

BUSINESS PLAN [YEAR]



John & Sons

Because world champs need to look good.



John Doe



10200 Bolsa Ave, Westminster, CA, 92683



(650) 359-3153



info@example.com



<http://www.example.com>

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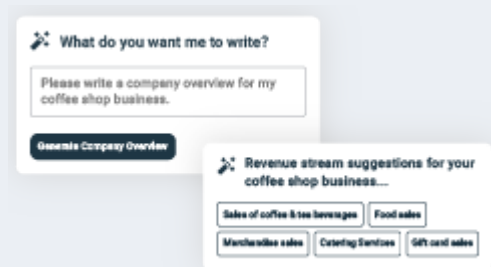
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1.

Executive Summary

Business Overview

Our Services

Vision

Mission

Customer Focus

Management Team

Success Factors

Financial Highlights

Business Overview

John & Sons

John & Sons (J&S) Barbing Salon is a standard and licensed barbing salon that will be located in a richly populated neighborhood in West Palm Beach, Florida – United States of America. We chose to open our barbing salon in this city because of the need for th

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Our Services

John & Sons

John & Sons will provide relationship-oriented haircutting services for all ages and both genders. Haircutters will focus on building long-term rapport with their clients and strive to deliver personalized beauty results for each individual.


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Vision

John & Sons

Our vision is to become the number one choice when it comes to a barbing saloon in the whole of West Palm Beach, Florida – United States of America, and also to be among



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Mission

💡 Help tip

📁 John & Sons

A mission statement describes the fundamental purpose of your business: **what you do, why you do it, and for whom you do it**. It identifies your products, services, and customers. A good mission statement can be used to define your business both internally and externally.

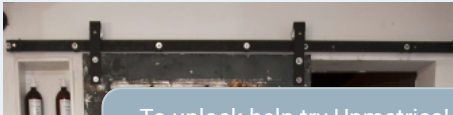
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Start writing here..

Customer Focus

📁 John & Sons

J&S will primarily serve the residents within a 5-mile radius of our location. The demographics of these customers are as follows:



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Management Team



John Doe
Owner - john.doe@example.com

J&S is led by John Doe who has been in the hair care business for 20 years. While Mr. doe has never run a hair salon himself, he has been cutting hair since age 15 and spent most of his adult life working as a stylist at several major salons. As such Mr. Doe has an in-depth knowledge of the salon business including the operations side (e.g., running day-to-day operations) and the business management side (e.g., staffing, marketing, etc.).

Success Factors

John & Sons

John Doe is uniquely qualified to succeed due to the following reasons:

- The Company will fill a specific market niche in the growing community we are entering.

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Financial Highlights

J&S is currently seeking \$260,000 to launch. Specifically, these funds will be used as follows:

- Store design/build: \$140,000
- Working capital: \$120,000 to pay for Marketing, salaries, and lease costs until J&S reaches break-even

Topline projections over the next five years are as follows:

Financial Summary	Year1	Year2	Year3	Year4	Year5
Revenue	\$315,115	\$466,067	\$524,563	\$590,400	\$664,500
Total Expenses	\$345,594	\$385,172	\$419,434	\$475,894	\$507,480
EBITDA	(\$30,479)	\$80,895	\$105,129	\$114,506	\$157,020
Depreciation	\$20,840	\$20,840	\$20,840	\$20,840	\$20,840
EBIT	(\$51,319)	\$60,055	\$84,289	\$93,666	\$136,180
Interest	\$16,822	\$14,719	\$12,617	\$10,514	\$8,411
PreTax Income	(\$68,141)	\$45,336	\$71,673	\$83,153	\$127,769
Income Tax Expense	\$0	\$0	\$17,104	\$29,103	\$44,719
Net Income	(\$68,141)	\$45,336	\$54,569	\$54,049	\$83,050
Net Profit Margin	-	10%	10%	9%	12%
Average customers/day	26	29	32	36	41

2.

