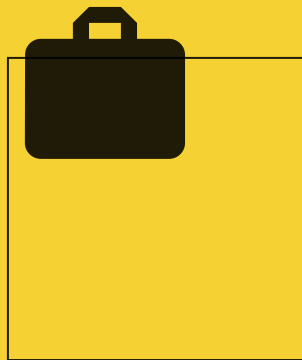


BUSINESS PLAN [YEAR]



Auto Repair Shop

Add More Life to Your Car



John Doe



10200 Bolsa Ave, Westminster, CA, 92683



(650) 359-3153



info@example.com



<http://www.example.com>

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company

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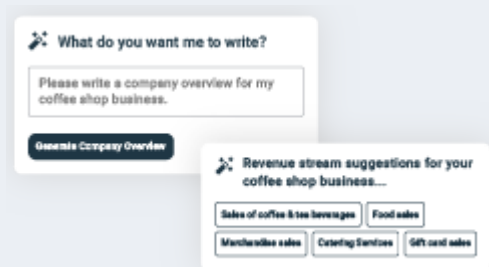
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1.

Executive Summary

Objectives

Keys to Success

Mission Statement

Vision Statement

Financial Summary



REMEMBER

Before you think about how to start an Auto Garage business, you must create a detailed Auto Garage business plan. It will guide you in the initial phases of your startup and help you later on.

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Maxwell Auto Garage

Maxwell Auto Garage, LLC is a U.S based and licensed auto repair garage. We have been able to secure a standard and well-positioned garage facility in a central and busy district in Detroit - Michigan.

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Objectives

Maxwell Auto Garage

The objectives over the next three years for Maxwell Auto Garage are the following:

- Sales revenues increase steadily through year three.

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Keys to Success

Maxwell Auto Garage

In the auto repair industry, a company builds its client base, one customer, at a time and mostly through word of mouth marketing. With this in mind, the keys to success for Maxwell Auto Garage are:

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Mission Statement

Maxwell Auto Garage

Our mission is to provide professional auto repair, maintenance services, and other auto repair-related services that will assist businesses, individuals, households, and non-profit organizations who own automobiles in ensuring that their automobile

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Vision Statement

Maxwell Auto Garage

Our vision is to establish a standard and world-class auto repair garage whose services and brand will be accepted in Detroit - Michigan and other cities in the United States of America.

