

BUSINESS PLAN [YEAR]



Box Truck

A truck fills your house and office.

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Table of Contents

Executive summary	4
Problem Definition & Validation	5
Solution	5
Objectives	5
Short Term (1 -3 Years)	5
Long Term (3-5 years)	6
Mission statement	6
Keys to success	6
Financial highlights	7
M&P - 5 Year Highlights	7
Chart	7
Business overview	8
Company Ownership/Legal Entity	9
Location	9
Interior Operating Facilities	9
Hours of Operation	9
Startup summary	10
Products & Services	11
Service Offerings	12
Market Analysis	13
Market segmentation	14
Market Trends	14
Target market	14
Competitive Advantage	14
SWOT analysis	16
Strategy & implementation	19
Marketing and Promotion Programs	20
Direct Sales	20
Trade Publications	20
Trade shows	20
Website	21
Targeted Online Advertising	21
Positioning Statement	21
Sales strategy	21

Online Marketing Channels	21
Offline Marketing Channels	22
Pricing strategy	22
Operational Plan	24
Organization chart	25
Chart	25
Mr Atkins	25
Jane Doe	25
John Doe	25
Management Team	25
Personnel Plan	25
Hiring plan	26
Milestones	26
Movers & Packers LLC	26
Financial plan	28
Important Assumptions	29
Break-even Analysis	29
Projected Profit and Loss	29
Profit Yearly	31
Chart	31
Gross Margin Yearly	31
Chart	31
Projected Cash Flow	32
Projected Balance Sheet	33
Business Ratios	34

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1.

Executive summary

Problem Definition & Validation

Solution

Objectives

Mission statement

Keys to success

Financial highlights



TIP

Movers and Packers LLC (here on out also referred to as "M&P") is a box truck company based in Brooklyn Park, Minnesota, providing long and short-distance transportation of domestic and commercial goods. The company's services will encompass warehousing and storage, packing and packaging, distribution and logistics.

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Problem Definition & Validation



TIP

According to the American Moving and Storage Association (AMSA), America's moving and storage industry features some of the country's most complex and diverse businesses. It consists of large corporations as well as family-owned concerns. Despite the robust nature of the industry, the AMSA has noticed a steady decline in the number of moves.

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Solution



TIP

M&P proposes a unique model where it uses operator-owned box trucks to meet moving contracts. Any individual who owns a box truck can register with the company to monetize their vehicle. Once registered, the company will put the owner-operator on the roster schedule which will alert them based on their location. The Owner-operator business model works

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Objectives



TIP

- To begin commercial operations in Minnesota by Q1 2022
- To build a fleet of five operator-owned vehicles within the first year of commercial operations.
- To achieve break-even sales in Year 2.

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Short Term (1 -3 Years)

Start writing here...



TIP

- To gain a competitive edge within the country’s moving and storage industry by establishing a presence in the world’s leading manufacturing sector.
- To build a market reputation for superior networks, efficient services, and reliable delivery timelines during the forecast period.

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Long Term (3-5 years)

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Mission statement



TIP

Our mission is to build a successful box truck business that operates not just in Minnesota but all of the United States. We wish to achieve this by becoming the preferred choice of moving partner for light-duty furniture/appliances through a reliable network of material handlers and transporters across the USA.

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Keys to success



Access To Established Network

M&P boasts access to a robust network of transport agents. This established network will allow the company to meet any shipping requirements of prospective clients with confidence and efficiency.



Owner-Operator

The company will facilitate its operations through owner operated box trucks which will significantly reduce the company's initial capital outlay while making its services flexible.



Effective Marketing

The company will employ direct sales and marketing strategies to personally approach prospective clients so that they may provide a more efficient and highly personalised service.



Location

Minnesota benefits from low operating costs, competitive tax rates and streamlined regulatory processes. This will reduce the company's overheads which can then be translated into competitive pricing.



Access to Skilled Carriers

M&P will ensure on-boarding only experienced and skilled carriers. Highly experienced personnel will enhance its service offerings in the US



Superior Customer Support

Maintaining a laser-like focus on customer satisfaction will be of utmost priority to the company being vital for brand building and to establishing M&P as the go-to provider of all moving and storage solutions.