Business Overview

About J&S

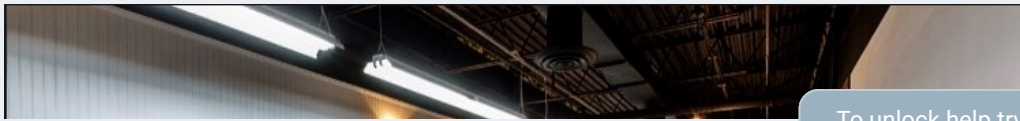
Our Services

Our Products

Salon Design

About J&S

John & Sons



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Start writing here..

Our Services

Below are J&S's initial service offerings and in-store products sold.

Each appointment will include an initial hair assessment and suggestion phase where the stylist will discuss the customer's hair and preferred hairstyle. There will then be a pre-cut hair wash with our in-store products, a haircut or coloring as appropriate, and finally a post-cut styling to our customer's preferences.

Hairstylists will be asked to perform the following services for both men and women:

Hair services



Hair washes



Hair cuts



Special event hair styling



Hair coloring



Hair extensions

Our Products

J&S will feature premium hair products in-store from these well-established brands. It will continue to update its offering in order to provide the newest hair products to its customers.

Some of its featured brands will include:

Brands



Gioldwell

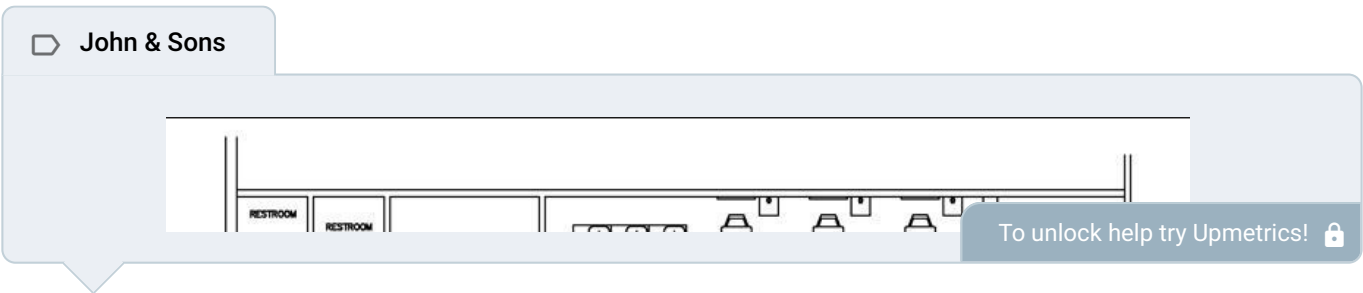


Schwarzkopf



Paul Mitchell Systems

Salon Design



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3.

Industry Analysis

Industry Trends

John & Sons

John & Sons compete against small, individually owned hair salons and barbershops, and against major regional or national chains. There are over 450,000 registered salons in the United States, a figure that reflects the hair cutting needs of 300 million Americans.

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Industry Trends

The industry in which J&S will compete is experiencing a number of different trends.

John & Sons

Slow but steady growth. This market is expected to grow consistently at around 2% annually.

Success drivers. Customer satisfaction is what ultimately makes one salon triumph while

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Market-level trends

Start writing here..

John & Sons

Price sensitivity at the bottom. The low-cost segment of the market, which primarily serves men and children, often competes on the basis of price. This reflects the different preferences of these particular consumers, who are often more interested in an affordable haircut than a


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Firm-level trends

Start writing here..

John & Sons

Intense customer loyalty. Many salons develop repeat customers who become a regular client base and represent a significant portion of their revenues. Salons whose employees are able to develop strong relationships with customers can expect to see more repeat business.

