




# Advertising Agency

*We believe in work that sells*


# Business Plan [YEAR]

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# 1.

## Executive Summary

Introduction

Mission Statement

Vision Statement

Financial Highlights



### REMEMBER

Before you think about how to start an Advertising business, you must create a detailed Advertising Agency business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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## Introduction



### TIP

Established in March 2018, Apex Advertising is a U.S based and world-class advertising agency that will be located in Los Angeles – California. We have been able to secure a standard and well – positioned office facility in a central business district in Inglewood. Apex Advertising Agency is a specialist public consultation, PR, political liaison, and creative agency.

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## Mission Statement



### TIP

Our mission is to provide professional and highly creative result-oriented advertising services and other related advisory and consulting services that will assist businesses, individuals, and non-profit organizations in promoting their brands and reaching out to a wide range of potential customers all over the globe. We will exceed our customers' expectations.

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## Vision Statement



TIP

Our vision is to establish a standard and world-class advertising agency whose services and brand will not only be accepted in the United States of America but also in other parts of the world.

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## Financial Highlights



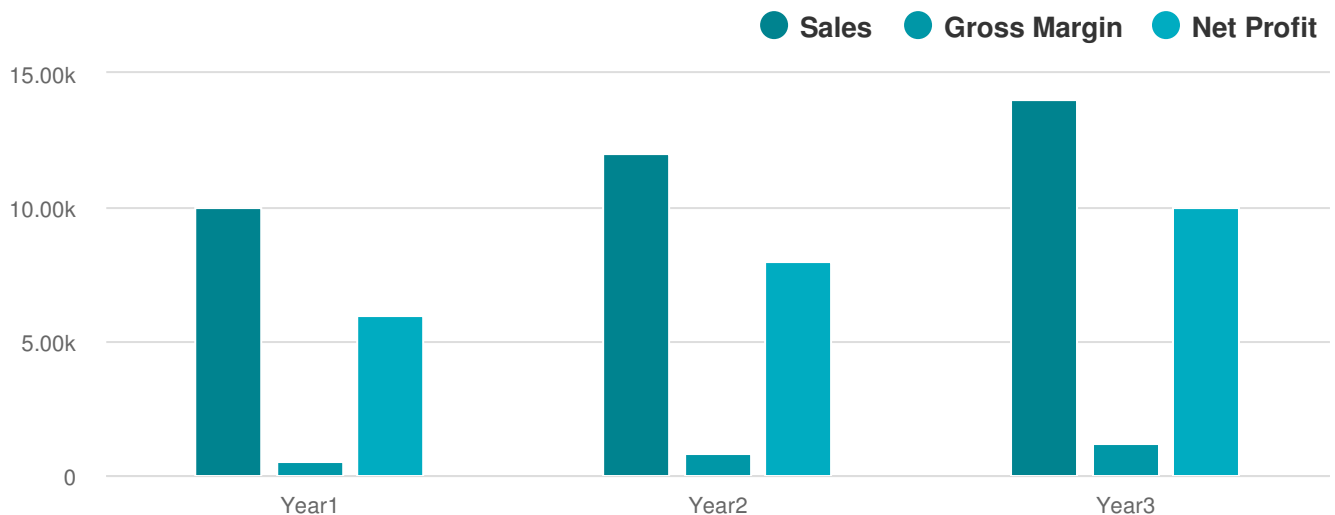
TIP

The company is seeking \$2.5 million of financing to fund the acquisition of Vihaan Advertising and its initial operations. This funding will cover the purchase of Vihaan Advertising, marketing, purchase of extra software, and hardware. Projected revenues for 1999 to 2001 are \$200,000, \$1.5 million, and \$2.2 million, respectively. Our target is to be the mo

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## 3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10000	500	6000
Year2	12000	800	8000
Year3	14000	1200	10000

# 2.

## Business Summary

Company Ownership

Startup Summary





TIP

Apex Advertising is a registered and licensed advertisement company located in Los Angeles – California, owned by Albert Finney. The business will be based on advertising and marketing small and large businesses in Los Angeles by traditional means of making billboards and by using digital and social platforms.

