






Art Gallery


Bringing Joy of Creativity


Business Plan [YEAR]

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1.

Executive Summary

The Financing

Mission Statement

Management Team

Sales Forecasts

Expansion Plan



REMEMBER

Before you think about how to start an Art Gallery service, you must create a detailed Art Gallery 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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TIP

The purpose of this free business plan is to raise \$100,000 for the development of an art gallery while showcasing the expected financials and operations over the next three years. The Art Valley, Inc. ("the Company") is a New York-based corporation that will provide sales of art from established and up and coming artists to customers in its targeted market. The Com

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The Financing



TIP

Mr. Doe is seeking to raise \$100,000 from a bank loan. The interest rate and loan agreement are to be further discussed during negotiation. This free business plan assumes that the business will receive a 10-year loan with a 9% fixed interest rate.

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Mission Statement



TIP

To provide a platform for new and established artists to promote sales of their art, while concurrently providing the business with a steady stream of revenues and profits which will allow the business to expand to a nationwide level of the next three to five years.

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Management Team



The Company was founded by John Doe. Mr. Doe has more than 10 years of experience in the art brokering industry. Through his expertise, he will be able to bring the operations of the business to profitability within its first year of operations.

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Sales Forecasts

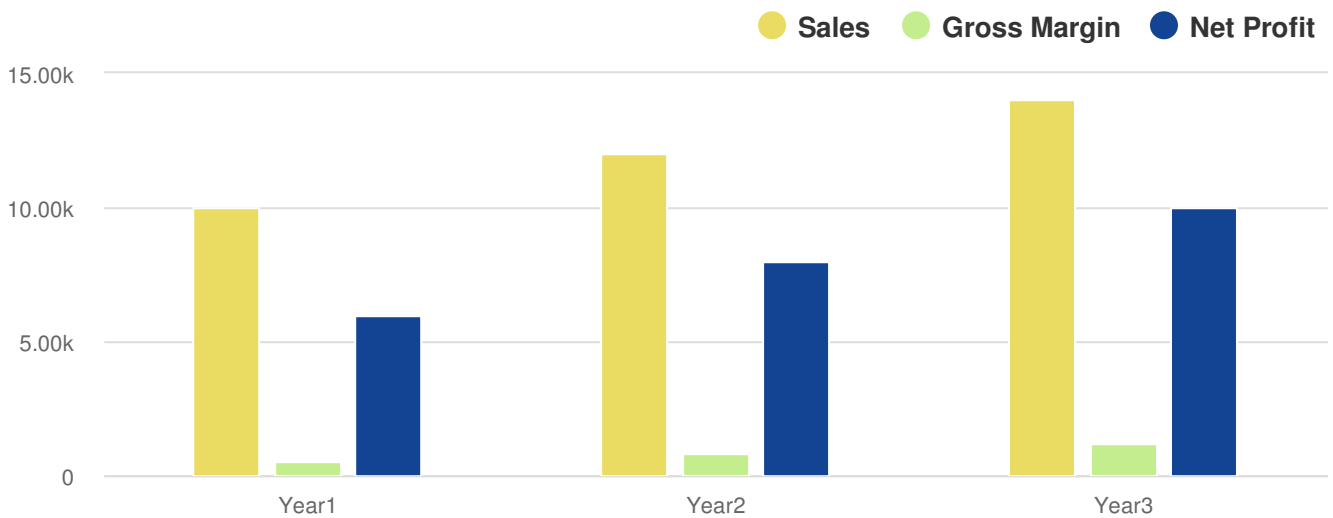


Mr. Doe expects a strong rate of growth at the start of operations. Below are the expected financials over the next three years.

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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

Expansion Plan



TIP

The Founder expects that the business will aggressively expand during the first three years of operation. Mr. Doe intends to implement marketing campaigns that will effectively target individuals and art collectors within the target market.

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2.