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Financial Summary

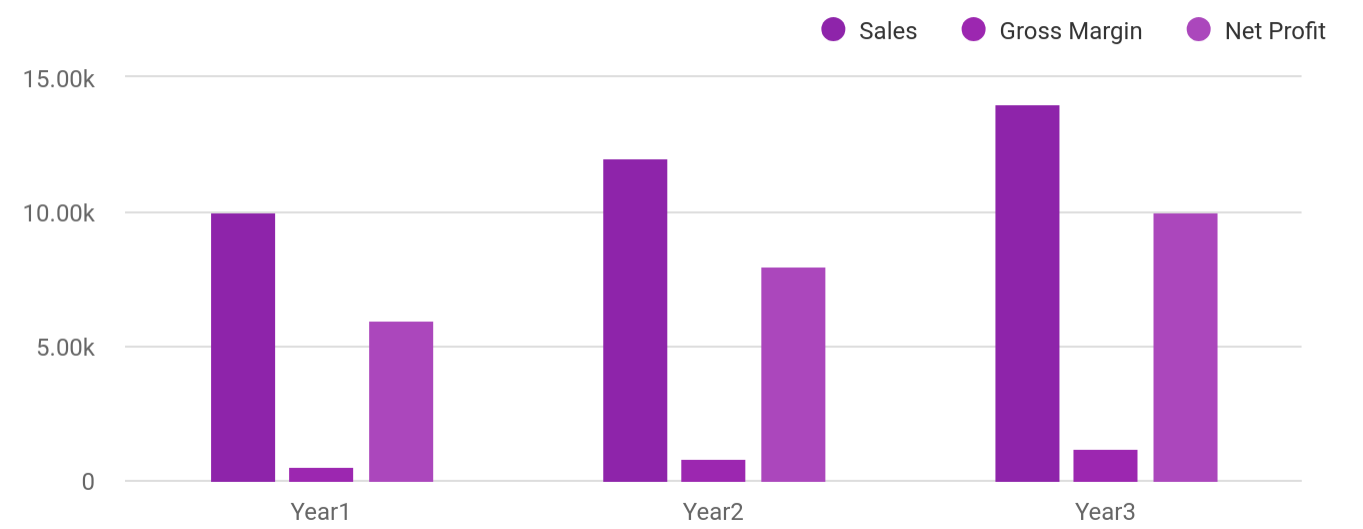
Maxwell Auto Garage

Maxwell Auto Garage is seeking total funding of \$350,000 of debt capital to open its auto repair business. The capital will be used for funding capital expenditures and location build-out, salaries, marketing expenses, and working capital.

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Start writing here..

3 Year profit forecast



Maxwell Auto Garage

Financial Summary

Year 1

Year 2

Year 3

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Start writing here..

2.

Company Summary

Business Structure

Startup summary

Maxwell Auto Garage

Maxwell Auto Garage, LLC is founded by Engr. John Moore an auto mechanical engineer per excellence who graduated from Illinois Institute of Technology (B.Engr.) and his twin brother and business partner for many years James Romney.

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Business Structure

Maxwell Auto Garage

Maxwell Auto Garage, LLC is an auto repair and maintenance garage that intends to start small in Detroit - Michigan but hopes to grow big in order to compete favorably with leading automobile repair garages and automobile servicing centers in the ind

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Startup summary

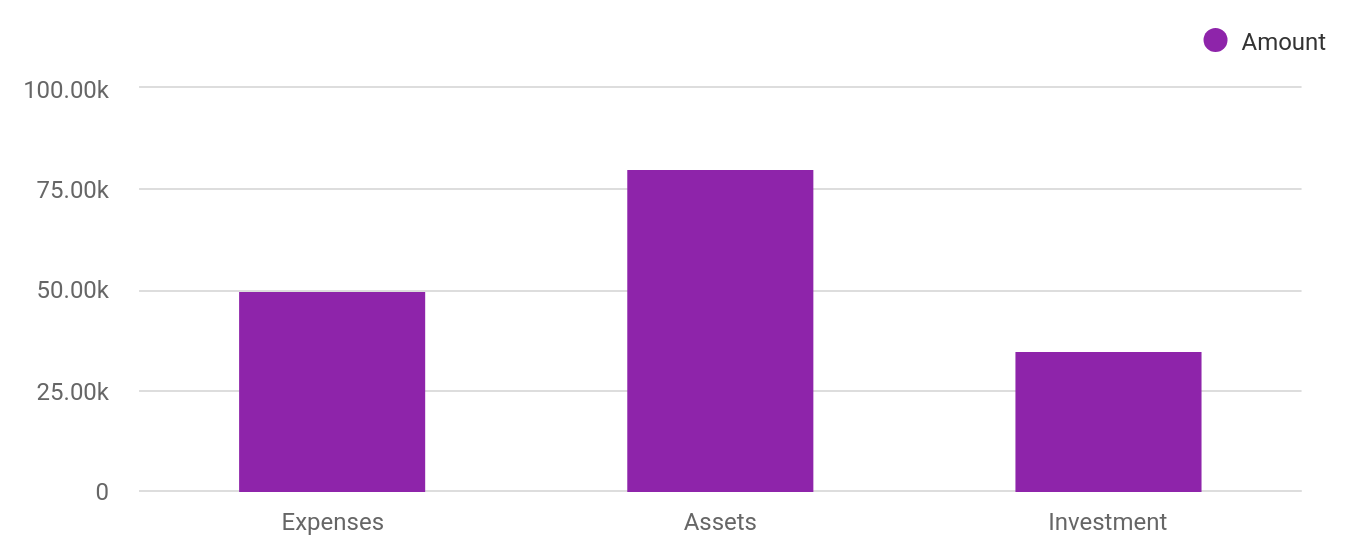
Maxwell Auto Garage

The data obtained for the start-up comes from research done in the Seattle area with other small mechanic shops that have started their own business. Inflation has been taken into account between the estimates of these fellow business owners (and

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Startup cost



Cost distribution	Amount
Expenses	50,000
Assets	80,000
Investment	35,000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750

Start-up Expenses	Amount
Signs	\$1,250
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
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

Start-up Expenses	Amount
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
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

3.