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## Company Ownership



TIP

Apex Advertising is founded by Albert Finney and her friend and business partner for many years Lesly Henderson. They both graduated from the University of California, Beckley with BA in Mass Communications and they have a combined experience that revolves around corporate branding and advertising, market researching, sales, web design.

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## Startup Summary



TIP

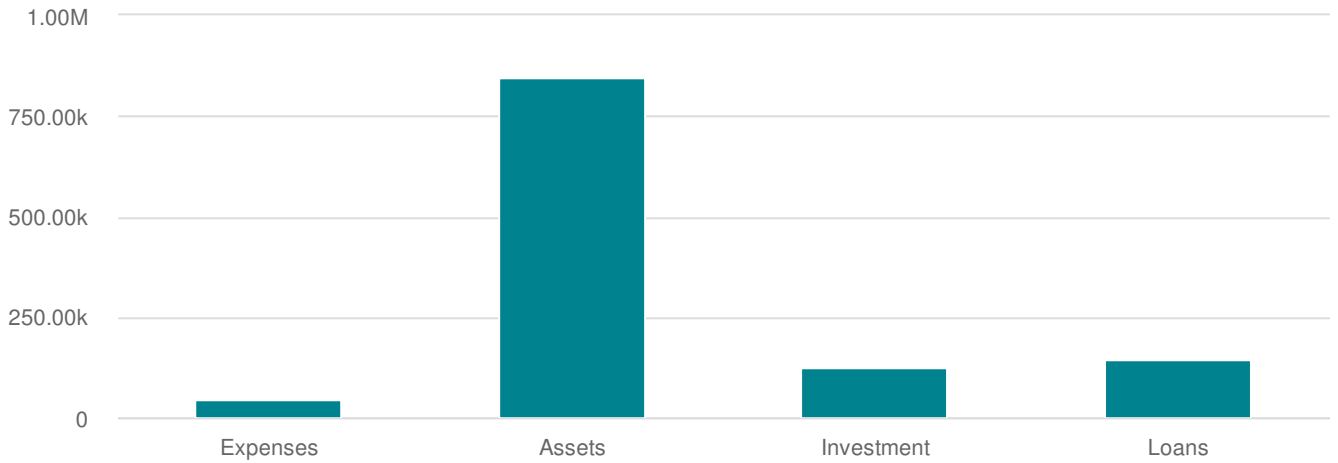
Albert Finney and Lesly Henderson will invest equally in the company. They will also secure a long-term business loan. The following table and chart show the projected initial start-up costs of Apex Advertising.

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# Startup

● Amount



Category	Amount
<b>Expenses</b>	45124
<b>Assets</b>	845411
<b>Investment</b>	124511
<b>Loans</b>	145212

Startup Expenses	Amount
Legal	\$1,000
Stationery etc.	\$1,000
Brochures	\$1,000
Advertising	\$20,000
Expensed Computer Equipment/Software	\$10,000
Insurance	\$0
Rent	\$1,500
Research and Development	\$0
Other	\$0
<b>TOTAL START-UP EXPENSES</b>	<b>\$34,500</b>
<b>Startup Assets</b>	
Cash Required	\$155,500

<b>Startup Expenses</b>	<b>Amount</b>
Other Current Assets	\$10,000
Long-term Assets	\$0
<b>TOTAL ASSETS</b>	<b>\$165,500</b>
Total Requirements	\$200,000

# 3.

## Products and Services



### REMEMBER

Before starting an Advertising Agency, you must take many things into consideration such as you must consider what types of advertising services will you be providing to your clients. Deciding your services is extremely important since it helps you plan other components of your business so make sure to consider it before you think about how to start an Agency.