Company Overview

Ownership

Purpose of starting A Business

How the Business will be started

Funding Required

Management Equity

Exit Strategy

Ownership



TIP

Art Valley, Inc. The Company is registered as a corporation in the State of New York. It is owned by John Doe, a renowned American artist, entrepreneur, and art collector. John has numerous ancient and precious artworks in his possession, making him one of the richest artists in the United States. John has produced abstract and photorealistic paintings a

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Purpose of starting A Business



TIP

John had been painting his entire life. He left his studies after completing high-school to pursue his passion for art. Within the next 20 years, he had made himself a name in art but he came to the limelight in 2004 when his famous painting 'The Weeping Laugh' was sold for \$13 Million. Since then, John is counted among one of the best artists of the modern

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How the Business will be started



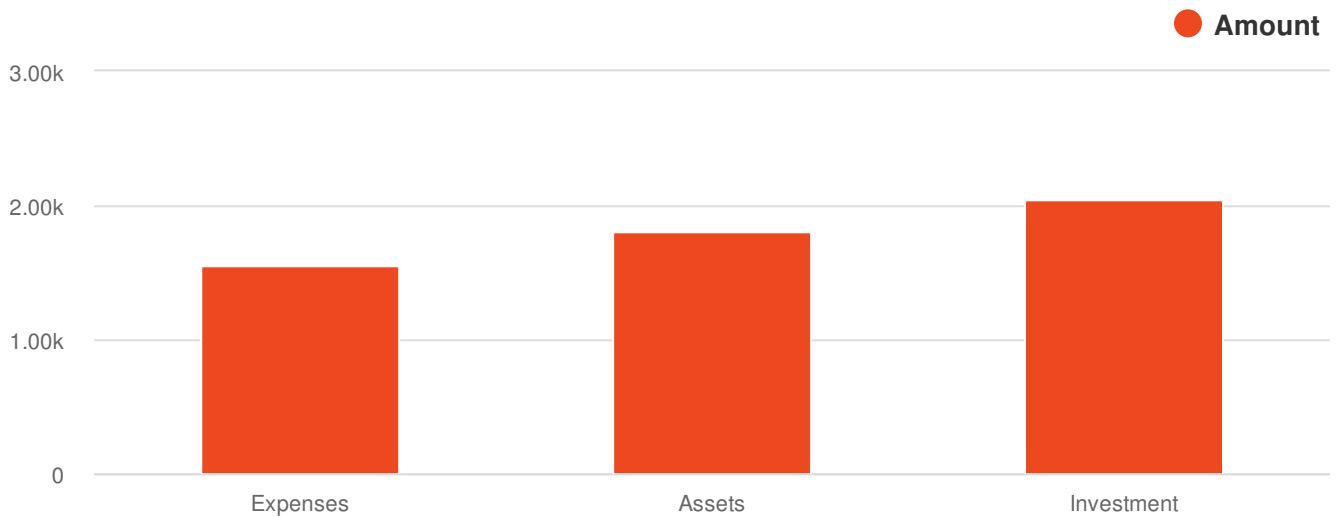
TIP

The art gallery will be started in an old museum at Elmwood Avenue, Buffalo, New York in Delaware Park. The museum closed a decade ago and since then the place is not being used for any purpose. That's why a lot of changes and interior designing woodwork are required and a contractor has been hired for this purpose. The art gallery will display John's own

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Startup cost



Cost distribution	Amount
Expenses	1550
Assets	1800
Investment	2050

Funding Required

The detailed start-up requirements, start-up funding, start-up expenses, total assets, total funding required, total liabilities, total planned investment, total capital, and liabilities as forecasted by experts, is given below:

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expended Equipment	\$42,750
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0

Start-up Expenses	Amount
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0

Start-up Expenses	Amount
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

Management Equity



TIP

John Doe owns 100% of the Art Valley, Inc.

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Exit Strategy



TIP

If the business is very successful, Mr. Doe may seek to sell the business to a third party for a significant earnings multiple. Most likely, the Company will hire a qualified business broker to sell the business on behalf of the Art Valley. Based on historical numbers, the business could fetch a sales premium of up to 4 times earnings.

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3.

