




Security Company


Choose your Life, Choose your Security


Business Plan


[YEAR]

 **John Doe**

 10200 Bolsa Ave, Westminster, CA, 92683

 (650) 359-3153

 info@example.com

 <http://www.example.com>

CONFIDENTIAL

Table of Contents

Executive Summary	6
Business Overview	7
Vision & Mission Statement	7
Business Objectives	7
Corporate Philosophy	8
Business Model	8
Our Core Values	8
Startup Summary	9
3 Year profit forecast	9
Business Description	10
Company Location And Resources	11
Company Resources	11
Demography Analysis Of Los Angeles, California	11
Risks And Risk Mitigation Process	12
Company Ownership	12
Legal Status	12
Products and Services	13
Our services	14
Market Analysis	16
Industry Overview	17
System Insights	17
End-Use Insights	17
Service Insights	18
Regional Insights	18
Industry Keynote: The Business Side: Policies, Costs, And Compliance	18

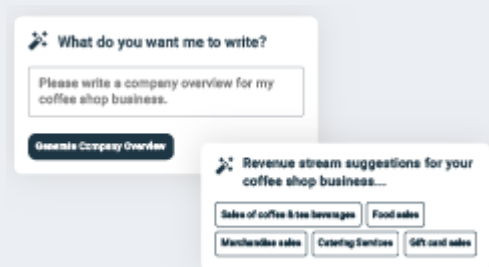
Porter's Five Forces Analysis	19
The Threat Of New Entry	20
Competitive Rivalry	20
Buyer Power	21
Supplier Power	21
Threat Of Substitution	21
SWOT Analysis	22
Strength	23
Weakness	23
Opportunities	24
Threat	24
Target Market	25
Our Competitive Advantages	26
Strategy And Implementation Summary	27
Marketing Plan	28
Marketing & Communication Execution Recommendations	28
Marketing Objectives	28
Growth Strategy	29
Expansion Strategy	29
Management Plan	30
Contingency Plan	31
Future Goals	31
Average Salary of Employees	32
Financial Plan	33
Important Assumptions	34
Break-even Analysis	34
Projected Profit and Loss	35

Projected Cash Flow	38
Projected Balance Sheet	39
Business Ratios	40

Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

Upmetrics has everything you need to create a comprehensive business plan.



AI-powered Upmetrics Assistant

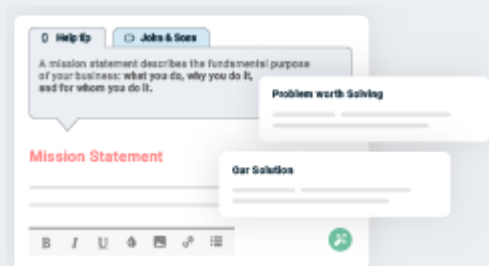
AI-powered insights to streamline your plan

Not sure where to start? Upmetrics' AI Assistant will automatically generate ideas for each section of your plan and offer improved versions of your writing, adjusting for tone, voice, and grammar or spelling errors.

Financial Forecasting Tool

All the financials are calculated for you

Forget the complex formulas and clumsy spreadsheets — with automatic financials and drag-and-drop forecasting, you can finish your plan faster and be confident that your numbers are accurate.



Business Plan Builder

Guides you like a business mentor

Upmetrics' step-by-step instructions, prompts, and the library of 400+ sample business plans will guide you through each section of your plan as a business mentor.

Join over 110K entrepreneurs who trust **Upmetrics with Business Planning**

Create a comprehensive business plan and maximize your chances of securing funding, bank loans, and small business grants.

Create your business plan today

15-day money-back guarantee

1.

Executive Summary

Business Overview

Vision & Mission Statement

Business Objectives

Corporate Philosophy

Business Model

Our Core Values

Startup Summary



REMEMBER

Before you think about how to start a Security Company, you must create a detailed security company business plan. It will not only guide you in the initial phases of your startup but will also help you l

To unlock help try Upmetrics!