Financial highlights



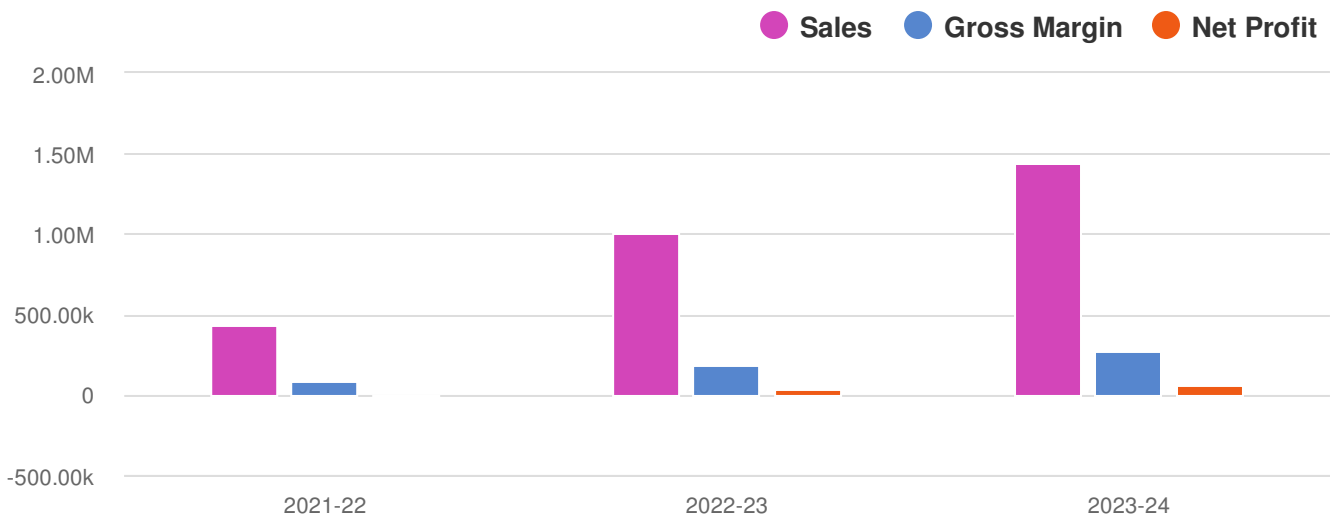
TIP

The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used to set up and launch the business in the US. The company expects to break even in Year 2 and steadily grow its revenues through active efforts in marketing, networking, excellent customer service, and increased carrier capabilities. Meanwhile

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M&P - 5 Year Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	438937	83512	-20568
2022-23	1005905	189844	40379
2023-24	1437224	271136	65234

2.

Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary



TIP

Movers and Packers LLC will be established as a limited liability entity. The company will be the primary provider of packing, moving, and storing light-duty furniture and appliances for owners of residential and commercial properties. The company's services will also extend to warehousing, distribution, and logistics consulting diversifying revenue streams as

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Company Ownership/Legal Entity



TIP

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in Minnesota, it will also register with the local county. The business will be wholly owned and Managed by Founder Mr. Atkins, who will also be the principal investor of the business.

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Location



TIP

M&P will begin operations from an office space in Brooklyn Park, Minnesota. Known as the "North Star State," Minnesota has an outstanding business climate with a history of leading the nation for new business 5-year survival rate and Main Street Entrepreneurship. Minnesota entrepreneurs also benefit from low operating costs, competitive tax rates, and

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Interior Operating Facilities



TIP

The company will begin operations from a rented office space in a commercial area in Minnesota. Initial investments will be made to set up an office, website, and management software to schedule, manage and facilitate moving contracts. Additions to space will be made as the company expands operations.

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Hours of Operation



TIP

M&P will operate an 8-hour workday from 9 am to 5 pm. All moving contracts will be facilitated during the 8-hour workday. Any contracts received after the workday shift will be moved to the next working shift. This ensures contract transporters of the company have a healthy work-life balance as moving and transport is a highly labor-intensive service.