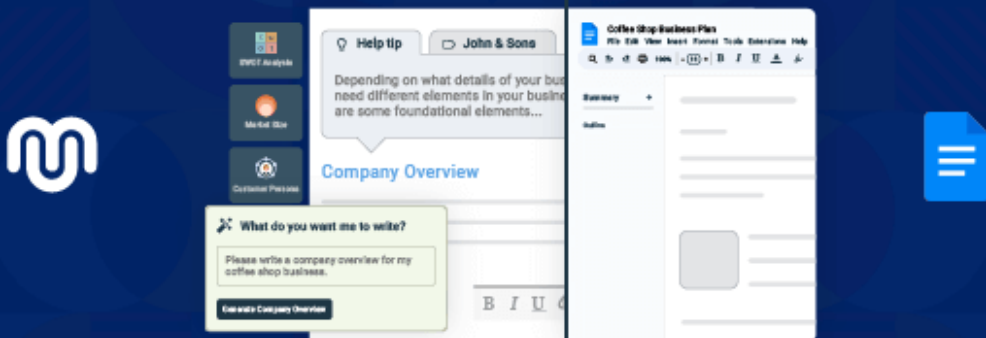
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Customer-level trends

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4.

Customer Analysis

Demographic Profile of Target Market

Customer Segmentation

Demographic Profile of Target Market

J&S will serve the residents of West Palm Beach, Florida and the immediately surrounding areas as well as those who work in West Palm Beach, Florida.

The area we serve is populated mostly by the middle class; as a result, they have the means to pay for higher quality service and are looking for a hair and beauty services somewhere between the deep discounters and the top-end luxury brands.

The precise demographics of the town in which our retail location resides is as follows:

	Wilmette	Winnetka
Total Population	26,097	10,725
Square Miles	6.89	3.96
Population Density	3,789.20	2,710.80
Population Male	48.04%	48.84%
Population Female	51.96%	51.16%
Target Population by Age Group		
Age 18-24	3.68%	3.52%
Age 25-34	5.22%	4.50%
Age 35-44	13.80%	13.91%
Age 45-54	18.09%	18.22%
Target Population by Income		
Income \$50,000 to \$74,999	11.16%	6.00%
Income \$75,000 to \$99,999	10.91%	4.41%
Income \$100,000 to \$124,999	9.07%	6.40%
Income \$125,000 to \$149,999	9.95%	8.02%
Income \$150,000 to \$199,999	12.20%	11.11%
Income \$200,000 and Over	32.48%	54.99%

Customer Segmentation

The Company will primarily target the following three customer segments:

Johns & Sons

The town has a large population of stay-at-home moms who are active in the school and community. These moms seek beauty services on a regular basis. Winning the loyalty of a mother often includes winning the business of her children and husband.

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Soccer/stay-at-home moms

Start writing here..

Johns & Sons

J&S is located along a well-traveled commute route. By offering a convenient location and exceptional service to the customer, J&S will draw in working men and women who need to look professional for work.

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Professionals

Start writing here..

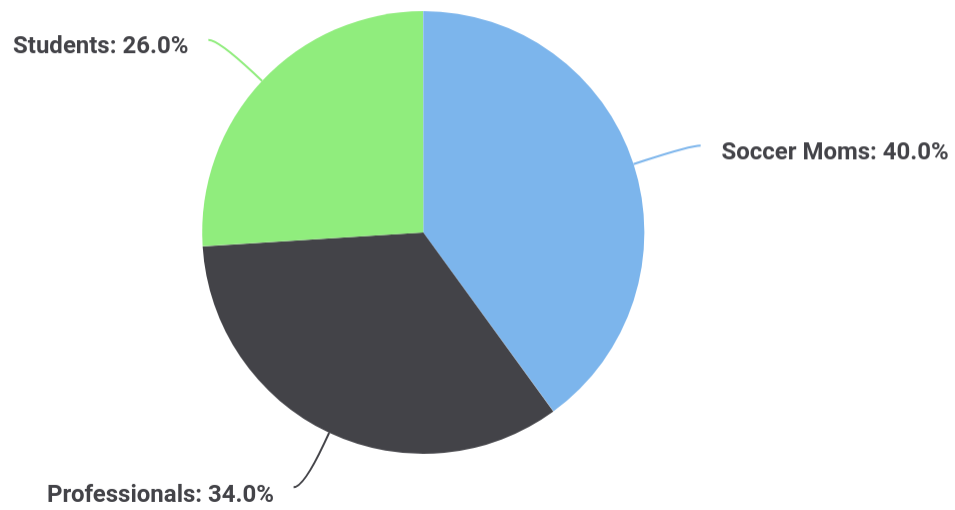
Johns & Sons

There are multiple high schools and middle schools located in the surrounding area. These students still live on their parents' income and can therefore afford to pay for higher-quality services than discounters provide. In particular, J&S can expect to generate a significant portion of its revenue from these students.