Business Overview

Sergio Security

Sergio Security Network is a Los Angeles-based security services provider that takes pride in facilitating a safe and enjoyable environment for the clients and communities we protect and serve. We envision a city where all members of the community can en

To unlock help try Upmetrics!

Start writing here..

Vision & Mission Statement

Sergio Security

It is our dream to make everyone safe. It cannot be argued that the bad ones recently have outnumbered the good ones, based on the recent spate of attacks recorded. It is our belief; however, that when people have the best security guard company, the

To unlock help try Upmetrics!

Start writing here..

Business Objectives

Sergio Security

Sergio Security Network will base its success on meeting the following objectives:

- Employ competent full-time security guards to facilitate the operations of the company

To unlock help try Upmetrics!

Start writing here..

Corporate Philosophy

☐ Sergio Security

Sergio Security Network believes in being at the forefront of the situation. Our Security & Host personnel are literally at the forefront of our clients' businesses, screening and welcoming their guests at the door. But we also strive to be at the forefront of our client's security needs.

To unlock help try Upmetrics! 

Start writing here..

Business Model

☐ Sergio Security

Our organization is modeled to leverage on the quality security services that we offer in our company. We are well placed to induce all-round development in our company by getting our services to all potential clients who may need our services. The company's business model is based on the quality of the services provided.

To unlock help try Upmetrics! 

Start writing here..

Our Core Values

☐ Sergio Security

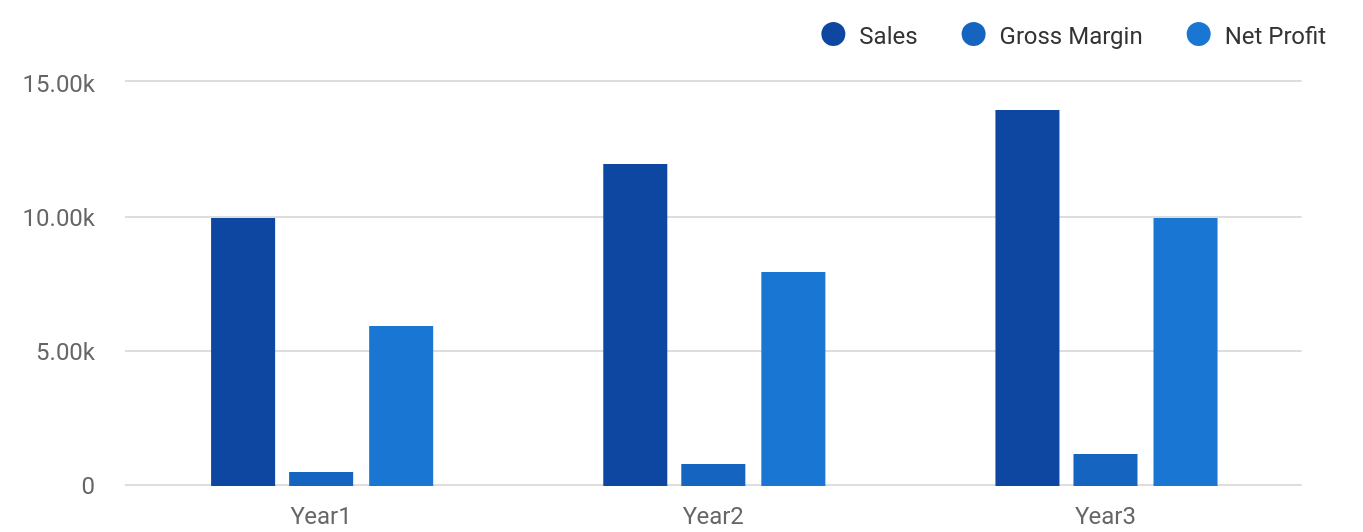
Customer-Driven – We will be respectful, empathetic, responsive, quality-focused, caring, and consistent in all customer relations. We will always keep the customer at the forefront of our decisions and our actions.