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Startup summary



TIP

The Founder will infuse a capital sum of £50,000 into the company. Approximately £10,200 will be spent on a range of start-up expenses such as marketing, advertising, and professional fees. At the same time, another £7,100 will be earmarked for sales tax payment and the acquisition of computers and other office equipment. The balance

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3.

Products & Services



TIP

M&P is established to increase revenues by increasing the number of contracts for the moving and storage industry. Competing favorably with leading operators within the industry, the company creates a niche by deploying owner-operated box trucks to facilitate moving contracts. Accordingly, the company will accommodate both full and part-time contract staff hiring qualified and

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Service Offerings



Transport

Local and long-distance transportation of household and office goods



Storage

Warehousing and storage services for individuals who wish to keep their appliances or furniture for long term storage



Packing

Safe and scratch-proof packing of furniture and appliance for the purpose of moving



Logistics

Process, distribution, and logistics consulting and advisory Services

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4.

Market Analysis

Market segmentation

Market Trends

Target market



TIP

M&P will provide moving, packing, and storage services for light-duty furniture and other appliances. As such, the company's services are classified under the United States Moving and Storage industry. The moving services market in the US is expected to grow by USD 1.95 billion, progressing at a CAGR of about 2% during the forecast period.

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Market segmentation



TIP

The moving industry is segmented into residential commercial sectors. The residential segment had the largest market share in the moving services market in 2019, and the segment will offer several growth opportunities to market vendors during the forecast period. The rise in overseas employment and emigration will significantly influence moving se

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Market Trends



TIP

According to AMSA's study on interstate moves, approximately 21.7% of people moving will hire a mover for long hauls across the country. This is based on a study of 3 million interstate moves, where 650,000 people hired a mover, 1 million rented a truck and 1.35 million moved "un-assisted". There is thus a significant opportunity for the company to est

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Target market



TIP

M&P's target market comprises any individual who has cause to move light goods and materials from one location to another.

The average American moves 11.7 times in their lifetime. According to new Census data, nearly 31 million people moved to the

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Competitive Advantage



Access to a Network of Drivers

The company will operate a comprehensive network of drivers who will be able to meet deliveries in a timely manner



Flexible

M&P will not deploy a one-size-fits-all solution. It will take into consideration the clients needs and provide a range of services from packing to moving and storage based on their requirement



Experience

The management of the company has been in the logistics industry for over a decade allowing it to bring enhanced experience to the business



Price

Operating operator owned trucks will reduce the company's initial capital outlay which can be transferred onto the customer through competitive pricing

5.

SWOT analysis



TIP

A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is a useful tool for businesses to evaluate their position in the market against the potential internal and external factors that could assist or jeopardize their operations and existence. A SWOT has been conducted for PYT and is presented below.

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Strengths

1. The company benefits from extensive insight and market expertise.
2. The flexible and robust range of services ensures the company's capabilities to cater to a more significant market share.
3. The company is based in Minnesota, which contains the right talent, infrastructure, support services, and capital availability.
4. The Founder's success portfolio and global clientele provide credibility and increase trust among its potential clients.
5. Strategic collaborations enrich the services of the company with leading industry experts and global logistic providers.

S

Weaknesses

1. An increasing number of competitors within the industry leads to market share erosion.
2. The company is relatively new to the US market, in which seasoned players dominate.
3. The high rate of competition within the industry and the fragmented nature of the market makes the sector price sensitive.

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Opportunities

1. Partnering with leading logistic providers to extend their market offering
2. Mr. Atkins's skill in tactfully combining customer relationship management and supply networks to achieve an organizational goal opens up opportunities within challenging and risk intensive markets
3. The company possess the capabilities to extend its offerings globally

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Threats

- Competitors eroding the market
- Low barriers to entry
- Competitors poaching B2B clients
- Any change in the trading regulations of the country will impact the operations of the company

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6.

Strategy & implementation

Marketing and Promotion Programs

Positioning Statement

Sales strategy

Pricing strategy



TIP

The company will predominantly rely on online advertising and lead generation strategies as many seeking logistic services first search online for information. As such, a full-fledged online marketing campaign will be launched inclusive of paid, social media, and website campaigns.