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Students

Start writing here..



5.

Competitive Analysis

Direct & Indirect Competitors

Competitive Pricing

Competitive Advantage

Direct & Indirect Competitors

The following retailers are located within a 5-mile radius of J&S, thus providing either direct or indirect competition for customers:

John & Sons

Joe’s Beauty Salon is the town’s most popular beauty salon and has been in business for 32 years. Joe’s offers a wide array of services that you would expect from a beauty salon.

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Joe’s Beauty Salon

Start writing here..

John & Sons

LUX CUTS has been in business for 5 years. LUX CUTS offers an extremely high-end hair service, with introductory prices of \$120 per hair cut.

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LUX CUTS

Start writing here..

John & Sons

Freddie’s Fast Hair Salon has located four stores down the road from J&S. Freddy’s has been in business for the past 3 years and enjoys great success, primarily due to its prime location.

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Freddie’s Fast Hair Salon

Start writing here..

Competitive Pricing

John & Sons

John and Sons Barbing Salon will work towards ensuring that all our services are offered at highly competitive prices compare to what is obtainable in The United States of America.

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Start writing here..

John & Sons

At John & Sons Barbing Salon, our payment policy is all-inclusive because we are quite aware that different people prefer different payment options as it suits them. Here are the payment options that will be available in all our outlets;

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Payment Options

Start writing here..

Competitive Advantage

Competitive Advantage



Location

J&S's location is near the center of town, giving us access to commuters going to and leaving the train station, local office workers, and passersby shopping in the city. We also offer adequate parking making it easy for customers to patronize us.



Affordable price

The complete array of hair services offered by J&S nearly equals the most premium positioned competitor, LUX CUTS. However, J&S will offer these services at a much more affordable price.



Management

Our management team has years of business and marketing experience that allows us to market to and serve customers in a much more sophisticated manner than our competitors.



Relationships

Having lived in the community for 25 years, John Doe knows all of the local leaders, newspapers and other influences. As such, it will be relatively easy for J&S to build brand awareness and an initial customer base.

6.

Marketing Plan

The J&S Brand

Promotions Strategy

Pricing Strategy

John & Sons

J&S seeks to position itself as a respectable, upper-middle-market competitor in the hair salon market. Customers can expect to receive professional hair care from familiar haircutters for a price somewhere between discount chains and luxury establishments.

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Start writing here..

The J&S Brand

John & Sons

The J&S brand will focus on the Company's unique value proposition:

- Convenient location

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Start writing here..

Promotions Strategy

J&S expects its target market to be individuals working and/or living within a 5-mile radius of its location. [The Company's] promotions strategy to reach these individuals includes:

John & Sons

John & Sons 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, school publications,

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Local Publications

Start writing here..

John & Sons

We will make careful use of advertising in selected larger publications. Florida Times has a circulation of XYZ and we can expect to reach a wider geographic region of customers on a limited basis. Advertisements with major publications will be used sel


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Major Publications

Start writing here..

John & Sons

J&S will promote itself by distributing marketing materials and participating in local community events, such as school fairs, local festivals, homeowner associations, or sporting events. Since mothers are often heavily involved in such things, we will not only reach


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Community Events/Organizations

Start writing here..

John & Sons

We will drive attention toward J&S by hiring workers to hold signs alongside Washington road. 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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Commute Advertising

Start writing here..

John & Sons

J&S will create a winning customer loyalty program to keep its best clients coming back again and again. When not actively providing services to customers in the store, our professionals and other employees will make periodic, regular phone calls to custom

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Customer Loyalty Programs

Start writing here..