Products and Services



REMEMBER

Before starting an Art Gallery Business, you must take many things into consideration such as you must consider what types of art services will you be providing to your customers. 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 art

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TIP

Art Valley will be an open art gallery where artists can put their artworks on display and tourists or visitors can view them. We will provide the following services to our esteemed customers:

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TIP

We will primarily auction or sell the artworks of John and other artists as well as John's prestigious collection which is expected to drive the most of our revenue. Any artist from all over the world can put his/her artwork for display at our art gallery on the condition that a fixed royalty (service fee) will be deducted from the amount of purchase of that artwork by any

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Auction Services

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TIP

We will provide an artwork exhibition or display service to the tourists and art lovers. Anyone can enter the gallery and can enjoy the mesmerizing pieces of arts by purchasing an entry ticket throughout the weekend except the first Saturday of every month.

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Exhibition Services

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TIP

This service will be purely provided for the promotion of various cultural products in this modern-day computerized world. Art Valley does not aim to generate any revenue from it except for the revenue needed for its self-sustainability. The prices of these crafts will be set to as minimal as possible so as to promote them. Initially, these handicrafts w


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Cultural Handicrafts

Start writing here...



Finally, visitors can also buy various art-related products either for themselves or for their artist friends and family members.

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Art Shop

Start writing here...

4.

Market Analysis

Market Trends

Industry Analysis

Marketing Segmentation

Business Target

Product Pricing



REMEMBER

The most important component of an effective Art Gallery 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 this art gallery business plan sample or other art gallery business plans available online.

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Market Trends



TIP

The arts & culture market, in general, is a very diverse market. It is estimated that each year about 1.94 billion U.S. dollars are spent by consumers on arts and culture-related goods in the United States as of 2013. Among these contributors are the government (federal, state, and local), foundations, other non-profit organizations, corporations, and private p

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Industry Analysis



TIP

The direct sale of art in the United States is a \$4 billion dollar a year industry that consists of 6,300 companies that operate galleries countrywide. The industry also provides jobs to more than 25,000 Americans and generates annual payrolls of \$631 million dollars. The growth of this industry has remained in line with that of the growth of the gener

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Marketing Segmentation



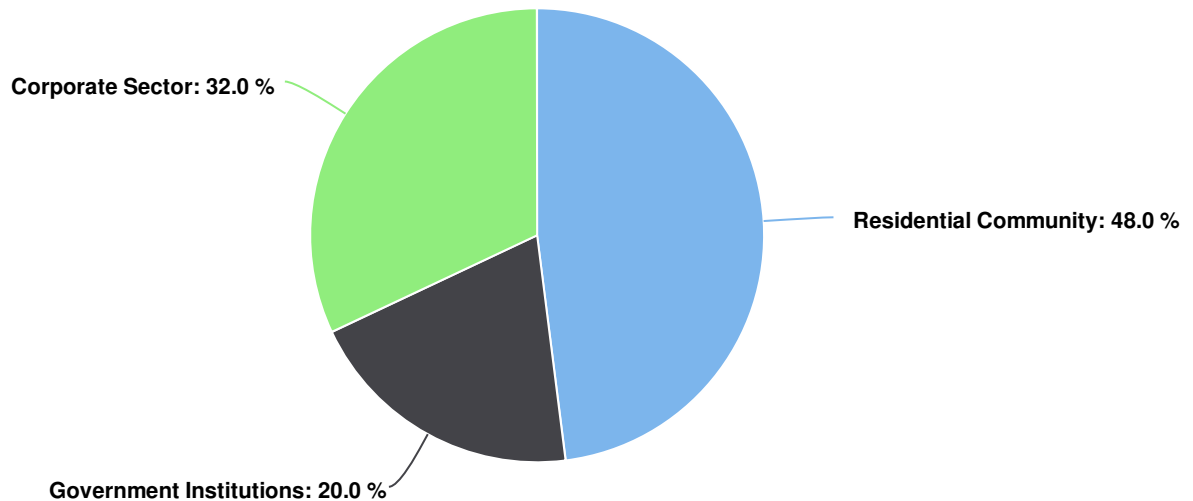
TIP

Our target market is the community living nearby at the 30 minutes' drive from our gallery and the corporate sector located in the Central Business District of the city. The community consists of all types of people from varying backgrounds. As per the financial position, nearly half of the community has a monthly income ranging from \$30 k to \$40 k while n

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Marketing share



Segments	Market share
Residential Community	48
Government Institutions	20
Corporate Sector	32

The detailed marketing segmentation of our target audience is as follows:



TIP

The first category of our customers includes the community residing in the residential zones of the city at a 30 minutes' drive from our gallery. The residential community is extremely diverse comprising of people belonging to various age groups and varying needs. This customer group, especially the art-loving middle-aged persons, presents many opportunities.

