





Kingfisher Brewery

BUSINESS PLAN


[YEAR]

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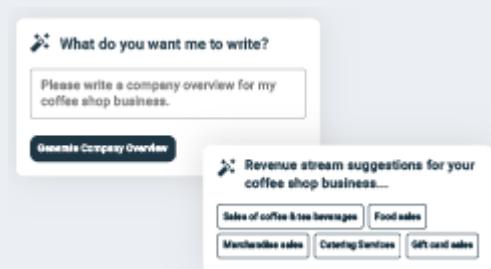
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1.

Executive Summary

Mission Statement

Vision Statement

Products and Services

Customer Focus

Management Team

Keys to Success

Financial Summary



REMEMBER

Before you think about how to start a Brewery service, you must create a detailed Brewery 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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Kingfisher Brewery

Kingfisher Brewery Company is located at Grand Central Parkway in Las Vegas, Nevada. It combines time-honored brewing with new methods and unique recipes to create a range of classic and craft beer everyone can enjoy. Kingfisher Brewery's beer is

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Mission Statement

Kingfisher Brewery

Our mission is to establish a brewery business that will make available assorted locally brewed beer for lovers of locally brewed beer in Nevada and in all the areas where our beers will be distributed.

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Vision Statement

Kingfisher Brewery

Our vision is to establish a brewery in the Las Vegas business that will be the melting pot of all lovers of locally brewed beer.

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Products and Services

Kingfisher Brewery

The following are the types of beer that Kingfisher Brewery Company produces:

- IPA

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Customer Focus

Kingfisher Brewery

Kingfisher Brewery will primarily serve the residents who live within the city. The demographics of these customers are as follows:

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Management Team

Kingfisher Brewery

John Moore's expertise and experience are the Kingfisher Brewery's most valuable asset. After graduating from the University of Los Angeles where he earned a degree in Business, John Moore worked at Samuel Adams. In his long experience in the industry

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Keys to Success

Kingfisher Brewery

The keys to Kingfisher Breweries' success will undoubtedly be effective market segmentation through the identification of several niche markets and implementation strategies. Along these lines, the company intends to implement advertising, personal selling

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Financial Summary

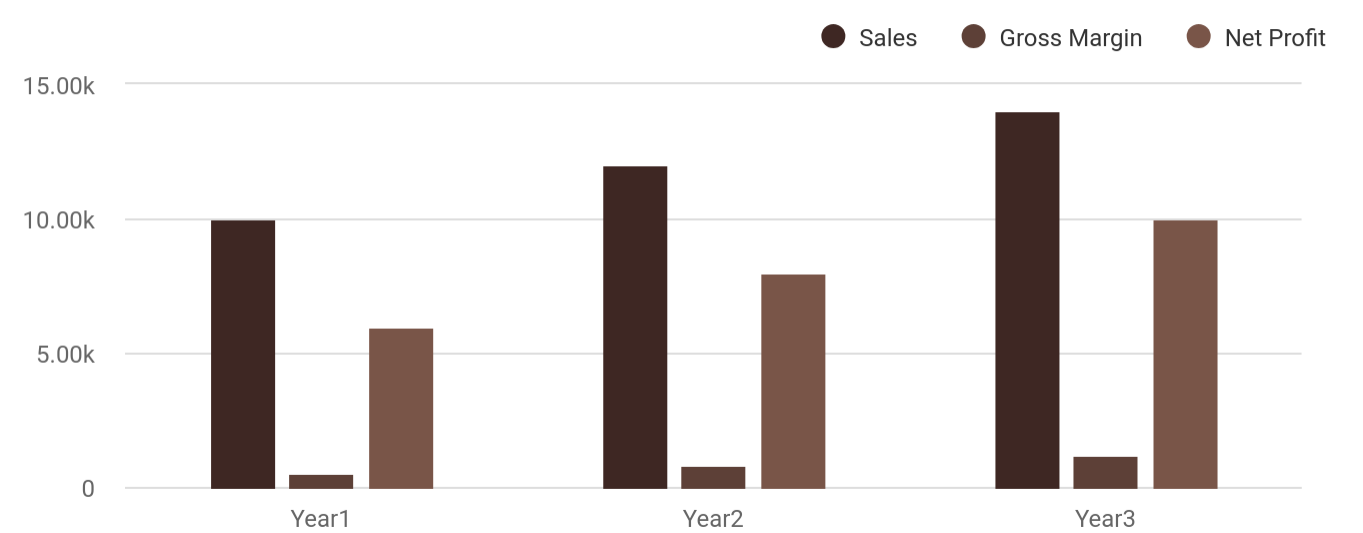
Kingfisher Brewery

Kingfisher Breweries is seeking total funding of \$400,000 to launch its brewery. The capital will be used for funding capital expenditures, manpower costs, marketing expenses, and working capital.