Products and services

Maxwell Auto Garage

Maxwell Auto Garage, LLC was established with the aim of maximizing profits in the auto repair shop industry. We want to compete favorably with the leading auto garages in the United States which is why we have put in place a competent quality assurance team.

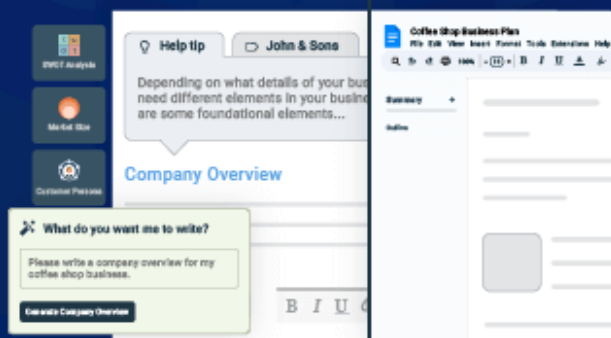
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- | | |
|--|---|
|  Repairing and replacing automotive engines |  Performing general automotive repairs |
|  Power train repair services |  Brake repair services |
|  Scheduled and preventive repair and maintenance services |  Repairing trucks |
|  Repairing and replacing automotive exhaust systems |  Repairing and replacing mufflers |
|  Repairing automotive transmissions |  Repairing automotive brakes |
|  Performing automotive electric repairs |  Performing automotive wheel alignments |

Upmetrics vs Business Plan Templates

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4.

Market Analysis

Market Trends

Target Market

Market Segmentation



REMEMBER

The most important component of an effective Auto Garage 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.

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Market Trends

Maxwell Auto Garage

One good thing about the Auto Repair Shop industry is that it is an open industry hence a low level of market share concentration. Even though large automobile companies operating in the industry, revenue is also spread among thousands of small auto garages.

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Target Market

Maxwell Auto Garage

Before starting our auto repair and maintenance garage in Detroit - Michigan, we conducted a market survey and feasibility studies and we are certain that there is a wide range of both corporate and individual clients who would need the services of auto repair.

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Market Segmentation

Maxwell Auto Garage

The following table and chart show the market analysis for Maxwell Auto Garage.



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5.

SWOT Analysis

Maxwell Auto Garage

Maxwell Auto Garage, LLC engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well – structured auto repair garage business that can favorably compete in the highly competitive

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Strength

Our core strength lies in the power of our team; our workforce. We have a team of certified and highly trained and experienced automobile maintenance and repair engineers and technicians, a team with excellent qualifications and experience in various niche areas in the automobile maintenance and repair service industry. Aside from the synergy that exists in our carefully selected workforce, our services will be guided by best practices in the industry.

Weakness

As a new auto repair and maintenance garage in Detroit - Michigan, it might take some time for our auto repair and maintenance garage to break into the market and gain acceptance especially from top profile clients in the already saturated and highly competitive auto maintenance and repair services industry; that is perhaps our major weakness. Another weakness is that we may not have the required cash to pump into promoting our business the way we would want to.

Opportunity

No doubt, the opportunities in the auto maintenance and repair services industry are massive considering the number of individuals and corporate organizations who own automobiles in the United States. As an auto repair and maintenance garage, we are ready to take advantage of any opportunity that is available in the industry.

Threat

Just like any other business, one of the major threats that we are likely going to face is an economic downturn. It is a fact that the economic downturn affects purchasing/ spending power. Another threat that may likely confront us is the arrival of a new auto repair and maintenance garage in the same location where our target market exists and who may want to adopt the same Business model as us.