John & Sons

J&S will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on J&S, offer discounts, and/or provide other inducements for people to visit the salon.


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Direct Mail

Start writing here..

John & Sons

J&S will maintain a website and publish a monthly email newsletter to tell customers about new events, products, and more.


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Ongoing Customer Communications

Start writing here..

John & Sons

Before opening the store, J&S will organize pre-opening events designed for prospective customers, local merchants, and press contacts. These events will create buzz and awareness for J&S in the area.

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Pre-Opening Events

Start writing here..

John & Sons

John & Sons Barbing Salon will work towards ensuring that all our services are offered at highly competitive prices compare to what is obtainable in The United States of America.

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Pricing Strategy

7.

Operations Plan

Functional Roles

Milestones

Functional Roles

John & Sons

J&S will carry out its day-to-day operations primarily on an appointment basis. Walk-in clients will be served by the earliest available hairstylist, but priority will be given to clients who called ahead. In the meantime, waiting for customers can divert themselves

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Start writing here..

John & Sons

- Haircutting
- Hair coloring
- Hair washing

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Service Functions

Start writing here..

John & Sons

- General & administrative functions including legal, marketing, bookkeeping, etc.
- Sourcing and storing products
- Hiring and training staff

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Administrative Functions

Start writing here..

John & Sons

- Maintenance personnel

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Miscellaneous

Start writing here..

Milestones

John & Sons' long term goal is to become the dominant provider of hair care and related services and products in the Florida area. We seek the standard by which other providers are judged.

The following are a series of steps that lead to our vision of long-term success. J&S expects to achieve the following milestones in the following [xyz] months:

Date	Milestone
[Date 1]	Finalize lease agreement
[Date 2]	Design and build out [Company Name] storefront
[Date 3]	Hire and train initial staff
[Date 4]	Kickoff of a promotional campaign
[Date 5]	Launch [Company Name]'s store
[Date 6]	Reach break-even

8.

Management Team

Management Team Members

Hiring Plan

Management Team Members



John Doe
Owner - john.doe@example.com

J&S is led by John Doe who has been in the hair salon business for 20 years.

While Mr. Doe has never run a hair salon himself, he has extensive experience cutting, treating, and styling hair at major salons for the past 20 years. He began his career in [19xx] when he received a certification from Artcon Cutting School and began work at [major chain], where he worked for X years.

Mr. Doe graduated from the University of ABC where he majored in Communications.



Jane doe
Managing Director - jane.doe@example.com

Ms. Jane Doe will serve as the customer service manager. He/she has extensive experience in the hospitality industry.

Hiring Plan

John & Sons

John Doe will serve as the store manager. In order to launch our salon, we need to hire the following personnel:

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Start writing here..

9.

Financial Plan

Revenue and Cost Drivers

Capital Requirements and Use of Funds

Key Assumptions & Forecasts

Income Statement (5 Year projections)

Balance Sheet (5 Year projections)

Cash Flow Statement (5 Year projections)

Revenue and Cost Drivers

John & Sons

J&S’s revenues will come primarily from the services rendered and secondarily from the sale of hair care products.

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Start writing here..

Capital Requirements and Use of Funds

John & Sons

John & Sons are seeking total funding of \$260,000 of debt capital to launch its store. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses, and working capital.

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Key Assumptions & Forecasts

The following table reflects the key revenue and cost assumptions made in the financial model.

Number of customers per day	Per location
Year 1	26
Year 2	29
Year 3	32
Year 4	36
Year 5	41
Haircut	\$35
Hair Style	\$60
Color	\$40

Number of customers per day	Per location
Product Sales	\$20
Annual Rent	\$90,000

Income Statement (5 Year projections)