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Start Writing here...

Marketing and Promotion Programs



TIP

M&P will approach potential commercial clients directly, either through cold-calling or e-mail to arrange pitch meetings. The company's sales representatives will use these opportunities to display the product catalog directly.

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Direct Sales

Start writing here...



TIP

The Company will advertise in specific trade publications that are targeted towards the appropriate target markets such as the Boston Magazine.

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Trade Publications

Start writing here...



TIP

Euro Trucks will establish a presence at various trade shows that are relevant to the target market. For example, the Multimodal event (www.multimodal.org) is an annual exhibition that is considered the US's premier freight transport, logistics, and supply chain management event.

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Trade shows

Start writing here...



TIP

The Company will operate a professional and compelling website dedicated to specific industries and specialized cargos

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Website

Start writing here...



TIP

The focus will be on Google Ads, which are more likely to drive commercial leads than other online advertising platforms (such as Facebook). The advertising will target specific keywords relevant to M&P's offering (e.g. "moving services", "temporary storage solutions" etc.)

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Targeted Online Advertising

Start writing here...

Positioning Statement



TIP

The company seeks to carve a niche for its services in the US market by capitalizing on its position between the country's thriving moving industry and its ability to formulate the most competitive business development strategies through a diversified operation facilitated by a team of skilled professionals. M&P is uniquely supported by a winning combination

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Sales strategy



TIP

Americans shifting houses and offices form the company's primary target market. While push marketing efforts will be deployed to reach these companies and make them aware of the range of services provided, pull marketing efforts will drive engagement for the company's services. These efforts will have an interlinked impact on the company

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Online Marketing Channels



Direct Mail Marketing

Individuals shifting houses or offices will stand out prominently as viable marketing targets for this channel. M&P will mail professionally designed materials with its value proposition to individuals who may have just registered a property permit or bought a house



Social Media

Millennials and consumers in general spend a considerable time browsing social media platforms. Reaching to them through this channel will be an effective way to capture attention and position its services.



Google Ad Campaigns

The advertising will target specific keywords relevant to M&P's offering (e.g. "moving services", "temporary storage solutions" etc.).

Offline Marketing Channels



Networking

Being a part of trade association such as International Association of Movers.



Referral

The company will offer referral discounts and packaged services to valued, regular clients



Conferences

The company will participate in leading conferences and make their presence known through marketing materials and presentations

Pricing strategy



TIP

Moving contract income depends upon several factors including the size of the shipment, destination, and transportation method. The average shipment income is estimated at \$22,802 based on the parent company's historical sales data. The direct cost is primarily associated with ex-work and freight, which is estimated at \$18,242, generating a 20% margin.

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7.

Operational Plan

Management Team

Personnel Plan

Milestones



TIP

The team will be headed by Managing Director Mr. Atkins who will also oversee the company's operations. Joining Mr. Atkins in the Management Team, the company will onboard a Transport and Logistics manager and a sales and marketing executive to support the company's operations.

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Organization chart



Mr Atkins
Managing Director



Jane Doe
Transport and logistics manager



John Doe
Sales Representatives

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Management Team



TIP

Mr. Atkins counts over 13 years of administrative and management experience, taking on various business development activities during the period. His ability to attract key players and build strong and lasting business relationships enabled her to grow in capacity and responsibility. Recognized as a task-focused, interactive leader with meticulous attention to detail.

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Personnel Plan



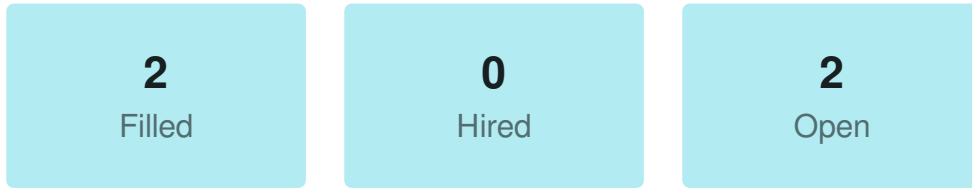
TIP

The company plans to create two full-time equivalent jobs within the first five years of operations.