6.

Strategy & Implementations

Sales Forecast

Advertising Strategy

Pricing 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

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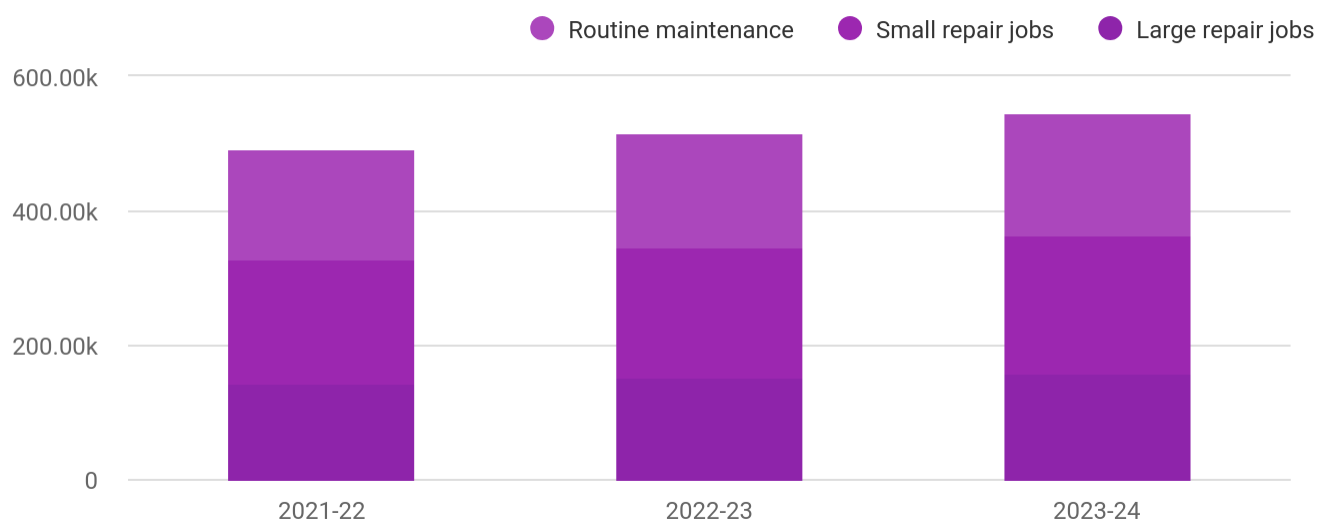
Sales Forecast

Maxwell Auto Garage

Since the automotive repair industry is, operationally, a job-shop environment, it is somewhat difficult to estimate sales. For job shops, each individual product or service is tailored or unique to that job and is only initiated once an order is made. However, the sales forecast can be estimated by looking at the historical data of the business.

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Start writing here..




Financial Year	Routine maintenance	Small repair jobs	Large repair jobs
2021-22	164,292	184,829	143,756
2022-23	172,507	194,070	150,944
2023-24	182,512	205,327	159,698

Advertising Strategy

Maxwell Auto Garage


Maxwell Auto Garage expects its target market to be individuals working and/or living within a 20-mile radius of its location. Maxwell Auto Garage's promotions strategy to reach these individuals includes:

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Start writing here..

Maxwell Auto Garage

Maxwell Auto Garage will announce its opening several weeks in advance through publicity pieces in multiple local newspapers and publications. Regular advertisements will run to maintain exposure to relevant markets. Community newspapers, schools, and local businesses will be targeted.


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Local Publications

Start writing here..

Maxwell Auto Garage

Maxwell Auto Garage will promote itself by distributing marketing materials and participating in local community events, such as school fairs, local festivals, homeowner associations, or sporting events.


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Community Events/Organizations

Start writing here..

Maxwell Auto Garage

We will drive attention to Maxwell Auto Garage by hiring workers to hold signs on highways. Advertising on heavily traveled commute routes is an opportunity to alert large numbers of working individuals with disposable income of our opening.

