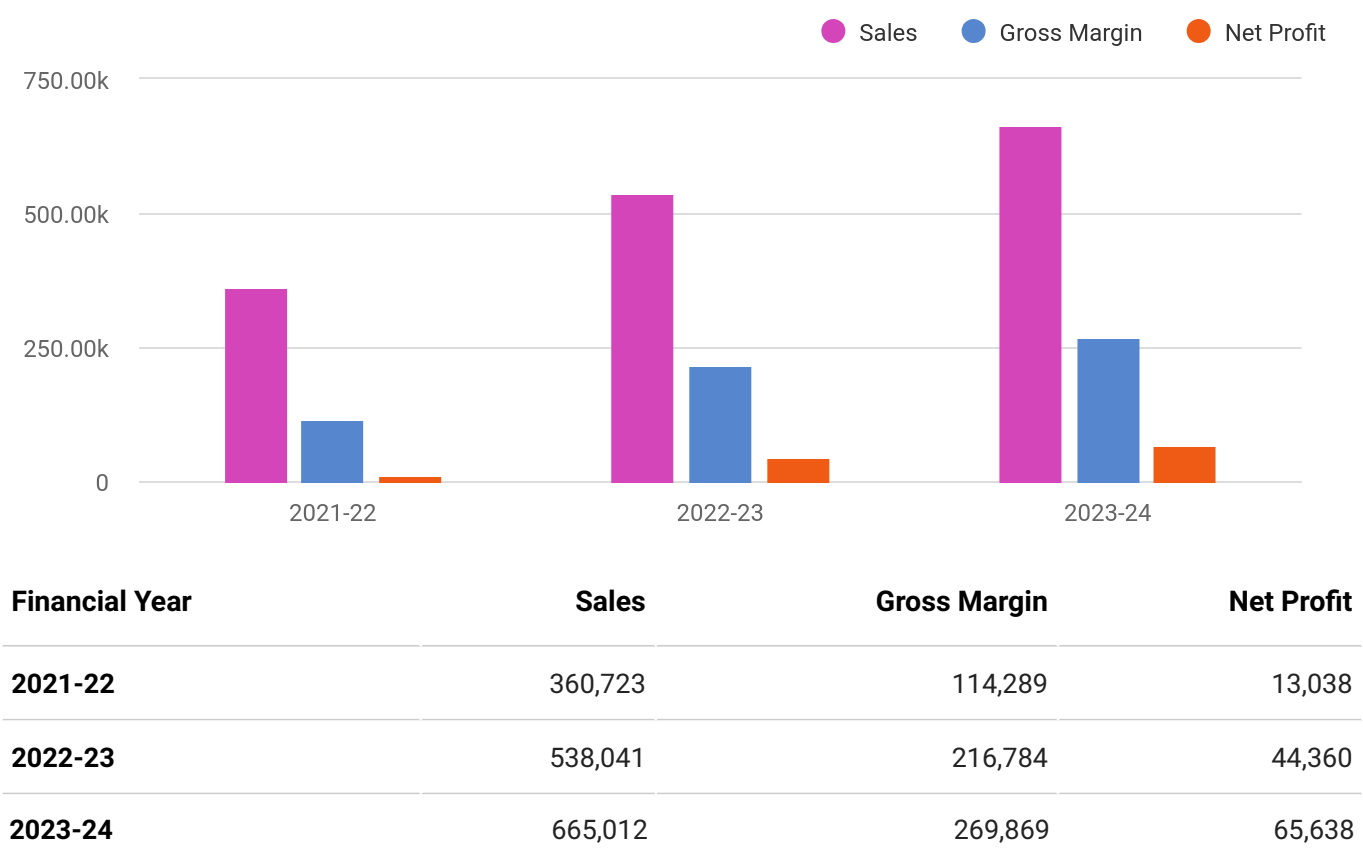
Home Aid

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 care facility in the US. The company expects to steadily grow its revenues through active efforts in marketing, network expansion, and strategic partnerships.

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Home Aid - 3 Year Revenue Highlights



2.

Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary

Home Aid

Home Aid expects to commence operations in July 2022 once it has acquired the necessary licenses to operate a home care facility for the state of South Dakota and its neighboring territories. Basing its administrative headquarters in South Dakota, the

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Company Ownership/Legal Entity

Home Aid

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

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Location

Home Aid

Home Aid will begin operations for its home care facilities from South Dakota, a state which is touted for its home care services and population of senior citizens. Mount Rushmore State has much more to offer in terms of advantages and benefits for a variety of

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Interior Operating Facilities

Home Aid

The company will begin operations from a picturesque property in South Dakota to set up its offices and home care facilities. Initial investments in setting up the interior facilities, consumables, inventory, and client entertainment space will be set up.

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Hours of Operation

Home Aid

Home Aid will operate an assisted living facility in the state of South Dakota. Office hours will be akin to corporate working hours while the facility will have staff working 24/7 in shifts to ensure aid is available at all times of the day.

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Startup summary

Home Aid

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

Core Services

Service Execution

Home Aid

Most people live independently in their own residences, but living alone is difficult for those who are frail or have long-term care needs. They require the help and support of other people and services. Sadly, most times, the families of those who need assistance

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Core Services

Home Aid

Clients may choose from a full-time live-in arrangement (live-in care) or additional help a few times per week (live-out care) to maintain a good quality of life, sans the stress and upheaval of moving to a residential care home or medical establishment.

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Home Aid

The benefits of live-in care are visible for both clients and their families through the successful service of the Franchisor over the years. Full-time care-at-home service allows clients to stay in familiar and relaxed surroundings with excellent one-on-one support.


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Live-in Care

Start writing here..

Packages Offered

24Hr Sleep-in




Includes 10 hours of full support during the day and sleep-in service at night

\$100

Per Booking

24Hr Awake




Includes 10 hours of full support during the day and an awake night service (2 workers assigned on shift basis)

\$150

Per Booking

10Hr Sleep-in




Sleep in service to provide support if required. If more than 4 hours of continuous sleep are not achieved then the hourly support charge is applied for the entire shift.

\$50

Per Booking

Home Aid

Hourly care involves care assistants visiting clients on short/temporary stays that usually last for around 60-minutes or multiples thereof. A dedicated, trained team of care workers will provide clients with a range of services tailored to suit their requirements.

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Hourly Care

Start writing here..

Service Execution

Home Aid

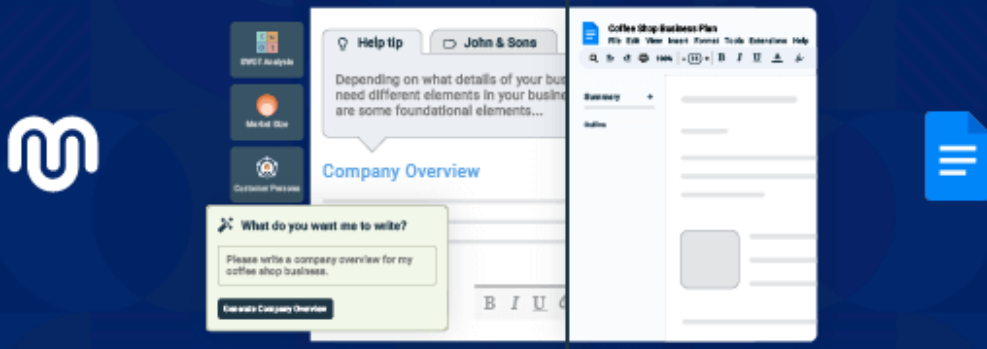
Home Aid will aim to ensure that receiving support at home is as stress-free as possible. The idea of someone new living in one's place of residence could cause some apprehension; however, Home Aid will go to great lengths to provide sufficient reassurance.

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4.

Market Analysis

Market segmentation

Market Trends

Target market

Home Aid

The U.S. assisted living facility market size was valued at USD 83.2 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 5.3% from 2021 to 2027. The growing geriatric population and the rising incidence of brain injuries

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Market segmentation

Home Aid

There are approximately 28,900 assisted living communities with nearly 1 million licensed beds in the United States today. The average size of an assisted living community is 33 licensed beds.