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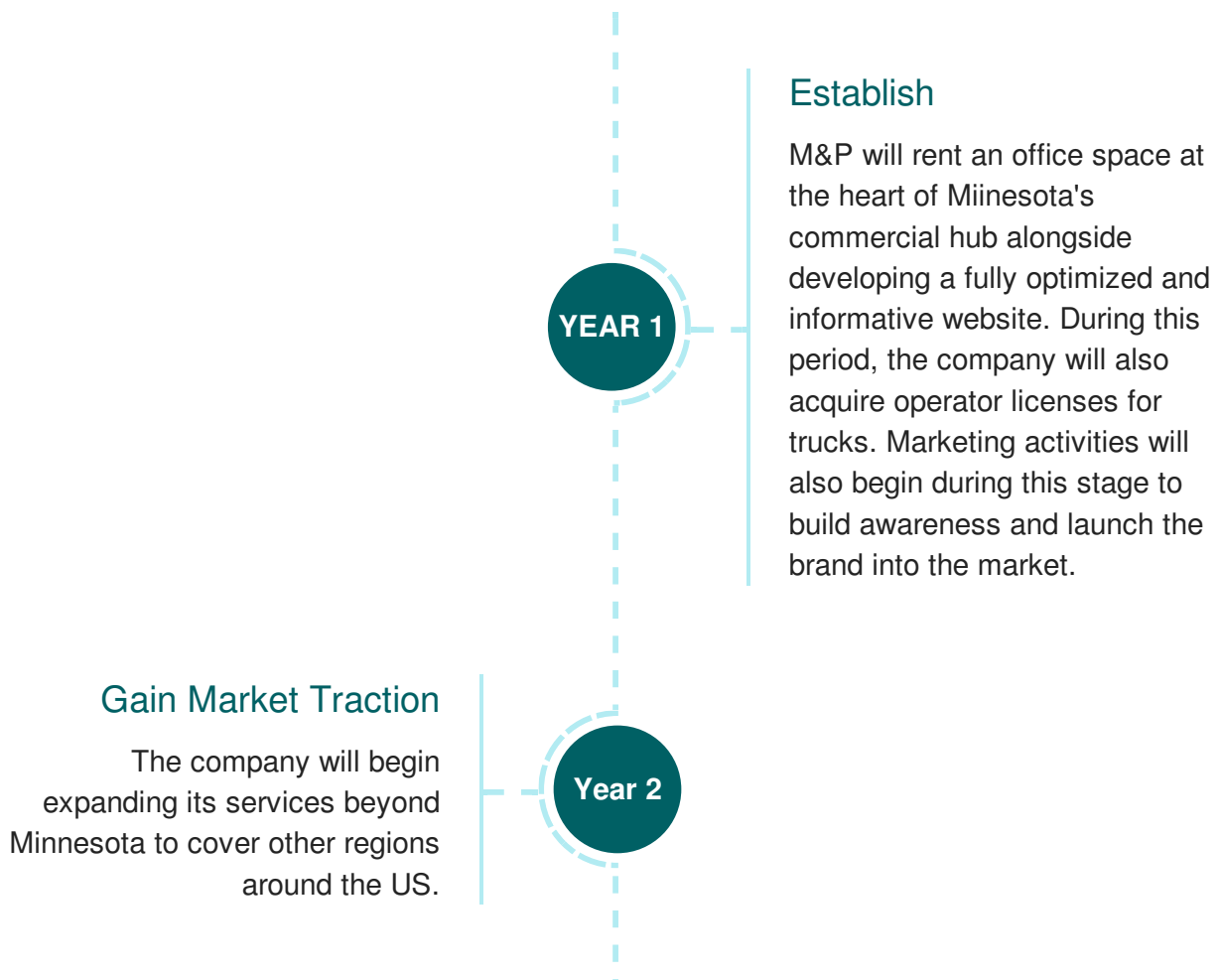
Hiring plan