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Commuter Advertising

Start writing here..

Maxwell Auto Garage

Maxwell Auto Garage will create a customer loyalty program to keep its best clients coming back again and again. Long-term customers will have the opportunity to participate in the loyalty program, and referrals will be rewarded as well.

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Customer Loyalty Programs

Start writing here..

Maxwell Auto Garage

Maxwell Auto Garage will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on Maxwell Auto Garage, offer discounts, and/or provide other promotions for people to avail of our services.

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Direct Mail

Start writing here..

Pricing Strategy

Maxwell Auto Garage

At Maxwell Auto Garage, LLC we will keep the prices of our services below the average market rate for all of our customers by keeping our overhead low and by collecting payment in advance from corporate organizations who would steadily bring in their fleet of

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Start writing here..

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 the Auto Garage 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 business owner.

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Maxwell Auto Garage

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the Auto Garage business start-up, no equity funding or outside loans will be required. With the help of

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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
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	\$521,170.83	\$1,073,157.17	\$1,949,839
General Repair Services	\$286,519.50	\$514,540.50	\$924,030
Unit Sales	1,910	3,430	6,160
Unit Price	\$150	\$150	\$150
Scheduled Maintenance	\$141,051.33	\$465,016.67	\$932,209
Users	680	1,623	3,017
Recurring Charges	\$33.33	\$33.33	\$33.33
Tire and Alignment Services	\$93,600	\$93,600	\$93,600
Unit Sales	936	936	936
Unit Price	\$100	\$100	\$100
Cost Of Sales	\$34,263.91	\$64,234.60	\$113,151.89
General Costs	\$34,263.91	\$64,234.60	\$113,151.89
Repair and Maintenance Costs	\$16,100.23	\$29,556.96	\$50,536.57
Repair Materials	\$5,676.82	\$8,093.83	\$11,539.80
Equipment Maintenance	\$10,423.41	\$21,463.13	\$38,996.77
Labor and Service Costs	\$18,163.68	\$34,677.64	\$62,615.32
Technician Labor Costs	\$10,346.12	\$18,580.28	\$33,367.74
Service Delivery Costs	\$7,817.56	\$16,097.36	\$29,247.58
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0

	2024	2025	2026
Gross Margin	\$486,906.92	\$1,008,922.57	\$1,836,687.11
Gross Margin (%)	93.43%	94.01%	94.20%
Operating Expense	\$687,410.42	\$755,502.53	\$862,728.34
Payroll Expense (Indirect Labor)	\$598,500	\$614,433	\$630,862.44
Management Team	\$142,500	\$148,275	\$154,298.28
Shop Manager	\$75,000	\$78,750	\$82,687.56
Finance Officer	\$67,500	\$69,525	\$71,610.72
Technical Staff	\$345,600	\$354,240	\$363,104.64
Senior Mechanics	\$172,800	\$177,984	\$183,323.52
Junior Mechanics	\$172,800	\$176,256	\$179,781.12
Support Staff	\$110,400	\$111,918	\$113,459.52
Receptionist	\$41,400	\$42,228	\$43,072.56
Cleaners	\$69,000	\$69,690	\$70,386.96
General Expense	\$88,910.42	\$141,069.53	\$231,865.90
Facility and Utilities	\$30,000	\$33,920.22	\$49,475.67
Rent	\$24,000	\$26,824.26	\$38,860.25
Utilities	\$6,000	\$7,095.96	\$10,615.42
Marketing and Advertising	\$39,470.58	\$70,667.44	\$119,064.30
Digital Marketing	\$26,058.55	\$53,657.87	\$97,491.97
Local Advertising	\$13,412.03	\$17,009.57	\$21,572.33
Operational Supplies and Maintenance	\$19,439.84	\$36,481.87	\$63,325.93
Office Supplies	\$3,804.70	\$4,287.13	\$4,830.73
Equipment Maintenance	\$15,635.14	\$32,194.74	\$58,495.20