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Residential Community

Start writing here...



TIP

The second category comprises various government institutions including federal, state, and local level institutions. These government organizations often take great interest in purchase unique artworks for displaying in their institutions, hence they will also contribute to our revenue.

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Government Institutions

Start writing here...



TIP

The second-biggest consumer of our services will be the corporate sector located in the Central Business District of the city. There are hundreds of local, national, and multinational businesses and companies located within a 15 km radius of our office. It has been found that the corporate sector, especially the higher executives, usually has a great interest in art

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Corporate Sector

Start writing here...

The detailed market analysis of our potential customers is given in the following table:

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Residential Community	48%	22,334	32,344	43,665	52,544	66,432	10.00%
Government Institutions	18%	11,433	13,344	16,553	18,745	20,545	13.43%
Corporate Sector	34%	18,322	19,455	20,655	22,867	24,433	15.32%
Total	100%	52,089	65,143	80,873	94,156	111,410	9.54%

Business Target



TIP

We aim to become one of the biggest art galleries in the city within the next five years of our startup. Our main business targets to be achieved as milestones over the course of the next three years are as follows:

- To achieve the net profit margin of \$100 k per

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Product Pricing



TIP

Product and service pricing is one of the most important factors in deciding the strategy of a startup. Selecting the price for the services is a difficult task because one has to attract customers while yielding a profit at the same time. These two things cannot be achieved at the same time and the only way out is to select a compromised trade-off or balance between

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5.

Sales Strategy

Competitive Analysis

Sales Strategy

Sales Forecast



REMEMBER

Like marketing analysis, sales strategy is also an important component of a steam art gallery business plan. After identifying the market trends, the market demand, and the potential customers of the startup, the next step is to develop an ingenious strategy to attract those customers toward us. John carried out extensive research about various marketing and adv

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Competitive Analysis



TIP

Art Industry is one of the biggest industries of the United States. Considering the unique and dynamic nature of this industry, one has to introduce something innovative before even thinking about how to start an art business. That's why John has already made preparations for entering the competitive industry of event management. Our biggest competitive edge c

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Sales Strategy



TIP

After carrying out a detailed analysis, our experts came up with the following brilliant ideas to advertise and sell ourselves.

- We will carry out a large-scale social media campaign for our advertisement.