To unlock help try Upmetrics! 

Start writing here..

Startup Summary

3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10,000	500	6,000
Year2	12,000	800	8,000
Year3	14,000	1,200	10,000

2.

Business Description

Company Location And Resources

Demography Analysis Of Los Angels, California

Risks And Risk Mitigation Process

Company Ownership

Legal Status

Company Location And Resources

Sergio Security

Sergio Security Network is based in Los Angeles, California. The company's location is perfect for the business type of the company due to the increase in the social activities in this location, especially over the weekends, when most people are free from most e

To unlock help try Upmetrics!

Start writing here..

Sergio Security

The following resources are paramount to the company's service offering:

- Walkie-talkie


To unlock help try Upmetrics!

Company Resources

Start writing here..

Demography Analysis Of Los Angeles, California

Sergio Security

LOS ANGELES COUNTY, CA

To unlock help try Upmetrics!

Start writing here..

Risks And Risk Mitigation Process

☐ Sergio Security

As is expected, the company is not exempted from the generic risks faced by all other security businesses in California. However, strategic steps will be taken to not only understand these likely challenges but also prepare to prevent or deal with them efficiently.

To unlock help try Upmetrics! 🔒

Start writing here..

Company Ownership

☐ Sergio Security

Sergio and Bosquets are the founders of the Sergio Security Network. They have combined experience of over two decades in the industry and will be the main backbone of the company.

To unlock help try Upmetrics! 🔒

Start writing here..

Legal Status

☐ Sergio Security

The company will be registered as a Limited Liability Company. We have chosen to operate as an LLC due to the following reasons:

To unlock help try Upmetrics! 🔒

Start writing here..

3.

Products and Services

Our services



REMEMBER

Before starting a security business, you must take many things into consideration such as you must consider what types of security services will you be providing to your customers. Deciding your s

To unlock help try Upmetrics!

Sergio Security

Sergio Security Network is a licensed, insured, and bonded security company that will offer both armed and unarmed guards, based on client needs and budgets. The company is actively involved in providing private security services for our clients all over o

To unlock help try Upmetrics!

Start writing here..

Our services



Private Securities



Prisoners Transportation



Business and Asset Protection



Police Patrol Services



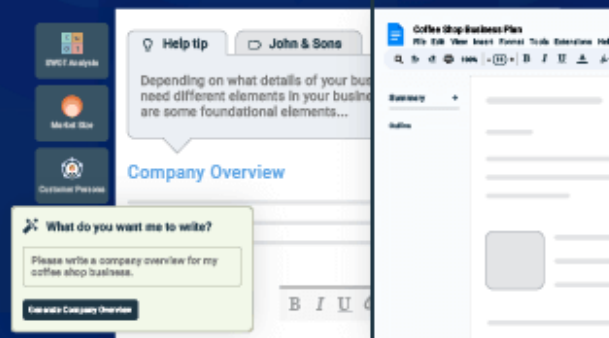
Executive Protection



Surveillance

Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

[Start your planning today](#)

4.

Market Analysis

Industry Overview

System Insights

End-Use Insights

Service Insights

Regional Insights

Industry Keynote: The Business Side: Policies, Costs, And Compliance



REMEMBER

The most important component of an effective security company business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from Upmetrics.

To unlock help try Upmetrics!

Industry Overview

Sergio Security

The global private security services market has the potential to grow by \$ 58.77 billion during 2019-2023. The growth momentum will accelerate throughout the forecast period because of the steady increase in year-over-year growth. Increasing illegal events

To unlock help try Upmetrics!

Start writing here..

System Insights

Sergio Security

The video surveillance systems segment is anticipated to emerge as the fastest-growing segment, owing to the wide range of applications and efficiency of these systems. They monitor theft, movement of objects, and other criminal activities that

To unlock help try Upmetrics!

Start writing here..