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Market Trends

Home Aid

The concept of continual care retirement communities is gaining traction among seniors with high disposable income. These retirement communities are known to cater to people aged 50 years and above. The idea behind these communities is to prevent seniors from moving out of their homes.

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Target market

Home Aid

It is foreseeable that by 2039, 1 in 12 people will be over the age of 80, and several people aged 75 and above are projected to reach 9.9 million. This naturally causes the need for more home care facilities. This growing need for domiciliary care services puts pr

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Competitive Advantage



Family Atmosphere

Home Aid’s Staff will provide customers a family like feel to ensure they are comfortable and open with the care giver. An open communication is necessary to ensure satisfaction as well as accuracy of service provided.



Trained Staff

The Home Aid staff will be adequate trained in nursing and first aid to ensure the clients are in professional hands



Reputation

Home Aid will strive to build a reputation of becoming the best assisted care provider in South Dakota



Operating Hours

Home Aid, while operating in corporate hours, will ensure availability 24/7 to be able to attend to the special needs of the client.

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

- The Founder has over 20 years of leadership and managerial experience which would be of great assistance in her new role.
- The founder has access to sufficient funds to maintain business operations until stable.
- Flexible/part-time/as-needed staffing arrangements for Care Workers will help keep fixed costs low.
- Providing rigorous staff and care worker training prior to placement assures exceptional quality.
- The low capital intensity of the business
- Monitoring systems are in place to track work time and provide flexible shifts accordingly for care assistants, creating a positive working environment.
- Continuous assistance can be obtained from the Franchisor and associated networks.
- The founder's passion for social work, particularly the elderly and disabled.

Weakness

- Home Aid would be a new business entering an industry with existing levels of competition.
- Zero market share in the chosen geography at the onset.
- Will require continuous and somewhat aggressive marketing and promotions to achieve and sustain market share.
- The founder has limited knowledge of South Dakota, its people, and culture, which could be overcome by doing the market research, participating in community events, and engaging with customers through social media

Opportunity

- There is a general acceptance that “care at home” is better.
- Further capacity expansion is possible until peak volumes are achieved.
- New markets opening constantly i.e. support for those with learning difficulties, children’s Services, etc.
- People want to be able to stay at home and maintain their independence for as long as possible which means a larger and expanding need for domiciliary care.
- Increasing costs of residential care mean people are more likely to choose domiciliary care services that are cost-friendly.
- Projected increase in healthcare expenditure.
- Home care providers can target clients with private healthcare insurance.

Threat

- Other domiciliary care service providers in and around the area already have an office and have already established a clientele.
- Changes in local and/or national government policy.
- Possible Competition from Residential Care Providers.
- Market saturation.

6.

Strategy & implementation

Distribution Strategy

Marketing and Promotions Strategy

Positioning Statement

Sales strategy

Pricing strategy

Home Aid

Operating solely as a B2C service provider, the company's core offerings are uniquely tailored to cater to those aged 65 and above who live in their own homes and are unable or find it difficult to fend for themselves. The following section proposes the use of both


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Distribution Strategy

Home Aid

The Founder has identified the target market as elderly and/or disabled communities living in their own residences who are unable to carry out day-to-day activities effectively. At its inception, Home Aid would offer non-medical services to their clients,


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Start writing here..

Marketing and Promotions Strategy

Home Aid

1. Putting up window stickers – “opening soon” at the selected building location
2. Leaflet distribution in the area, especially in communal areas
3. Online platforms and social media such as a website, blog, and


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Pre-Launch Strategies

Start writing here..

Home Aid

1. Publishing a local press release announcing arrival and start-up
2. Local press advertising via newspapers and magazines
3. Targeted customer mailshot

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Launch Strategies

Start writing here..

Home Aid

1. Regular leaflet distribution in both communal areas
2. Regular advertising via newspapers, magazines, local TV stations, posters Local PR
3. Maintaining online presence via social media, company website

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Post-Launch Strategies

Start writing here..

Positioning Statement

The planned positioning of Home Aid's Market



Aged Individuals

Aged individuals who need help with medication and house chores



Disabled Individuals

Assist disabled individuals in daily tasks like dressing, eating, exercising.