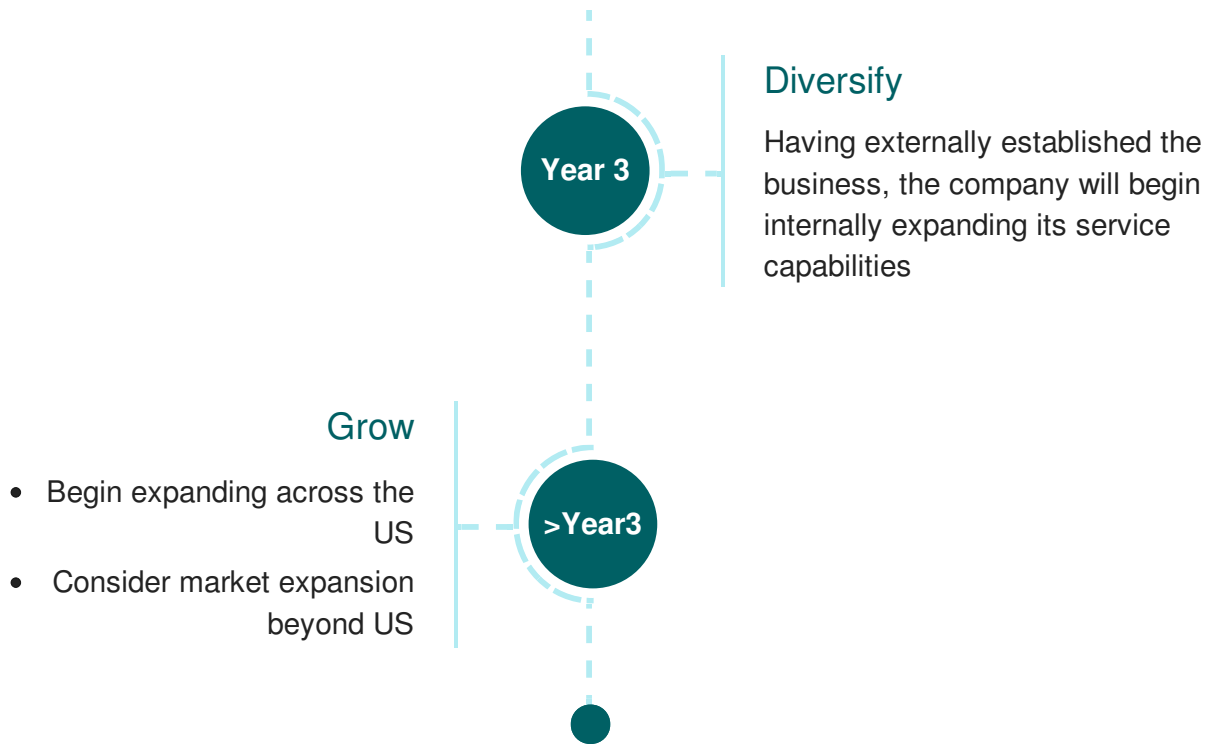


Group By Department	FY2021	FY2022	FY2023	FY2024
Transport & Logistics Manager	0	1	1	1
Sales & Marketing Assistant	0	0	1	1

Milestones

Movers & Packers LLC





8.

Financial plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

If you are going to start your own Box Truck business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your incomes and expenses, and how will you recover investments from the profit, etc. So, you should focus on your financial plan if you want to expand your business on [Upmetrics!](#)

Important Assumptions

The company's financial projections are forecasted on the basis of the following assumptions. These assumptions are quite conservative and are also 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