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### TIP

The services offered by Apex Advertising cover an advertising project in its entirety, from the original concept to post-campaign evaluation. To adopt additional paths for advertisement besides traditional means Albert has decided to start a digital marketing agency. The service includes the following:

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## Services



**Printing innovative flyers and brochures**



**Designing appealing and unique billboards**



**Making related banners and flags**



**Making business cards and invitation cards**



**Advertising through social media sites, websites, and emails**



**Advertising using the technique of search engine optimization**

# 4.

## Market Analysis

Market Segmentation

Business Target

Market Trends



#### REMEMBER

The most important component of an effective Advertising Agency business plan is its accurate market analysis. If you are starting on a smaller scale, you can do the market analysis yourself by taking help from this Advertising Agency business plan sample or other Advertising Agency business plans available online.

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#### TIP

The next important step you have to take if you are looking for how to start your own marketing agency is to do an accurate market analysis. You need to figure out what others in the same business are doing and what additional services you'll have to provide to take a lead upon them. Albert has decided to start a marketing agency not just for the sake of opening a business.

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## Market Segmentation



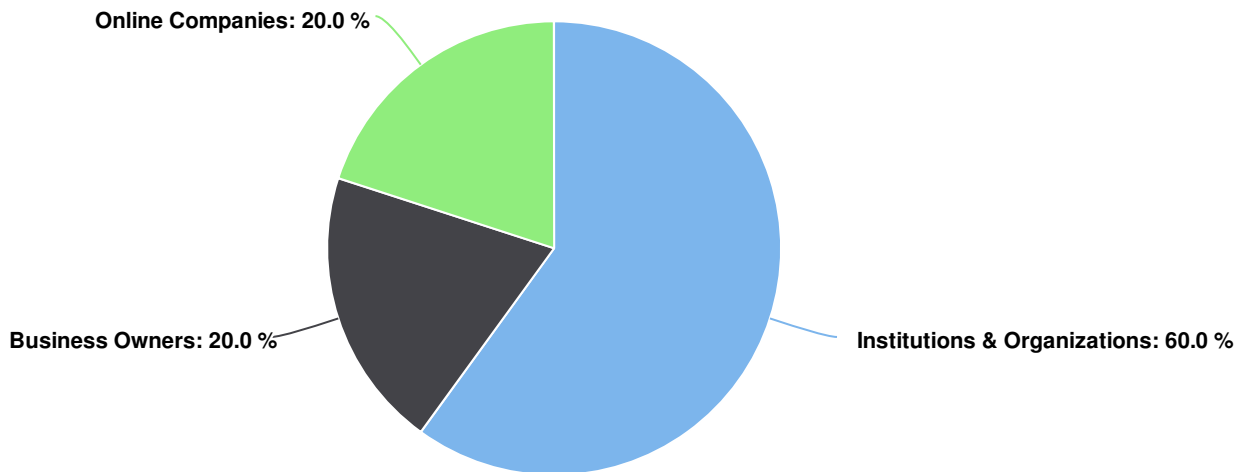
#### TIP

To know and focus on the demands of its customers, Apex Advertising has divided its customers into the following target groups. The detailed marketing segmentation of our target audience is as follows:

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## Market Analysis



Financial Year	Units Sold
Institutions & Organizations	60
Business Owners	20
Online Companies	20



**TIP**

The biggest category of our customers will be the owners of small and large businesses based in Austin. They will avail of our services of designing billboards and printing brochures for them as well as the services of our experts to make their website SEO friendly.

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### Business Owners

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**TIP**

Our second target group comprises various institutions and organizations located in Austin including public-sector organizations, schools, colleges and universities, political parties, sports organizations, and non-profit organizations. They will need our services to promote their ideas and services.

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### Institutions & Organizations

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Our third target group will be the online companies not just restricted to Austin but to anywhere in the United States. They will avail just our services of social media marketing, developing websites, and SEO their content.