	2024	2025	2026
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$200,503.49)	\$253,420.05	\$973,958.78
Additional Expense	\$21,863.05	\$20,772.56	\$19,614.82
Long Term Depreciation	\$16,344	\$16,344	\$16,344
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$216,847.49)	\$237,076.05	\$957,614.78
Interest Expense	\$5,519.05	\$4,428.56	\$3,270.82
EBT	(\$222,366.54)	\$232,647.49	\$954,343.96
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$743,537.38	\$840,509.69	\$995,495.05
Net Income	(\$222,366.54)	\$232,647.49	\$954,343.96
Net Income (%)	(42.67%)	21.68%	48.94%
Retained Earning Opening	\$0	(\$442,366.54)	(\$409,719.05)
Owner's Distribution	\$220,000	\$200,000	\$200,000
Retained Earning Closing	(\$442,366.54)	(\$409,719.05)	\$344,624.91

Projected Cash Flow

	2024	2025	2026
Cash Received	\$521,170.84	\$1,073,157.18	\$1,949,839.01
Cash Paid	\$727,193.38	\$824,165.69	\$979,151.05
COS & General Expenses	\$123,174.33	\$205,304.13	\$345,017.79
Salary & Wages	\$598,500	\$614,433	\$630,862.44
Interest	\$5,519.05	\$4,428.56	\$3,270.82
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$206,022.54)	\$248,991.49	\$970,687.96
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$105,000	\$0	\$0
Net Cash From Investments	(\$105,000)	\$0	\$0
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	\$237,680.31	\$218,770.80	\$219,928.54
Loan Capital	\$17,680.31	\$18,770.80	\$19,928.54
Dividends & Distributions	\$220,000	\$200,000	\$200,000
Net Cash From Financing	(\$87,680.31)	(\$218,770.80)	(\$219,928.54)

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$398,702.85)	(\$368,482.16)
Cash In	\$671,170.84	\$1,073,157.18	\$1,949,839.01
Cash Out	\$1,069,873.69	\$1,042,936.49	\$1,199,079.59
Change in Cash	(\$398,702.85)	\$30,220.69	\$750,759.42
Ending Cash	(\$398,702.85)	(\$368,482.16)	\$382,277.26

Projected Balance Sheet

	2024	2025	2026
Assets	(\$310,046.85)	(\$296,170.16)	\$438,245.26
Current Assets	(\$398,702.85)	(\$368,482.16)	\$382,277.26
Cash	(\$398,702.85)	(\$368,482.16)	\$382,277.26
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$88,656	\$72,312	\$55,968
Gross Long Term Assets	\$105,000	\$105,000	\$105,000
Accumulated Depreciation	(\$16,344)	(\$32,688)	(\$49,032)
Liabilities & Equity	(\$310,046.85)	(\$296,170.16)	\$438,245.26
Liabilities	\$82,319.69	\$63,548.89	\$43,620.35
Current Liabilities	\$18,770.80	\$19,928.54	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$18,770.80	\$19,928.54	\$0
Long Term Liabilities	\$63,548.89	\$43,620.35	\$43,620.35
Long Term Debt	\$63,548.89	\$43,620.35	\$43,620.35
Equity	(\$392,366.54)	(\$359,719.05)	\$394,624.91
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	(\$442,366.54)	(\$409,719.05)	\$344,624.91
Check	\$0	\$0	\$0

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%

	Year 1	Year 2	Year 3	Industry Profile
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.

The image shows a side-by-side comparison of two financial planning tools. On the left is the Upmetrics interface, which features a clean, modern design with a sidebar containing icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' with a 'Profit & Loss' statement for the year 2023-04. It includes a table with columns for 'Revenue', 'Cost of Sales', 'Gross Margin', and 'Operating Expenses', with values like \$241,391 and \$194,376. Below this is a section titled 'What price will you charge for each unit?' with a 'Constant Assumed' button and a 'Varying amounts over time' button. On the right is a screenshot of an Excel spreadsheet with a similar layout, but it appears more cluttered and less intuitive. A green Google Sheets icon is also visible on the right side of the comparison.

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

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.**

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