End-Use Insights

Sergio Security

The video surveillance systems segment is anticipated to emerge as the fastest-growing segment, owing to the wide range of applications and efficiency of these systems. They monitor theft, movement of objects, and other criminal activities that

To unlock help try Upmetrics!

Start writing here..

Service Insights

▢ Sergio Security

The system integration and consulting segment led the market in 2018, owing to the increasing adoption of advanced systems that can gather data on a single platform. Users prefer the integration of different solutions/products, owing to easy controls and

To unlock help try Upmetrics! 

Start writing here..

Regional Insights

▢ Sergio Security

North America led the market in 2019, attributed to the increased crime rate and intrusion activities in the region. The market is driven by the increasing importance of monitoring systems in various applications due to its benefits of remote access,


To unlock help try Upmetrics! 

Start writing here..

Industry Keynote: The Business Side: Policies, Costs, And Compliance

▢ Sergio Security

Changes in public policy translate into cost factors that impact guard force management. In recent years, the trends of the rising minimum wage, mandates regarding the Affordable Care Act (ACA), and paid sick leave have all come into play when managing

To unlock help try Upmetrics! 

Start writing here..

5.

Porter's Five Forces Analysis

The Threat Of New Entry

Competitive Rivalry

Buyer Power

Supplier Power

Threat Of Substitution

☐ Sergio Security

The Porters' Five Forces are five. They are the external factors that contribute to the growth or otherwise of a company. The company, under this heading, cannot change the effect of these factors but can help shape the operations and strategy adopted by the

To unlock help try Upmetrics! 🔒

Start writing here..

The Threat Of New Entry

☐ Sergio Security

Being a startup security company, things are not expected to be smooth from the beginning because the businesses which we target in Los Angeles have to be given time to be acquainted with the new full-time security guard company in town, and this is expected to be

To unlock help try Upmetrics! 🔒

Start writing here..

Competitive Rivalry

☐ Sergio Security

In that our business is modeled to build on the existing system of private security companies at Cocktail Bars, Restaurants, Bars, Nightclubs, Live Entertainment, Sports Events, Corporate, and government establishments, we have identified some businesses that

To unlock help try Upmetrics! 🔒

Start writing here..

Buyer Power

☐ Sergio Security

Our prices are reasonably structured to be within the confines of fair prices chargeable in the industry. We have no plan to increase these charges but rather to promote the continued patronage of our services. This is why we have structured our services

To unlock help try Upmetrics! 

Start writing here..

Supplier Power

☐ Sergio Security

Our suppliers in this industry are the security gadgets companies. These companies will, to a large extent, determine our prices sometimes, because when there is inflation in their prices, we have no choice but to charge the value of the eventual Cost on our customers.

To unlock help try Upmetrics! 

Start writing here..

Threat Of Substitution

☐ Sergio Security

The threat of substitution cannot be overlooked in analyzing the possible success or otherwise of our company. Naturally, local, state and federal securities are seen as the closest alternatives to our business. However, we are not competing with them; rather, we

To unlock help try Upmetrics! 

Start writing here..

6.

SWOT Analysis

Strength

Weakness

Opportunities

Threat

☐ Sergio Security

Because of our drive for excellence when it comes to running a standard private security services business, we were able to engage some of the finest business consultants in Los Angeles, California, to look through our business concept. Together w

To unlock help try Upmetrics! 

Start writing here..

Strength

☐ Sergio Security

Aside from the reality that our private security company is of standard and the business is well-positioned and well – equipped to meet the security needs of all both private, corporate, and government establishments within our jurisdiction, we have a team th

To unlock help try Upmetrics! 

Start writing here..

Weakness

☐ Sergio Security

As a new private security outfit, it might take some time for our organization to break into the market and gain acceptance in the already saturated private security services industry; that is perhaps our major weakness. Furthermore, winning the trust of our cu


To unlock help try Upmetrics! 

Start writing here..