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Sales Forecast



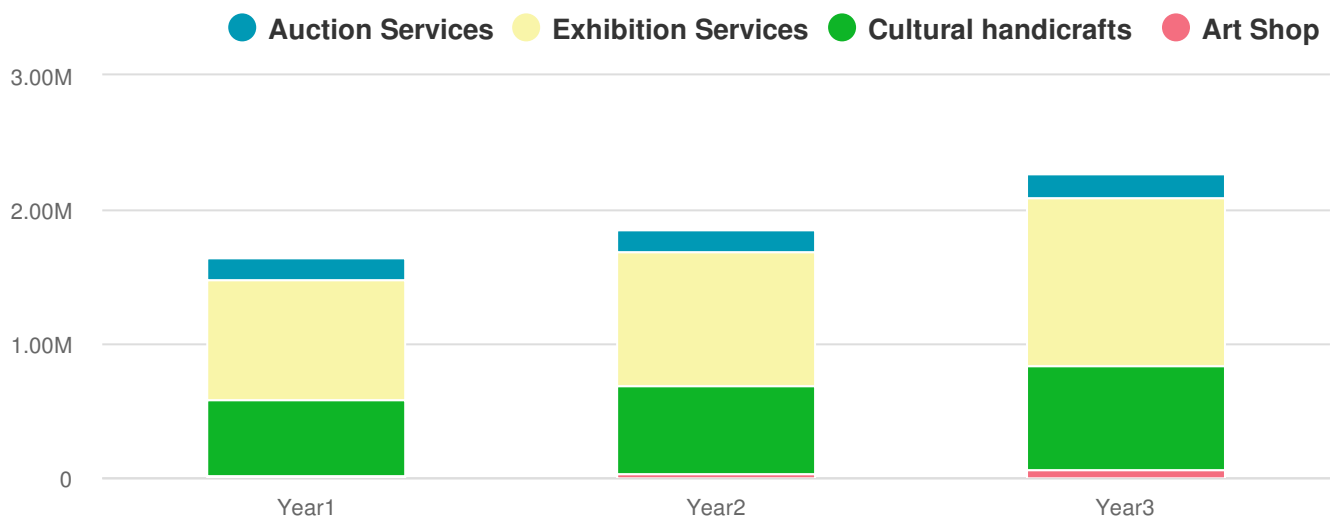
TIP

Considering our competitive advantages, our lower rates, the quality of our services, and our unparalleled customer service, our sales pattern is expected to increase with years. The largest contribution to the sales will be by John's collected artworks which will be purchased by high-class business executives and will amount to approximately \$1 M per painting.

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Sales Forecast for 3 Years



Financial Year	Auction Services	Exhibition Servic...	Cultural handicra...	Art Shop
Year1	158745	895665	568654	12451
Year2	164548	1004512	658457	24578
Year3	186541	1245587	784512	56452

The detailed information about sales forecast, total unit sales, total sales is given in the following table:

	Year 1	Year 2	Year 3
Unit Sales			
Auction Services	1,873,300	2,603,200	2,582,400
Exhibition Services	802,370	815,430	823,540
Cultural Handicrafts	539,320	770,230	1,002,310
Art Shop	265,450	322,390	393,320

	Year 1	Year 2	Year 3
TOTAL UNIT SALES	3,480,440	4,511,250	4,801,570
Unit Prices			
Auction Services	\$140,000.00	\$150,050.00	\$160.00
Exhibition Services	\$600.00	\$800.00	\$1,000.00
Cultural Handicrafts	\$700.00	\$800.00	\$900.00
Art Shop	\$650.00	\$750.00	\$850.00
Sales			
Auction Services	\$2,180,000	\$2,740,000	\$3,300,000
Exhibition Services	\$120,050	\$194,500	\$268,500
Cultural Handicrafts	\$50,110	\$71,600	\$93,000
Art Shop	\$139,350	\$194,600	\$249,850
TOTAL SALES			
Direct Unit Costs			
Auction Services	\$0.70	\$0.80	\$0.90
Exhibition Services	\$0.40	\$0.45	\$0.50
Cultural Handicrafts	\$0.30	\$0.35	\$0.40
Art Shop	\$3.00	\$3.50	\$4.00
Direct Cost of Sales			
Auction Services	\$983,000	\$1,830,000	\$2,677,000
Exhibition Services	\$66,600	\$119,900	\$173,200
Cultural Handicrafts	\$17,900	\$35,000	\$52,100
Art Shop	\$19,400	\$67,600	\$115,800
Subtotal Direct Cost of Sales	\$294,100	\$699,400	\$1,104,700

6.