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3 Year profit forecast



Financial Summary

Year 1

Year 2

Year 3

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2.

Company Summary

History

Products and Services

Startup Summary

Kingfisher Brewery

Kingfisher brewery is owned by Mr. John Moore and his immediate family members. Mr. Moore has well over 15 years of managerial experience in the brewery industry and he will be bringing the experience to the table to help build Kingfisher brewery to become

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History

Kingfisher Brewery

Born in Portland, the beer capital of the world, John grew up brewing beer. In keeping with family tradition, he was trained in the art and science of handcrafting beer using family recipes and techniques. Upon relocating to LA, John was dismayed to discover

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Products and Services

Kingfisher Brewery

Kingfisher Brewery is established with the sole aim of selling locally brewed beer in different flavors to our highly esteemed customers in Las Vegas and the environs. In essence, beer is what we sell, but we sell them in different flavors (taste) and in different


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Startup Summary

Kingfisher Brewery

Total start-up capital and expenses (including legal costs, logo design, stationery, and related expenses) came to approximately \$41,700. Start-up assets required and utilized included brewing plants and machinery, pick-ups, office furniture, personal com

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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
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

Start-up Expenses	Amount
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
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000

Start-up Expenses	Amount
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Market Analysis

Industry Analysis

Market Trends

Market Needs

Target Market



REMEMBER

The most important component of an effective Brewery 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 the

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Industry Analysis

Kingfisher Brewery

The Brewery industry is highly concentrated, with historically dominant operators controlling the majority of industry revenue and boasting significant profit. Over the past five years, the industry has experienced significant change, with the rise of craft brew

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Market Trends

Kingfisher Brewery

If you are conversant with the brewery business in the United States of America, you will quite agree that locally brewed beer consumption has shown steady growth over the years, and from all indications, the growth is not going to plummet.

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Market Needs

Kingfisher Brewery

Kingfisher Breweries will set out to provide good quality products that will help instill a jovial environment. Kingfisher Breweries intends to provide the customer with more than a drink to quench one's thirst. We intend to provide a quality brew that not only c

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Target Market

Kingfisher Brewery

When it comes to selling locally brewed beer, there is indeed a wide range of available customers. This re-emphasizes the need for a brewery marketing plan template. In essence, our target market can't be restricted to just a group of people, but all those

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Upmetrics

vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.

SWOT Analysis

Market Size

Customer Profiles

Help tip

John & Sons

Depending on what details of your business you need different elements in your business plan. Here are some foundational elements...

Company Overview

What do you want me to write?

Please write a company overview for my coffee shop business.

Create Company Overview

Coffee Shop Business Plan

File Edit View Insert Format Tools Extensions Help

Summary

Outline

Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

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4.

SWOT Analysis

Kingfisher brewery

Kingfisher brewery is established with the aim of becoming the melting point of locally brewed beers in Las Vegas and environ. We know we can't achieve this if we do not look inward to identify our strengths, threats, weaknesses, and the opportunities that

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Strength

Our strength as a company is excellent and detailed customer service. Neatly brewed local beer in a variety of flavors. Excellent facility, excellent ambiance, and perfect location for a brewery

Weakness

The perceived weakness for our business could be that we are starting on a small scale; just one outlet. Also perhaps because we have a limited space to expand the pub if the need arises. Other weaknesses could be a lack of customized CRM software and limited finance.

Opportunity

The fact that we are going to be operating our brewer and pub in one of the busiest streets in Las Vegas provides us with unlimited opportunities to sell our locally brewed beers. The positioning of our brewery will sure make it possible for us not to struggle to sell our products. Lastly, the introduction of new technologies will allow us to improve beer quality

Threat

One of the threats that are likely going to confront us is the government policies, downturn in the economy which is likely going to affect sales, and perhaps the emergence of new competitors (brewery) in Las Vegas.

5.

Strategy & Implementations

Marketing Strategy

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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Marketing Strategy

Kingfisher brewery

One core element of our marketing strategy will be that of differentiation from our competitors. In terms of promotion, we intend to sell our company as a differentiated strategy, not just our products. In price, we intend to offer extremely reasonable prices in co

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Advertising Strategy

Kingfisher brewery

Kingfisher Breweries expects its target market to be individuals working and/or living within Las Vegas. Kingfisher Breweries's promotions strategy to reach these individuals includes:

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Kingfisher brewery

Kingfisher Breweries employees will initially give free beer samples to enable customers to taste the quality and variety of our beer and learn about us.