Opportunities

▢ Sergio Security

The opportunities in the private security services industry are massive, considering the number of at Cocktail Bars, Restaurants, Bars, Nightclubs, Live Entertainment, Sports Events, etc. in Los Angeles, California, and the United States at large. In a nutshell, the fo


To unlock help try Upmetrics! 

Start writing here..

Threat

▢ Sergio Security

Some of the threats that we may likely face as a private security outfit operating in Australia are unfavorable government policies, the arrival of a competitor within our business. We may also be affected by the global economic downturn, a condition that has its

To unlock help try Upmetrics! 

Start writing here..

7.

Target Market

Our Competitive Advantages

Sergio Security

Although Sergio Security Network will initially serve small to medium-sized businesses, from new ventures to well-established businesses and individual clients, that does not in any way stop us from growing to be able to compete with the leading private s

To unlock help try Upmetrics! 

Start writing here..

Our Competitive Advantages

Sergio Security

A full-time security guard services business is easy to set up a business, especially if one can acquire the required training, startup capital, and license. It means that the possibility of a full-time security guard services business springing up in the location wh

To unlock help try Upmetrics! 

Start writing here..

8.

Strategy And Implementation Summary

Marketing Plan

Marketing & Communication Execution Recommendations

Marketing Objectives

Growth Strategy

Expansion Strategy



REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis

To unlock help try Upmetrics!

Marketing Plan

Sergio Security

The medium through which we intend to market our brand is social media, which includes Facebook, Instagram, Youtube, and LinkedIn.

To unlock help try Upmetrics!

Start writing here..

Marketing & Communication Execution Recommendations

Sergio Security

The myriads of opportunity that floods the cloud with the introduction of the internet is an added advantage to our business. Apart from the fact that promotional activities will be carried out on our website, we will equally embrace other options like mouth-to-mouth

To unlock help try Upmetrics!

Start writing here..

Marketing Objectives

Sergio Security

To reach out to clients who would like to hire a full-service security guard company

To offer topnotch security services for our clients with highly trained men and not just men in

To unlock help try Upmetrics!

Start writing here..

Growth Strategy

▢ Sergio Security

Critically observing how aggressive our media campaigns alongside local advertisements are, our business will experience unmatched growth, especially from the first six months from which the awareness kicked off. Again, the reviews gathered by our social media presence will be a great asset to our business.

To unlock help try Upmetrics! 🔒

Start writing here..

Expansion Strategy

▢ Sergio Security

Through periodic upgrades on existing services and options available to our customers, we hope to expand our services by conducting extensive researches on our line of business and how better our services could be improved. The expansion will largely focus on the digital marketing and social media presence of our business.

To unlock help try Upmetrics! 🔒

Start writing here..

9.

Management Plan

Contingency Plan

Future Goals

Average Salary of Employees



REMEMBER

The Management plan is also an important component of a security company business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on the

To unlock help try Upmetrics!

☐ Sergio Security

Sergio and Bosquets are the owners of the company. They will be saddled with the responsibility of making executive and administrative decisions as regards the operations and functionality of the company. They are very creative, forward-thinking,

To unlock help try Upmetrics!

Start writing here..

Contingency Plan

☐ Sergio Security

A&B have full confidence in the business and believe that it will be profitable and successful based on the substantial market need for the business. However, if the business fails, they will take the following measures:

To unlock help try Upmetrics!

Start writing here..

Future Goals

☐ Sergio Security

To become a leading security company in the whole of California
To have a reliable and strong customer base all over the world.

To unlock help try Upmetrics!

Start writing here..

Average Salary of Employees

The following table shows the forecast data about the salaries of the employees for the next three years:

	Year 1	Year 2	Year 3
Accountant	\$85,000	\$95,000	\$105,000
Sales Executives	\$45,000	\$50,000	\$55,000
Security Workers	\$550,000	\$650,000	\$750,000
Supervisors	\$145,000	\$152,000	\$159,000
Driver	\$50,000	\$55,000	\$60,000
Private security executives	\$87,000	\$94,000	\$101,000
Customer Representative	\$42,000	\$45,000	\$48,000
Total Salaries	\$1,004,000	\$1,141,000	\$1,278,000

10.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a security business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the

To unlock help try Upmetrics!