Organisational And Personnel Plan

Corporate Organization

Company Staff

Average Salary of Employees

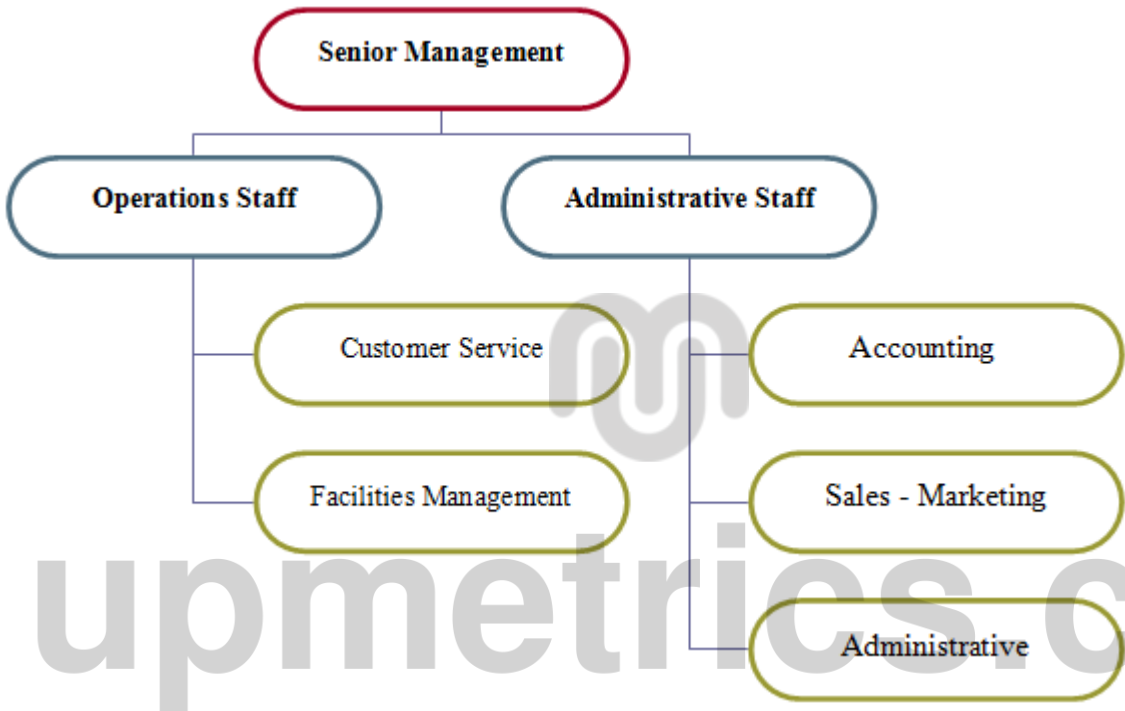


REMEMBER

You have to plan everything before you even think about **how to open an art gallery**. The personnel plan is also an important component of an art gallery 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 auto

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Corporate Organization



Company Staff



TIP

John will act as the General Manager of the Art Valley while he will initially hire the following people for the startup:

- 1 Accountant to maintain financial records
- 2 Sales Executives responsible for marketing

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Average Salary of Employees

The following table shows the forecast data about employees and their salaries for the next three years.

	Year 1	Year 2	Year 3
Accountant	\$85,000	\$95,000	\$105,000
Sales Executives	\$85,000	\$92,000	\$109,000
Auctioneer	\$41,000	\$44,000	\$48,000
Art Shop Manager	\$16,600	\$17,300	\$18,000
Cleaners	\$350,000	\$420,000	\$590,000
Assistants	\$600,000	\$633,000	\$700,000
Inventory Manager	\$63,300	\$70,000	\$76,700
Front Desk Officer	\$20,000	\$23,300	\$30,000
Security Officers	\$400,000	\$450,000	\$520,000
Total Salaries	\$1,175,900	\$1,299,600	\$1,571,700

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 art gallery 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 for startup. To unlock help try Upmetrics!

Important Assumptions

The financial projections of the company are forecasted 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