Sales strategy

Home Aid

According to the recent market survey, most customers discover assisted living facilities mainly through seeing the physical outlet and word of mouth, while a small proportion of customers find a coffee shop through social media. The company will

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Pricing strategy

Home Aid

The live-out service will be priced at a fixed rate of \$22.00 per hour. The prices for the live-in service will vary, depending upon the duration and type of service. For example, a 24-hr service with sleep-in will be priced at \$420. Further, the same duration of service

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7.

Operational Plan


Management Team

Personnel Plan

Milestones

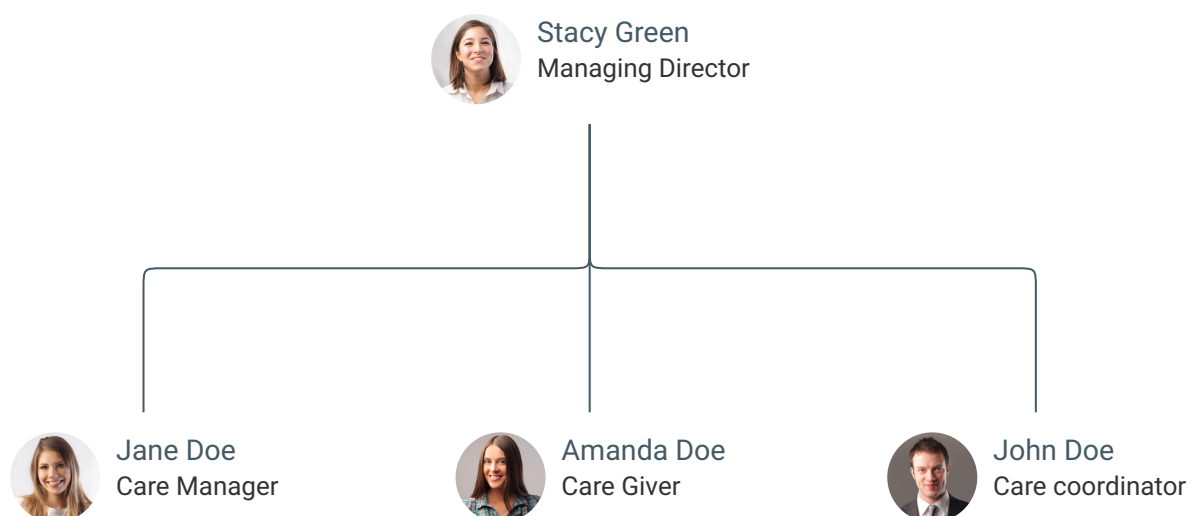
Home Aid

The team will be headed by Managing Director Ms. Stacy Green who will also oversee the company operations. Joining Ms. Stacy in the Management Team, the company will onboard a care manager, care coordinator, and a team of professional caregivers.

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Start writing here..

Organization chart



Management Team

Home Aid

Equipped with such extensive academic and work experience in management, branding, and marketing, Ms. Stacy would be more than capable of overseeing and handling the business operations of Home Aid. Her excellent people skills would guarantee

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Personnel Plan

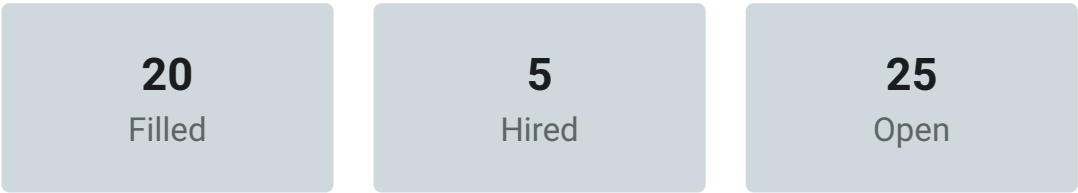
Home Aid

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



Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Care Manager	1 of 20	10 days	121 days	100%
Care Giver	3 of 23	30 days	21 days	80%
Care Coordinator	4 of 15	158 days	127 days	0%



Jane Doe
Care Manager - janedoe@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
Care Giver - 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