Sergio Security

The following section contains the financial information for Sergio Security Network. Tables and charts show annual projections for the first five business years.

To unlock help try Upmetrics!

Start writing here..

Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

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

Projected Profit and Loss

	2024	2025	2026
Revenue	\$1,602,339	\$2,667,482	\$4,490,902
Security Personnel Services	\$397,955	\$714,680	\$1,283,460
Unit Sales	796	1,429	2,567
Unit Price	\$500	\$500	\$500
Electronic Security Solutions	\$567,680	\$809,370	\$1,154,020
Unit Sales	568	809	1,154
Unit Price	\$1,000	\$1,000	\$1,000
Security Consulting Services	\$636,704	\$1,143,432	\$2,053,422
Unit Sales	3,184	5,717	10,267
Unit Price	\$200	\$200	\$200
Cost Of Sales	\$224,298.50	\$259,493.69	\$328,993.41
General Costs	\$224,298.50	\$259,493.69	\$328,993.41
Security Equipment	\$220,058.50	\$255,189.66	\$324,514.62
Security Equipment Purchase	\$180,000	\$188,502.59	\$212,242.06
Security Equipment Maintenance	\$40,058.50	\$66,687.07	\$112,272.56
Personnel Training	\$4,240	\$4,304.03	\$4,478.79
Personnel Training Programs	\$4,000	\$4,060.40	\$4,225.27
Training Materials	\$240	\$243.63	\$253.52
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0

	2024	2025	2026
Gross Margin	\$1,378,040.50	\$2,407,988.31	\$4,161,908.59
Gross Margin (%)	86%	90.27%	92.67%
Operating Expense	\$1,724,170.75	\$1,871,812.54	\$2,072,548.13
Payroll Expense (Indirect Labor)	\$1,502,100	\$1,540,434.60	\$1,579,784.40
Security Staff	\$869,400	\$889,272	\$909,616.08
On-Field Security Officers	\$621,000	\$633,420	\$646,088.40
Security Supervisors	\$248,400	\$255,852	\$263,527.68
Administrative Staff	\$181,440	\$186,364.80	\$191,426.88
Office Administrators	\$129,600	\$133,488	\$137,492.64
Receptionists	\$51,840	\$52,876.80	\$53,934.24
Technical Staff	\$451,260	\$464,797.80	\$478,741.44
IT Support Staff	\$241,500	\$248,745	\$256,207.20
Security System Technicians	\$209,760	\$216,052.80	\$222,534.24
General Expense	\$209,075.95	\$307,377.94	\$468,763.73
Office and Administrative Expenses	\$102,141.08	\$149,572.11	\$227,946.22
Office Rent	\$38,047.52	\$42,872.83	\$48,310.14
Utility Bills	\$64,093.56	\$106,699.28	\$179,636.08
Marketing and Advertising	\$32,800.61	\$39,805.64	\$48,462.16
Online Marketing	\$20,118.08	\$25,514.54	\$32,358.72
Print Advertising	\$12,682.53	\$14,291.10	\$16,103.44
Operational Expenses	\$74,134.26	\$118,000.19	\$192,355.35
Vehicle Maintenance	\$10,040.70	\$11,300.91	\$12,719.27