	2024	2025	2026
Revenue	\$223,348.90	\$386,526.65	\$629,537.55
Haircuts	\$96,565.80	\$122,466.40	\$155,314.60
Unit Sales	4,828	6,123	7,766
Unit Price	\$20	\$20	\$20
Beard Trimming	\$107,442.60	\$192,953.25	\$346,521.45
Unit Sales	7,163	12,864	23,101
Unit Price	\$15	\$15	\$15
Hair Products Sales	\$19,340.50	\$71,107	\$127,701.50
Unit Sales	387	1,422	2,554
Unit Price	\$50	\$50	\$50
Cost Of Sales	\$31,446.50	\$46,490.43	\$68,088.23
General Costs	\$31,446.50	\$46,490.43	\$68,088.23
Haircut Supplies	\$13,567.47	\$21,750.34	\$33,925.14
Haircut Tools	\$2,400	\$2,424	\$2,448.24
Shampoos and Conditioners	\$11,167.47	\$19,326.34	\$31,476.90
Beard Grooming Supplies	\$17,879.03	\$24,740.09	\$34,163.09
Beard Oils and Balms	\$13,412.03	\$17,009.57	\$21,572.33
Razors and Blades	\$4,467	\$7,730.52	\$12,590.76
Revenue Specific Costs	\$0	\$0	\$0

	2024	2025	2026
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$191,902.40	\$340,036.22	\$561,449.32
Gross Margin (%)	85.92%	87.97%	89.18%
Operating Expense	\$261,205.15	\$273,653.43	\$288,767.14
Payroll Expense (Indirect Labor)	\$228,288	\$234,237	\$240,344.64
Hair Stylists	\$70,800	\$72,648	\$74,545.92
Senior Barber	\$43,200	\$44,496	\$45,830.88
Junior Barber	\$27,600	\$28,152	\$28,715.04
Support Staff	\$60,240	\$61,621.80	\$63,035.64
Receptionist	\$35,400	\$36,285	\$37,192.08
Cleaner	\$24,840	\$25,336.80	\$25,843.56
Management	\$97,248	\$99,967.20	\$102,763.08
Shop Manager	\$57,600	\$59,328	\$61,107.84
Inventory Manager	\$39,648	\$40,639.20	\$41,655.24
General Expense	\$29,617.22	\$35,816.43	\$44,822.50
Vehicle Maintenance and Operations	\$15,000	\$15,420	\$15,852
Fuel Costs	\$12,000	\$12,360	\$12,730.80
Truck Maintenance	\$3,000	\$3,060	\$3,121.20
Insurance and Licenses	\$7,666.99	\$10,962.52	\$15,855.08
Vehicle Insurance	\$4,466.99	\$7,730.52	\$12,590.76
Licenses and Permits	\$3,200	\$3,232	\$3,264.32

	2024	2025	2026
Administrative and Marketing	\$6,950.23	\$9,433.91	\$13,115.42
Office Supplies and Utilities	\$3,600	\$3,636	\$3,672.36
Advertising and Promotion	\$3,350.23	\$5,797.91	\$9,443.06
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$3,299.94	\$3,600	\$3,600
EBITDA	(\$69,302.75)	\$66,382.79	\$272,682.17
Additional Expense	\$3,984.13	\$3,497.82	\$2,986.63
Long Term Depreciation	\$2,700	\$2,700	\$2,700
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$72,002.75)	\$63,682.79	\$269,982.17
Interest Expense	\$1,284.13	\$797.81	\$286.62
EBT	(\$73,286.88)	\$62,884.97	\$269,695.54
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$296,635.78	\$323,641.68	\$359,842.01
Net Income	(\$73,286.88)	\$62,884.97	\$269,695.54
Net Income (%)	(32.81%)	16.27%	42.84%
Retained Earning Opening	\$0	(\$83,086.88)	(\$30,001.91)
Owner's Distribution	\$9,800	\$9,800	\$9,800
Retained Earning Closing	(\$83,086.88)	(\$30,001.91)	\$229,893.63

Balance Sheet (5 Year projections)