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## Online Companies

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Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Institutions & Organizations	32%	11 433	13 344	16 553	18 745	20 545	13,43%
Business Owners	48%	22 334	32 344	43 665	52 544	66 432	10,00%
Online Companies	20%	12 867	14 433	15 999	17 565	19 131	15,32%
Total	100%	46 634	60 121	76 217	88 854	106 108	9,54%

## Business Target



We aim at extending our services to several cities through our online servicing. Our financial goals to be achieved over the course of three years are:

- To balance the initial cost of the startup with earned profits by the end of the first year

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## Market Trends



The entrepreneurs when they are taking a startup, can't focus on each and everything by themselves and they want the services of some professional and trustee organization to do marketing work for their business. According to a report by IBISWorld, stats have shown a noticeable growth rate of 4.2% of the advertising industry in the United States over the pa

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# 5.

## Strategy

Competitive Analysis

Sales 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 clients. Like marketing analysis, sales strategy is also an important component of an Advertising Agency business startup and must be properly planned before you think about starting your business.

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**TIP**

Apex Advertising's strategy is to utilize the extensive network of contacts both Albert and Lesly have with companies already sold on the value of email marketing. In addition, Promerit will use its internal expertise to launch an email marketing campaign directed at a select group of its target customers.

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## Competitive Analysis



**TIP**

Our biggest competitive advantage is that our company will not only be making billboards and banners but in addition to these, we will be hiring IT Experts and Web Developers to advertise through digital media. Our skilled and experienced employees will make your website SEO friendly. Secondly, our staff especially web developers are highly experienced.

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## Sales Strategy



**TIP**

We'll ensure a 25% increase in our website traffic every month and a gradual increase in our means to convert that traffic to our customers.

We'll SEO our website to give our customers an example of how we work.

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**TIP**

The following is the sales forecast for three years. We have no cost of sales, as all of our deliverables is electronic, and our labor costs are included in the Personnel table.

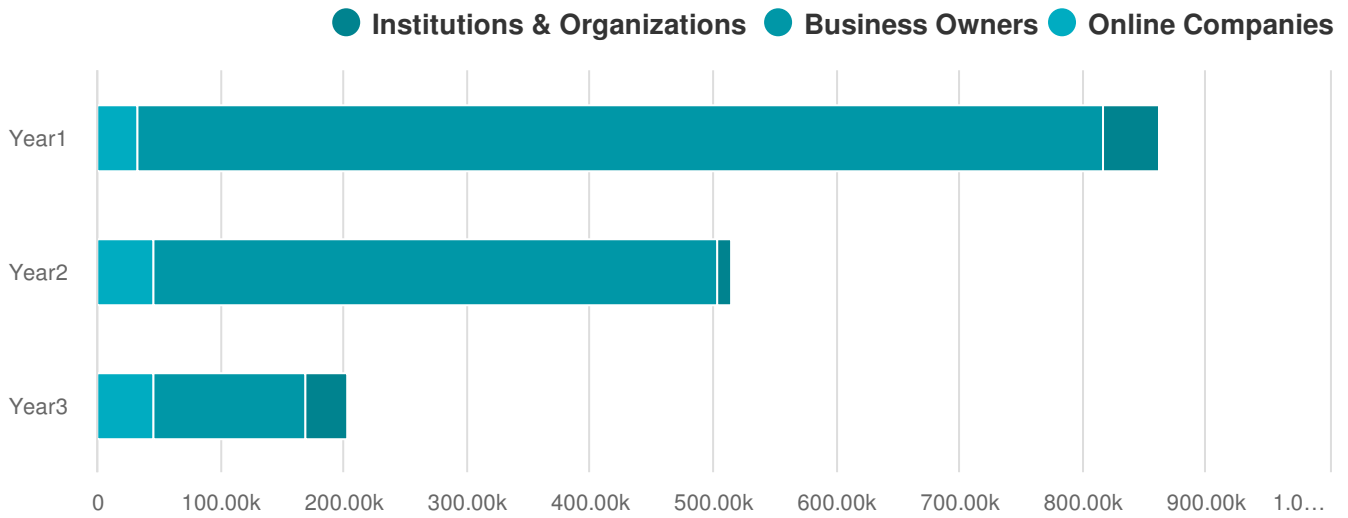
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## Sales Forecast

Sales Forecast

Start writing here...