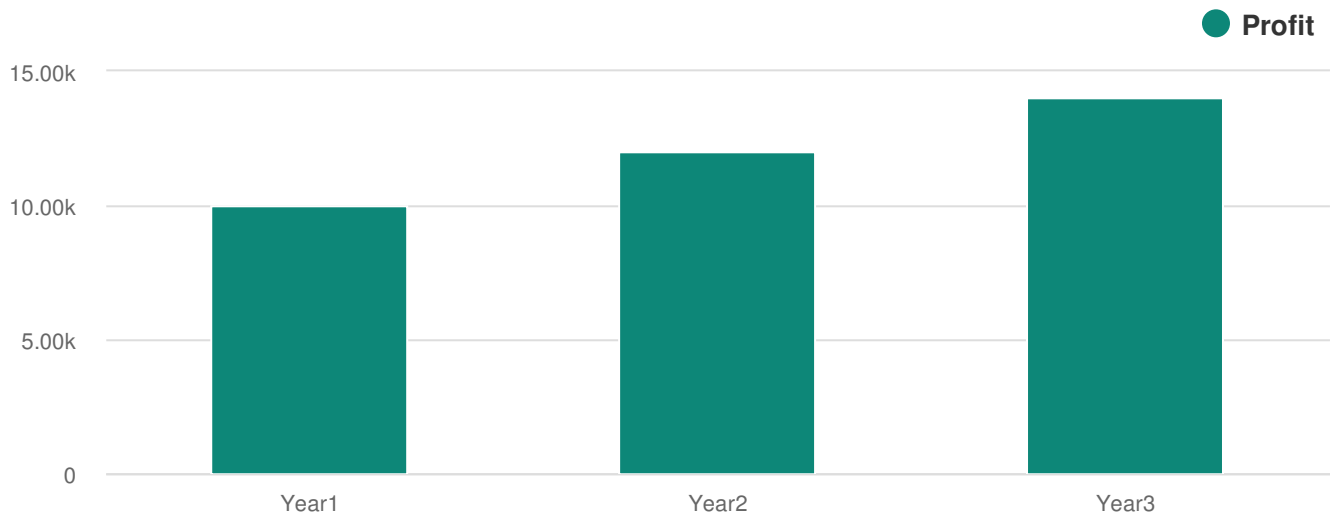
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

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

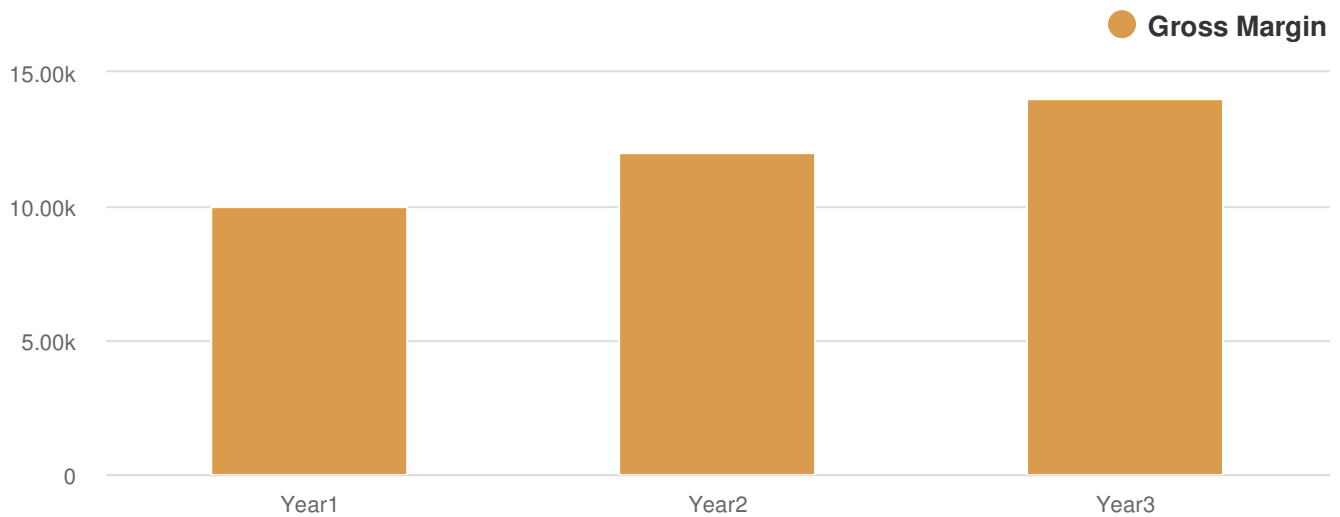
Profit

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				
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.

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!

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

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