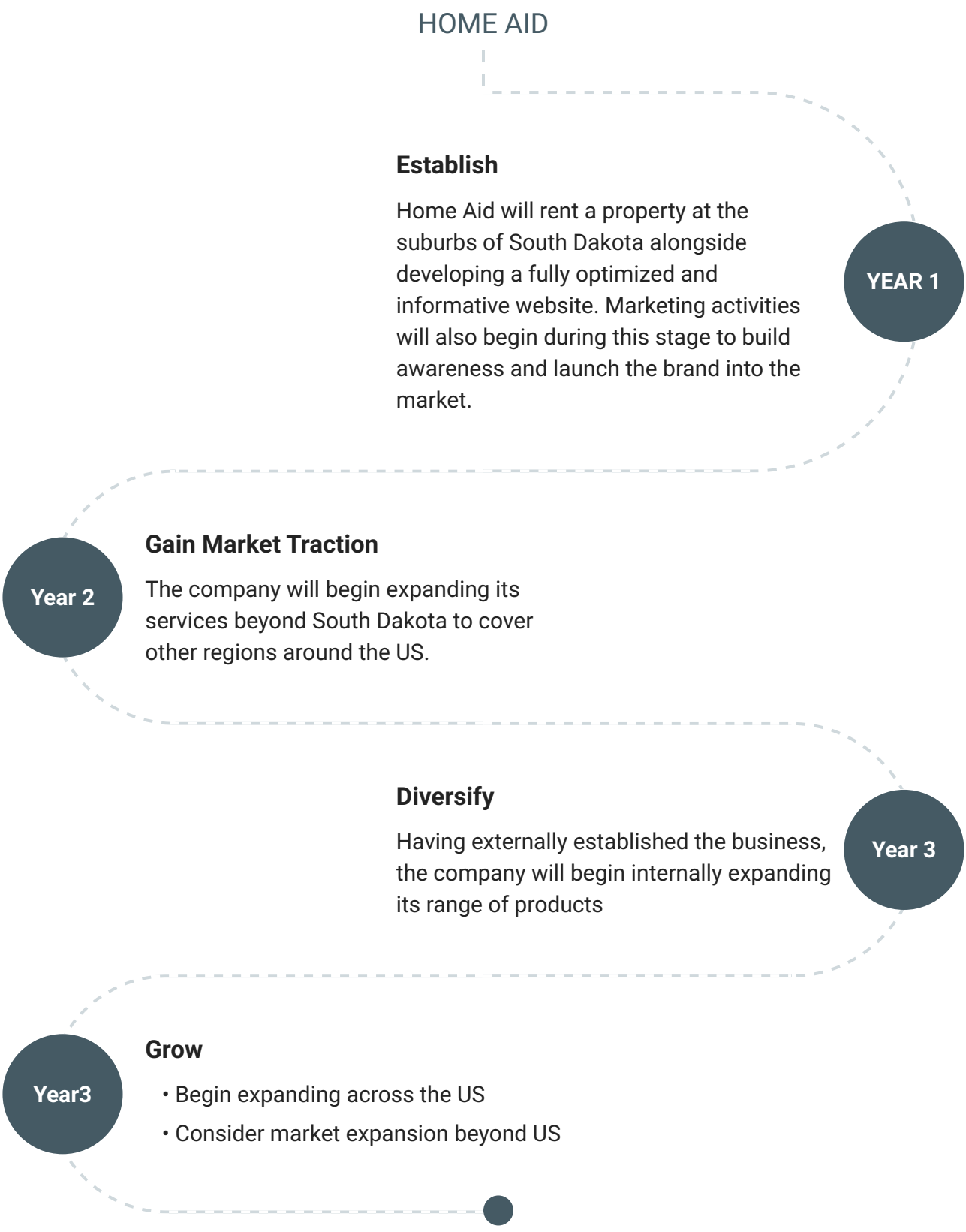


John Green

Care Coordinator - John@example.com

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

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 assisted living 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