	2024	2025	2026
Assets	(\$42,592.31)	\$500.92	\$249,893.65
Current Assets	(\$54,892.31)	(\$9,099.08)	\$242,993.65
Cash	(\$55,192.37)	(\$9,399.14)	\$242,693.59
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$300.06	\$300.06	\$300.06
Long Term Assets	\$12,300	\$9,600	\$6,900
Gross Long Term Assets	\$15,000	\$15,000	\$15,000
Accumulated Depreciation	(\$2,700)	(\$5,400)	(\$8,100)
Liabilities & Equity	(\$42,592.31)	\$500.91	\$249,893.63
Liabilities	\$20,494.57	\$10,502.82	\$0
Current Liabilities	\$9,991.75	\$10,502.82	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$9,991.75	\$10,502.82	\$0
Long Term Liabilities	\$10,502.82	\$0	\$0
Long Term Debt	\$10,502.82	\$0	\$0
Equity	(\$63,086.88)	(\$10,001.91)	\$249,893.63
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$20,000	\$20,000	\$20,000
Owner's Contribution	\$0	\$0	\$0

	2024	2025	2026
Retained Earnings	(\$83,086.88)	(\$30,001.91)	\$229,893.63
Check	\$0	\$0	\$0

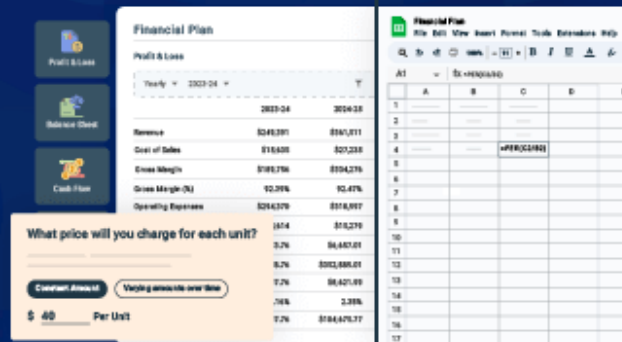
Cash Flow Statement (5 Year projections)

	2024	2025	2026
Cash Received	\$223,348.90	\$386,526.65	\$629,537.55
Cash Paid	\$290,635.84	\$317,341.68	\$353,542.01
COS & General Expenses	\$61,063.71	\$82,306.86	\$112,910.74
Salary & Wages	\$228,288	\$234,237	\$240,344.64
Interest	\$1,284.13	\$797.81	\$286.62
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$67,286.94)	\$69,184.97	\$275,995.54
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$18,600	\$3,600	\$3,600
Net Cash From Investments	(\$18,600)	(\$3,600)	(\$3,600)
Amount Received	\$50,000	\$0	\$0
Loan Received	\$30,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$20,000	\$0	\$0
Owner's Contribution	\$0	\$0	\$0

	2024	2025	2026
Amount Paid	\$19,305.43	\$19,791.74	\$20,302.81
Loan Capital	\$9,505.43	\$9,991.75	\$10,502.82
Dividends & Distributions	\$9,800	\$9,800	\$9,800
Net Cash From Financing	\$30,694.57	(\$19,791.74)	(\$20,302.81)
Summary			
Starting Cash	\$0	(\$55,192.37)	(\$9,399.14)
Cash In	\$273,348.90	\$386,526.65	\$629,537.55
Cash Out	\$328,541.27	\$340,733.42	\$377,444.82
Change in Cash	(\$55,192.37)	\$45,793.23	\$252,092.73
Ending Cash	(\$55,192.37)	(\$9,399.14)	\$242,693.59

Upmetrics vs Financial Spreadsheets

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



The image shows the Upmetrics Financial Plan interface. On the left, there are three buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. It shows a table with columns for '2023-24' and '2024-25'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. The 'Constant Amount' button is selected, and the value '\$ 40' is entered. The 'Per Unit' button is also visible.

	2023-24	2024-25
Revenue	\$241,391	\$161,811
Cost of Sales	\$116,620	\$27,238
Gross Margin	\$191,756	\$194,276
Gross Margin (%)	79.5%	92.47%
Operating Expenses	\$214,379	\$118,987

What price will you charge for each unit?

Constant Amount Varying amounts over time

\$ 40 Per Unit



Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes – no more remembering complex formulas or fussing in the spreadsheet.

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Mariia Yevlash



Student, Sumy State University – Ukraine

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