Sales Yearly



Financial Year	Institutions & Organiz...	Business Owners	Online Companies
Year1	45784	784574	32125
Year2	12451	457844	45125
Year3	32541	124515	45125

Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

Sales Forecast	Year 1	Year 2	Year 3
<b>Unit Sales</b>			
Flyers & brochures	1 887 030	2 680 320	2 588 240
Billboards, banners & flags	802 370	815 430	823 540
Business & invitation cards	539 320	770230	1 002 310
Digital advertising	265 450	322 390	393 320
<b>TOTAL UNIT SALES</b>	<b>3 494 170</b>	<b>4 588 370</b>	<b>4 807 410</b>
<b>Unit Prices</b>			
Flyers & brochures	\$140,00	\$150,00	\$160,00
Billboards, banners & flags	\$600,00	\$800,00	\$1 000,00

Sales Forecast	Year 1	Year 2	Year 3
Business & invitation cards	\$700,00	\$800,00	\$900,00
Digital advertising	\$650,00	\$750,00	\$850,00
<b>Sales</b>			
Flyers & brochures	\$2 149 800	\$2 784 000	\$3 383 200
Billboards, banners & flags	\$120 050	\$194 500	\$268 500
Business & invitation cards	\$50 110	\$71 600	\$93 000
Digital advertising	\$139 350	\$194 600	\$249 850
<b>TOTAL SALES</b>			
Flyers & brochures	\$0,70	\$0,80	\$0,90
Billboards, banners & flags	\$0,40	\$0,45	\$0,50
Business & invitation cards	\$0,30	\$0,35	\$0,40
Digital advertising	\$3,00	\$3,50	\$4,00
<b>Direct Cost of Sales</b>			
Flyers & brochures	\$989 300	\$1 839 000	\$2 679 700
Billboards, banners & flags	\$66 600	\$119 900	\$173 200
Business & invitation cards	\$17 900	\$35 000	\$52 100
Digital advertising	\$19 400	\$67 600	\$115 800
Subtotal Direct Cost of Sales	\$1 294 100	\$1 699 400	\$2 104 700

# 6.

## Management Plan

Personnel Plan

Average Salaries



### REMEMBER

The management plan is also an important component of an advertising agency business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries. So, make sure to duly consider it before thinking about how to start an Advertising Agency. The management plan of the advertising agency business

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## Personnel Plan



### TIP

In addition to Albert and Lesly, there will be other staff members as follow:

- 1 Accountant to maintain financial and other records
- 1 Receptionist to attend to customers
- 4 Graphic Artists and Painters to design billboards, banners, and

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## Average Salaries

Personnel	Year 1	Year 2	Year 3
Accountant	\$85 000	\$95 000	\$105 000
Receptionist	\$45 000	\$50 000	\$55 000
Graphic Artists	\$152 000	\$159 000	\$166 000
SEO Specialists	\$152 000	\$159 000	\$166 000
Web Developers	\$152 000	\$159 000	\$166 000
Technicians	\$145 000	\$152 000	\$159 000
General Assistants	\$50 000	\$55 000	\$60 000
Cleaner	\$42 000	\$45 000	\$48 000
Driver	\$42 000	\$45 000	\$48 000
<b>Total Salaries</b>	<b>\$304 000</b>	<b>\$318 000</b>	<b>\$332 000</b>

# 7.

## Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios





### REMEMBER

The last component of an Advertising Agency 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 earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered.

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### TIP

The company is seeking \$2.5 million of financing to fund the acquisition of Vihaan Advertising and its initial operations. This funding will cover the purchase of Vihaan Advertising, marketing, purchase of extra software, and hardware.