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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
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	\$1,944,264	\$3,242,382.84	\$5,569,521.28
Room and Board Charges	\$1,615,880	\$2,901,914	\$5,211,822
Unit Sales	557	1,001	1,797
Unit Price	\$2,900	\$2,900	\$2,900
Specialized Care Services	\$300,000	\$300,000	\$300,000
Total Hours	6,000	6,000	6,000
Hourly Price	\$50	\$50	\$50
Additional Amenities	\$28,384	\$40,468.84	\$57,699.28
Cost Of Sales	\$623,373.76	\$1,018,326.81	\$1,723,203.75
General Costs	\$623,373.76	\$1,018,326.81	\$1,723,203.75
Resident Care Costs	\$607,279.20	\$997,914.85	\$1,697,316.38
Medical Supplies	\$24,000	\$25,200	\$26,460
Caregiver Salaries	\$583,279.20	\$972,714.85	\$1,670,856.38
Facility Operational Costs	\$16,094.56	\$20,411.96	\$25,887.37
Cleaning Services	\$16,094.56	\$20,411.96	\$25,887.37
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$1,320,890.24	\$2,224,056.03	\$3,846,317.53
Gross Margin (%)	67.94%	68.59%	69.06%
Operating Expense	\$1,233,806.96	\$1,451,918.81	\$1,806,187.12

	2024	2025	2026
Payroll Expense (Indirect Labor)	\$882,360	\$908,485.20	\$935,403.12
Caregiving Staff	\$656,400	\$676,092	\$696,375.60
Registered Nurses	\$302,400	\$311,472	\$320,816.40
Caregivers	\$354,000	\$364,620	\$375,559.20
Administrative Staff	\$116,400	\$120,642	\$125,041.32
Facility Manager	\$75,000	\$78,000	\$81,120
Administrative Assistant	\$41,400	\$42,642	\$43,921.32
Support Staff	\$109,560	\$111,751.20	\$113,986.20
Maintenance Worker	\$30,360	\$30,967.20	\$31,586.52
Housekeeping Staff	\$79,200	\$80,784	\$82,399.68
General Expense	\$320,196.96	\$503,433.61	\$830,784
Facility Operations	\$121,213.21	\$187,079.14	\$304,434.47
Utility Bills	\$24,000	\$24,960	\$25,958.40
Maintenance Costs	\$97,213.21	\$162,119.14	\$278,476.07
Administrative Costs	\$122,655.84	\$200,722.96	\$340,536.67
Office Supplies	\$6,000	\$6,180	\$6,365.40
Marketing	\$116,655.84	\$194,542.96	\$334,171.27
Resident Services	\$76,327.91	\$115,631.51	\$185,812.86
Activity Programs	\$18,000	\$18,360	\$18,727.20
Transportation	\$58,327.91	\$97,271.51	\$167,085.66
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$31,250	\$40,000	\$40,000
EBITDA	\$87,083.28	\$772,137.22	\$2,040,130.40

	2024	2025	2026
Additional Expense	\$47,395.23	\$41,942.82	\$36,154.08
Long Term Depreciation	\$19,800	\$19,800	\$19,800
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$67,283.28	\$752,337.22	\$2,020,330.40
Interest Expense	\$27,595.23	\$22,142.81	\$16,354.10
EBT	\$39,688.05	\$730,194.40	\$2,003,976.32
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,904,575.95	\$2,512,188.44	\$3,565,544.96
Net Income	\$39,688.05	\$730,194.40	\$2,003,976.32
Net Income (%)	2.04%	22.52%	35.98%
Retained Earning Opening	\$0	(\$20,311.95)	\$689,882.45
Owner's Distribution	\$60,000	\$20,000	\$20,000
Retained Earning Closing	(\$20,311.95)	\$689,882.45	\$2,673,858.77

Projected Cash Flow

	2024	2025	2026
Cash Received	\$1,944,264	\$3,242,382.84	\$5,569,521.28
Cash Paid	\$1,853,525.95	\$2,452,388.44	\$3,505,744.96
COS & General Expenses	\$943,570.72	\$1,521,760.42	\$2,553,987.76
Salary & Wages	\$882,360	\$908,485.20	\$935,403.12