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Sampling

Start writing here..

Kingfisher brewery

Kingfisher Breweries 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..

Kingfisher brewery

Before opening the brewery, Kingfisher Breweries will organize pre-opening events designed for prospective customers, local merchants, and press contacts. These events will create buzz and awareness for Kingfisher Breweries in the area.


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Pre-Opening Events

Start writing here..

Kingfisher brewery

Kingfisher Breweries will invest resources in two forms of geographically-focused internet promotion - organic search engine optimization and pay-per-click advertising. The Company will develop its website in such a manner as to direct as much traffic from

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Online Marketing

Start writing here..

Pricing Strategy

Kingfisher brewery

Initially, our prices will not be under our control but dictated by the market conditions prevailing at the particular time. This is particularly so in the case of products which are also produced by our competitors, as they are often representing a scale for consumers

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6.

Operations Plan

Functional Roles

Milestones

Functional Roles

Kingfisher brewery

In order to execute on Kingfisher Breweries’s business model, the Company’s employees divide the following roles:

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Kingfisher brewery

- Production/brewing
- Deliveries and operations

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Operation Functions

Start writing here..

Kingfisher brewery

- General & administrative functions including marketing, bookkeeping, etc.
- Hiring and training staff

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Administrative Functions

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Milestones

Kingfisher brewery

Kingfisher Breweries’ long-term goal is to become the dominant producer of quality beer in Las Vegas. We seek to be the standard by which other brewers are judged.

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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 a brewery 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

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Kingfisher brewery

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 brewery business start-up, no equity funding or outside loans will be required. With the help of fir

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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	\$476,301.73	\$775,242.21	\$1,269,115.88
Freight Services	\$204,436	\$308,958	\$466,886
Unit Sales	1,022	1,545	2,334
Unit Price	\$200	\$200	\$200
Long-Haul Deliveries	\$159,171.23	\$285,848.71	\$513,343.38
Local Distribution	\$112,694.50	\$180,435.50	\$288,886.50
Unit Sales	2,254	3,609	5,778
Unit Price	\$50	\$50	\$50
Cost Of Sales	\$40,570.02	\$51,678.69	\$68,121.64
General Costs	\$40,570.02	\$51,678.69	\$68,121.64
Raw Materials	\$24,590.08	\$33,672.14	\$47,831.33
Hops	\$12,682.53	\$14,291.10	\$16,103.44
Barley	\$11,907.55	\$19,381.04	\$31,727.89
Production Costs	\$15,979.94	\$18,006.55	\$20,290.31
Bottling	\$15,218.98	\$17,149.09	\$19,324.10
Packaging	\$760.96	\$857.46	\$966.21
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$435,731.71	\$723,563.52	\$1,200,994.24
Gross Margin (%)	91.48%	93.33%	94.63%

	2024	2025	2026
Operating Expense	\$464,246.67	\$511,067.82	\$575,549.54
Payroll Expense (Indirect Labor)	\$312,000	\$320,430	\$329,089.68
Management Team	\$126,000	\$129,780	\$133,673.40
CEO/Head Brewer	\$78,000	\$80,340	\$82,750.20
Operations Manager	\$48,000	\$49,440	\$50,923.20
Production Staff	\$96,000	\$98,400	\$100,860
Brewmaster	\$54,000	\$55,350	\$56,733.72
Quality Control Specialist	\$42,000	\$43,050	\$44,126.28
Sales and Marketing	\$90,000	\$92,250	\$94,556.28
Sales Manager	\$48,000	\$49,200	\$50,430
Marketing Coordinator	\$42,000	\$43,050	\$44,126.28
General Expense	\$152,246.67	\$190,637.82	\$246,459.85
Facility Expenses	\$78,631.59	\$88,603.95	\$99,841.36
Rent	\$63,412.61	\$71,454.86	\$80,517.26
Utilities	\$15,218.98	\$17,149.09	\$19,324.10
Marketing and Sales	\$49,180.08	\$67,343.93	\$95,662.32
Advertising	\$23,815.09	\$38,762.12	\$63,455.79
Promotional Events	\$25,364.99	\$28,581.81	\$32,206.53
Operational Expenses	\$24,435	\$34,689.94	\$50,956.17
Equipment Maintenance	\$10,145.95	\$11,432.68	\$12,882.69
Supplies	\$14,289.05	\$23,257.26	\$38,073.48
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
EBITDA	(\$28,514.96)	\$212,495.70	\$625,444.70
Additional Expense	\$37,186.93	\$35,252.77	\$33,199.31
Long Term Depreciation	\$32,040	\$32,040	\$32,040
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$60,554.96)	\$180,455.70	\$593,404.70
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$65,701.89)	\$177,242.93	\$592,245.39
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$542,003.62	\$597,999.28	\$676,870.49
Net Income	(\$65,701.89)	\$177,242.93	\$592,245.39
Net Income (%)	(13.79%)	22.86%	46.67%
Retained Earning Opening	\$0	(\$85,701.89)	\$71,541.04
Owner's Distribution	\$20,000	\$20,000	\$20,000
Retained Earning Closing	(\$85,701.89)	\$71,541.04	\$643,786.43