	2024	2025	2026
Equipment Upkeep	\$64,093.56	\$106,699.28	\$179,636.08
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$12,994.80	\$24,000	\$24,000
EBITDA	(\$346,130.25)	\$536,175.76	\$2,089,360.47
Additional Expense	\$13,126.93	\$11,192.77	\$9,139.31
Long Term Depreciation	\$7,980	\$7,980	\$7,980
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$354,110.25)	\$528,195.76	\$2,081,380.47
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$359,257.18)	\$524,982.99	\$2,080,221.16
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,961,596.18	\$2,142,499.01	\$2,410,680.84
Net Income	(\$359,257.18)	\$524,982.99	\$2,080,221.16
Net Income (%)	(22.42%)	19.68%	46.32%
Retained Earning Opening	\$0	(\$399,257.18)	\$85,725.81
Owner's Distribution	\$40,000	\$40,000	\$40,000
Retained Earning Closing	(\$399,257.18)	\$85,725.81	\$2,125,946.97

Projected Cash Flow

	2024	2025	2026
Cash Received	\$1,602,339	\$2,667,482	\$4,490,902
Cash Paid	\$1,940,621.38	\$2,110,519.01	\$2,378,700.87
COS & General Expenses	\$433,374.45	\$566,871.64	\$797,757.16
Salary & Wages	\$1,502,100	\$1,540,434.60	\$1,579,784.40
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$338,282.38)	\$556,962.99	\$2,112,201.13
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$74,000	\$24,000	\$24,000
Net Cash From Investments	(\$74,000)	(\$24,000)	(\$24,000)
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$71,359.35	\$73,293.51	\$75,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$40,000	\$40,000	\$40,000
Net Cash From Financing	\$78,640.65	(\$73,293.51)	(\$75,347.12)

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$333,641.73)	\$126,027.75
Cash In	\$1,752,339	\$2,667,482	\$4,490,902
Cash Out	\$2,085,980.73	\$2,207,812.52	\$2,478,047.99
Change in Cash	(\$333,641.73)	\$459,669.48	\$2,012,854.01
Ending Cash	(\$333,641.73)	\$126,027.75	\$2,138,881.76

Projected Balance Sheet

	2024	2025	2026
Assets	(\$280,616.53)	\$171,072.95	\$2,175,946.96
Current Assets	(\$322,636.53)	\$137,032.95	\$2,149,886.96
Cash	(\$333,641.73)	\$126,027.75	\$2,138,881.76
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$11,005.20	\$11,005.20	\$11,005.20
Long Term Assets	\$42,020	\$34,040	\$26,060
Gross Long Term Assets	\$50,000	\$50,000	\$50,000
Accumulated Depreciation	(\$7,980)	(\$15,960)	(\$23,940)
Liabilities & Equity	(\$280,616.52)	\$171,072.95	\$2,175,946.97
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

	2024	2025	2026
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	(\$349,257.18)	\$135,725.81	\$2,175,946.97
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$399,257.18)	\$85,725.81	\$2,125,946.97
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 compares Upmetrics and Financial Spreadsheets. On the left is the Upmetrics logo. In the center is a screenshot of the Upmetrics 'Financial Plan' interface, showing a 'Profit & Loss' statement for 2023-04 and 2024-03. It lists metrics like Revenue, Cost of Sales, Gross Margin, and Operating Expenses. Below this is a 'What price will you charge for each unit?' section with a 'Constant Assumed' button and a 'Varying amounts over time' button. On the right is a screenshot of a standard financial spreadsheet, showing a grid with formulas like '=PERC(2180)' and various numerical data points.

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.

[Start your planning today](#)

Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

Stunning cover page designs

With Upmetrics, you have the liberty to choose from multiple stunning cover page designs. Choose a creative design and make your plan stand out.

Online sharing made simple

Upmetrics makes online sharing quick and easier for users. Easily share your business plans with a link while tracking reader activity.

Interactive plans in no time

Import business plan sections like—SWOT analysis, comparison tables, and others to create an interactive business plan. No designing skills are required.

500+ sample business plans

Simply import a template from our library of sample plans into the editor and start customizing it to make it yours. It takes only a few clicks to get started.

Collaborate with team in real-time

Invite team members, initiate conversations, discuss ideas & strategies, share feedback, and work on a business plan in real-time.



Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

Create winning Business Plans with our

AI Business Plan Platform

Get Started Today!

15-day money-back guarantee