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## 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

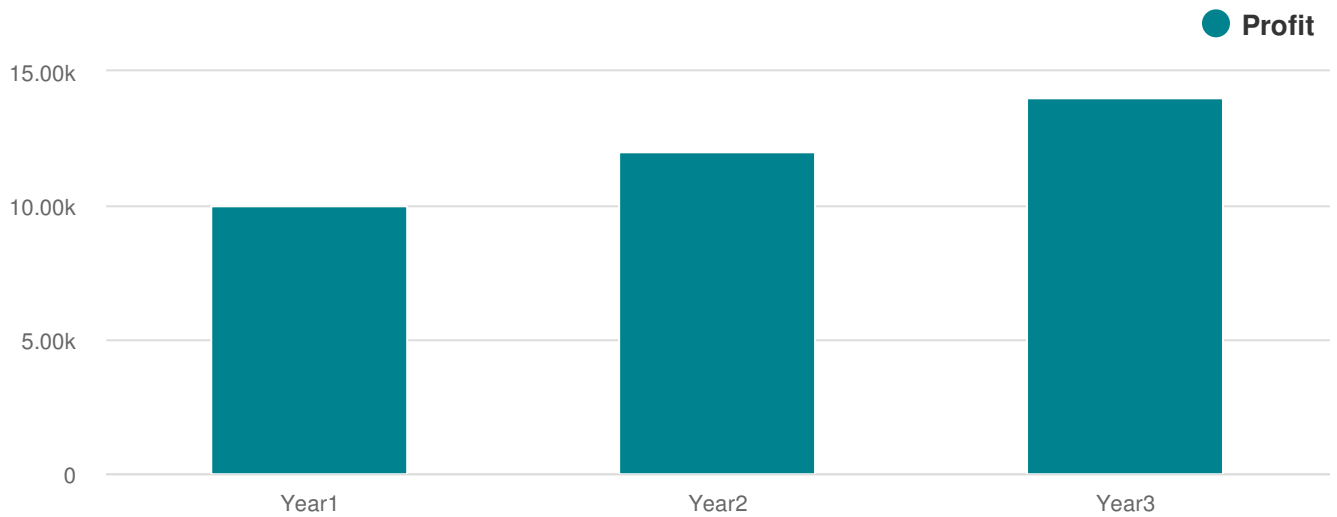
## Brake-even Analysis

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

## Projected Profit and Loss

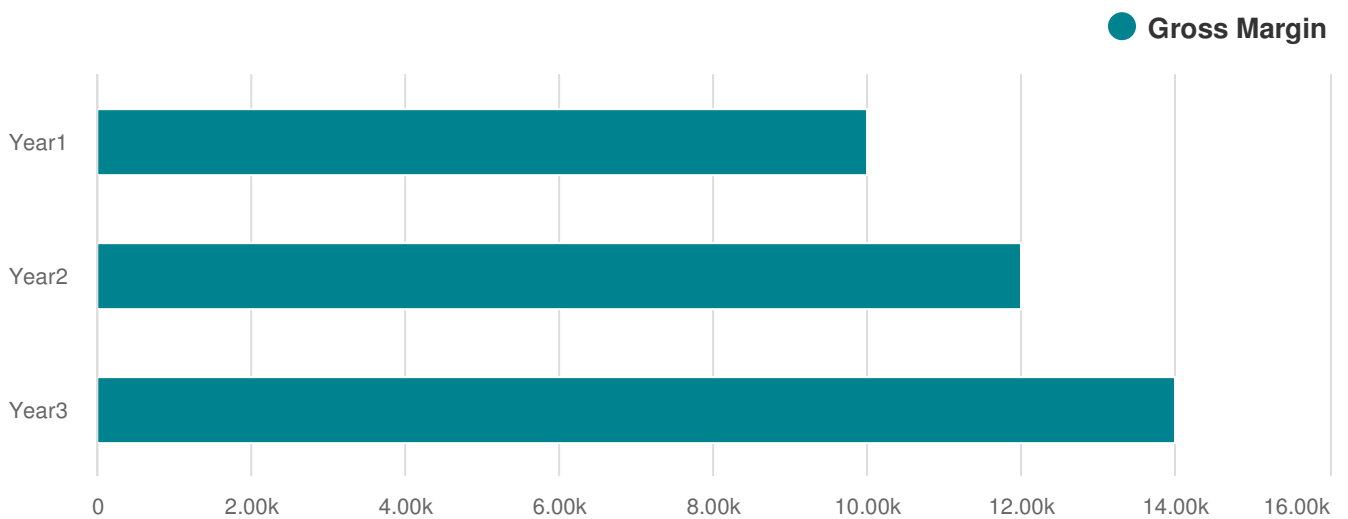
	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
<b>EBITDA</b>	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
<b>Net Profit/Sales</b>	30,00%	39,32%	48,64%

## Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

## Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

## Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
<b>Cash from Operations</b>			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$59 359</b>
<b>Additional Cash Received</b>			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$55 359</b>
<b>Expenditures from Operations</b>			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$35 296</b>	<b>\$39 549</b>	<b>\$43 582</b>
<b>Additional Cash Spent</b>			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
<b>SUBTOTAL CASH SPENT</b>	<b>\$35 296</b>	<b>\$35 489</b>	<b>\$43 882</b>
<b>Net Cash Flow</b>	<b>\$11 551</b>	<b>\$13 167</b>	<b>\$15 683</b>

<b>Cash Received</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Cash Balance</b>	\$21 823	\$22 381	\$28 239

## Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
<b>Current Assets</b>			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
<b>TOTAL CURRENT ASSETS</b>	<b>\$201 259</b>	<b>\$237 468</b>	<b>\$273 677</b>
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$980</b>	<b>\$610</b>	<b>\$240</b>
<b>TOTAL ASSETS</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Current Liabilities</b>			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Long-term Liabilities	\$0	\$0	\$0
<b>TOTAL LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
<b>TOTAL CAPITAL</b>	<b>\$189 360</b>	<b>\$222 190</b>	<b>\$255 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Net Worth</b>	<b>\$182 060</b>	<b>\$226 240</b>	<b>\$270 420</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
<b>Percent of Sales</b>				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
<b>Main Ratios</b>				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
<b>Activity Ratios</b>				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.



# Want to make it more presentable?

## Want help tips on each section?

You'll save time and can write your professional business plan effectively and faster with Upmetrics' business plan software.

- Every feature you need to convert your great business idea into a reality.
- Write your plan easily and faster without any hassles.
- Structure your idea and create stunning pitches that awe your investors.
- Get access to Upmetrics software, invite your team members and start writing your business plan.

### 1. Get tried and tested tips

Upmetrics business plan builder gives you everything you need to stay in sync and guides you on every step of your business plan writing.

### 2. Write an interactive plan

Use our business plan sections - competitive Analysis, comparison tables, SWOT Analysis, charts, timelines, milestones, etc to create a visually impactful business plan.

### 3. Stunning business plan cover pages

Upmetrics business plan builder comes with beautifully designed cover pages. Choose professional, creative cover pages to make your business plan stand out.

### 4. Financial forecasting

With Upmetrics you don't have to worry about navigating complex spreadsheets. Just input your numbers and we'll provide you with well-structured financial reports that you and your investors understand.

### 5. Share easily with anyone

Upmetrics plans are easily shareable in pdf and word documents. And if either doesn't work, you can share it with a quick link too and track the reader's activity!

### 6. Real-time and Collaborative

Invite your team members to initiate conversations, discuss ideas and strategies in real-time, share respective feedback, and write your business plan.

Join over 100k+ entrepreneurs who have used Upmetrics to create their business plans.

Start writing your business plan today