Projected Cash Flow

	2024	2025	2026
Cash Received	\$476,301.73	\$775,242.21	\$1,269,115.88
Cash Paid	\$509,963.62	\$565,959.28	\$644,830.49
COS & General Expenses	\$192,816.69	\$242,316.51	\$314,581.50
Salary & Wages	\$312,000	\$320,430	\$329,089.68
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$33,661.89)	\$209,282.93	\$624,285.39
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$175,000	\$0	\$0
Net Cash From Investments	(\$175,000)	\$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	\$51,359.35	\$53,293.51	\$55,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$20,000	\$20,000	\$20,000
Net Cash From Financing	\$98,640.65	(\$53,293.51)	(\$55,347.12)

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$110,021.24)	\$45,968.18
Cash In	\$626,301.73	\$775,242.21	\$1,269,115.88
Cash Out	\$736,322.97	\$619,252.79	\$700,177.61
Change in Cash	(\$110,021.24)	\$155,989.42	\$568,938.27
Ending Cash	(\$110,021.24)	\$45,968.18	\$614,906.45

Projected Balance Sheet

	2024	2025	2026
Assets	\$32,938.76	\$156,888.18	\$693,786.45
Current Assets	(\$110,021.24)	\$45,968.18	\$614,906.45
Cash	(\$110,021.24)	\$45,968.18	\$614,906.45
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$142,960	\$110,920	\$78,880
Gross Long Term Assets	\$175,000	\$175,000	\$175,000
Accumulated Depreciation	(\$32,040)	(\$64,080)	(\$96,120)
Liabilities & Equity	\$32,938.77	\$156,888.18	\$693,786.43
Liabilities	\$68,640.66	\$35,347.14	\$0
Current Liabilities	\$33,293.52	\$35,347.14	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
Long Term Liabilities	\$35,347.14	\$0	\$0
Long Term Debt	\$35,347.14	\$0	\$0
Equity	(\$35,701.89)	\$121,541.04	\$693,786.43
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	(\$85,701.89)	\$71,541.04	\$643,786.43
Check	\$0	\$0	\$0

Business Ratios

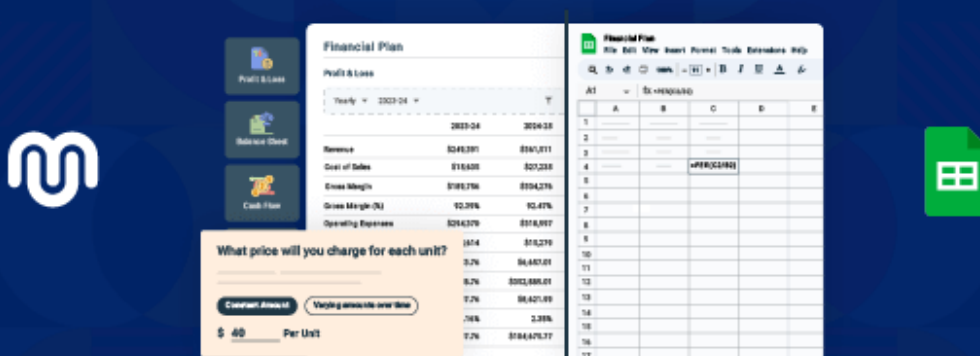
	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-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 Upmetrics and a traditional financial spreadsheet. On the left, the Upmetrics interface is displayed, featuring a sidebar with icons for Profit & Loss, Balance Sheet, and Cash Flow. The main area shows a 'Financial Plan' with a 'Profit & Loss' tab. It includes a table with columns for '2023-04' and '2024-03', and rows for Revenue, Cost of Sales, Gross Margin, and Operating Expenses. Below the table, there's a section titled 'What price will you charge for each unit?' with input fields for 'Constant Amount' and 'Varying amounts over time', and a 'Per Unit' section. On the right, a traditional financial spreadsheet is shown, with a grid of cells and formulas, including a formula bar at the top and a status bar at the bottom.

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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