Break-even Analysis

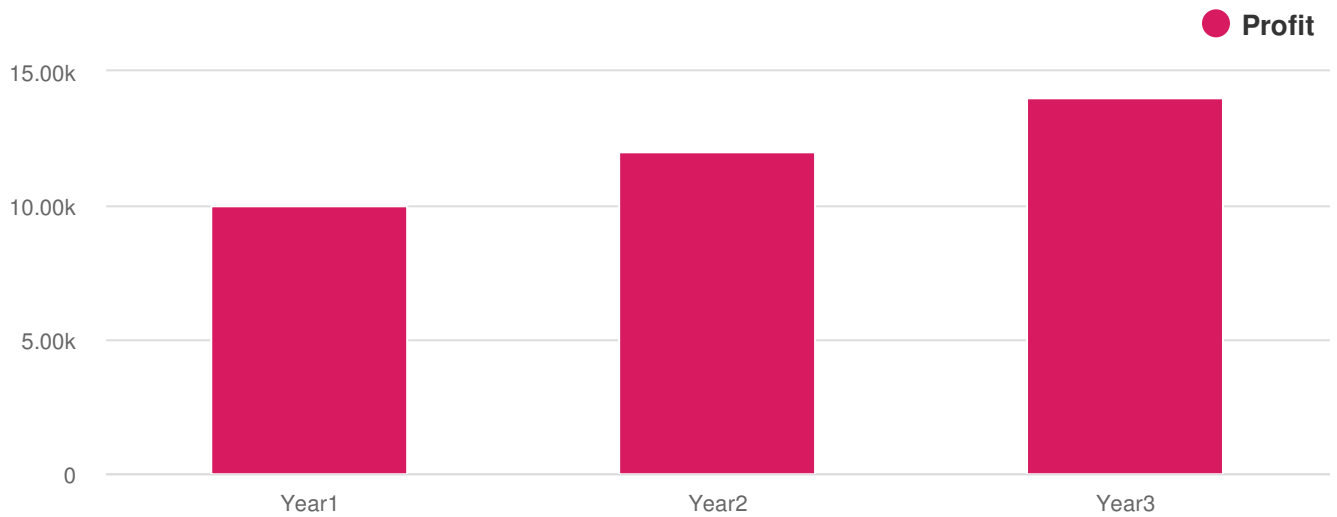
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0

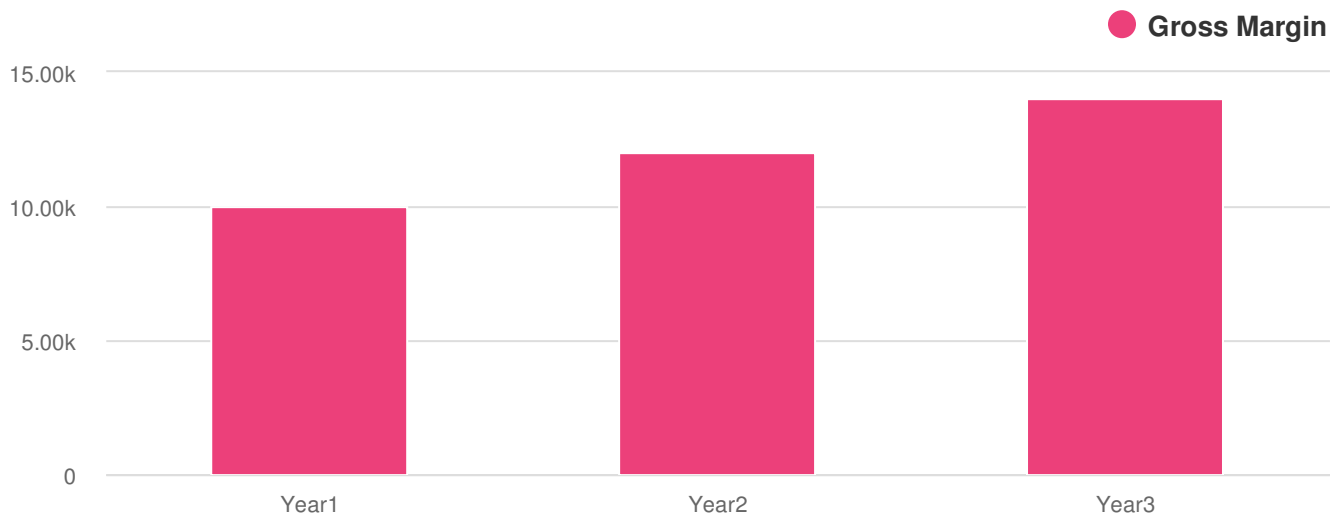
	Year 1	Year 2	Year 3
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased 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
EBITDA	\$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
Net Profit/Sales	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
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
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
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
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
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

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

Business Ratios

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

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