	2024	2025	2026
Interest	\$27,595.23	\$22,142.81	\$16,354.10
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$90,738.05	\$789,994.40	\$2,063,776.32
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$790,000	\$40,000	\$40,000
Net Cash From Investments	(\$790,000)	(\$40,000)	(\$40,000)
Amount Received	\$800,000	\$0	\$0
Loan Received	\$500,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$300,000	\$0	\$0
Amount Paid	\$148,401.57	\$113,853.98	\$119,642.72
Loan Capital	\$88,401.57	\$93,853.99	\$99,642.70
Dividends & Distributions	\$60,000	\$20,000	\$20,000
Net Cash From Financing	\$651,598.43	(\$113,853.98)	(\$119,642.72)
Summary			
Starting Cash	\$0	(\$47,663.52)	\$588,476.90
Cash In	\$2,744,264	\$3,242,382.84	\$5,569,521.28
Cash Out	\$2,791,927.52	\$2,606,242.42	\$3,665,387.68
Change in Cash	(\$47,663.52)	\$636,140.42	\$1,904,133.60

	2024	2025	2026
Ending Cash	(\$47,663.52)	\$588,476.90	\$2,492,610.50

Projected Balance Sheet

	2024	2025	2026
Assets	\$691,286.48	\$1,307,626.90	\$3,191,960.50
Current Assets	(\$38,913.52)	\$597,226.90	\$2,501,360.50
Cash	(\$47,663.52)	\$588,476.90	\$2,492,610.50
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$8,750	\$8,750	\$8,750
Long Term Assets	\$730,200	\$710,400	\$690,600
Gross Long Term Assets	\$750,000	\$750,000	\$750,000
Accumulated Depreciation	(\$19,800)	(\$39,600)	(\$59,400)
Liabilities & Equity	\$691,286.48	\$1,307,626.89	\$3,191,960.51
Liabilities	\$411,598.43	\$317,744.44	\$218,101.74
Current Liabilities	\$93,853.99	\$99,642.70	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$93,853.99	\$99,642.70	\$0
Long Term Liabilities	\$317,744.44	\$218,101.74	\$218,101.74
Long Term Debt	\$317,744.44	\$218,101.74	\$218,101.74
Equity	\$279,688.05	\$989,882.45	\$2,973,858.77
Paid-in Capital	\$0	\$0	\$0

	2024	2025	2026
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$300,000	\$300,000	\$300,000
Retained Earnings	(\$20,311.95)	\$689,882.45	\$2,673,858.77
Check	\$0	\$0	\$0

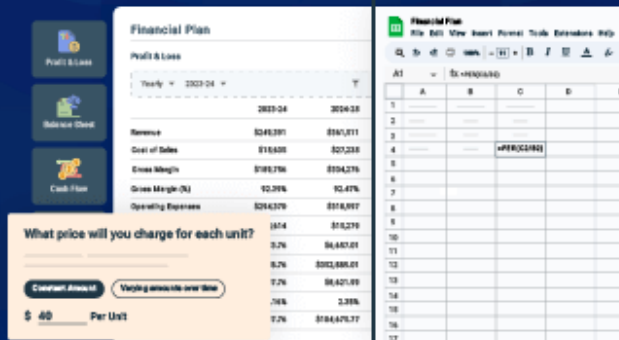
Business Ratios

	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%

	Year 1	Year 2	Year 3	Industry profile
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.
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 the Upmetrics Financial Plan interface. On the left, there are three tabs: Profit & Loss, Balance Sheet, and Cash Flow. The Profit & Loss tab is selected, showing a table with columns for 2023-04 and 2024-04. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), Operating Expenses, and Operating Income. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. The 'Constant Amount' button is selected, showing a value of \$ 60 Per Unit.

	2023-04	2024-04
Revenue	\$241,391	\$161,311
Cost of Sales	\$18,600	\$27,338
Gross Margin	\$191,790	\$104,276
Gross Margin (%)	79.5%	64.6%
Operating Expenses	\$214,370	\$118,897
Operating Income	\$14,420	\$15,379

What price will you charge for each unit?

Constant Amount Varying amounts over time

\$ 60 Per Unit



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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