





Campground


# BUSINESS PLAN


A day in the lap of nature


Prepared By

 **John Doe**

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

 [info@example.com](mailto:info@example.com)

 <http://www.example.com>

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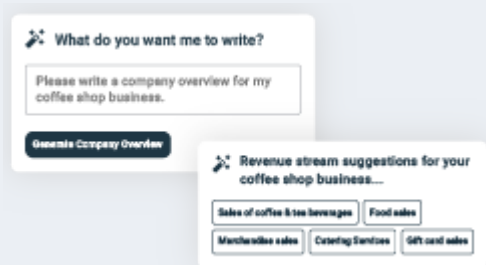
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1.

# Executive Summary

Mission Statement

Vision Statement

Financial Summary

Financial needs



## REMEMBER

Before you think about how to start a Campground business, you must create a detailed Campground 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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### Greenland Campground

Greenland Campground, LLC is a standard and well-equipped campground and recreational facility that will be located in a serene environment in the outskirts of Detroit - Michigan. Our aim of setting up the business is to contribute our quota in ensuring that f

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## Mission Statement

### Greenland Campground

Our mission for establishing Greenland Campground, LLC is to create a movement in the community that supports the total engagement of families and groups in fun-filled camping and recreational activities.

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## Vision Statement

### Greenland Campground

Our vision of starting Greenland Campground, LLC is to build a world-class campground and recreational facility and also to contribute our quota in encouraging families and residents in Detroit and neighboring cities to actively engage in camping and fun-f

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# Financial Summary

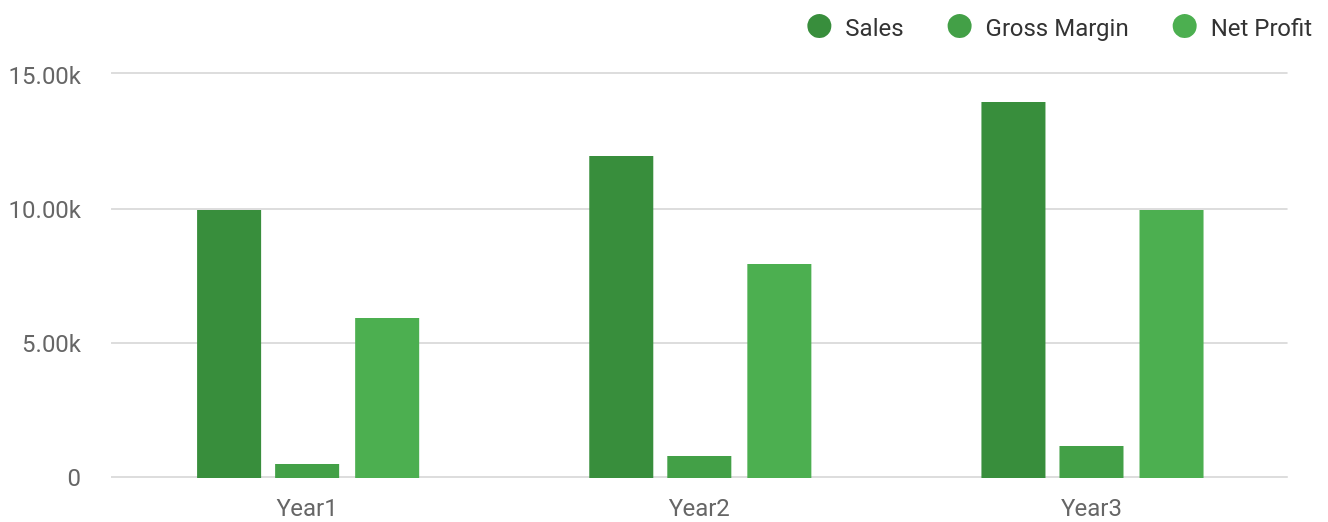
Greenland Campground

The company's goal is to expand from one city into another state as well.

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## 3 Year profit forecast



Greenland Campground

Financial Summary

Year 1

Year 2

Year 3


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## Financial needs

### Greenland Campground

We are looking to expand our design line so our owner will put in \$65,000. Further, we are looking for a \$115,000 business loan. Both will be paid back by our second year with our already established customer base and relationships.

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# 2.

## Company Summary

Business Structure

Startup summary

### Greenland Campground

Greenland Campground, LLC is a registered family business that is owned and managed by John Moore and his immediate family members. John Moore has a degree in Business Management from the University of Michigan. He has over 10 years of

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## Business Structure

### Greenland Campground

Greenland Campground, LLC is in business to become the leading private camping and recreational facility in the whole of Detroit - Michigan and we are fully aware that it will take the right facility, management, and organization – structure to achieve our

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# Startup summary

## 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          |
| <b>TOTAL START-UP EXPENSES</b> | <b>\$247,500</b> |
| 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 |

| <b>Start-up Expenses</b>             | <b>Amount</b> |
|--------------------------------------|---------------|
| 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

### Features

## Greenland Campground

Greenland Campground, LLC is in the campgrounds and RV parks industry to provide camping and recreational facilities for campers, religious organizations, corporate organizations, and families living in Detroit and other neighboring cities and we have been

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## Features



**Operating campgrounds**



**Operating RV parks**



**Operating overnight recreational camps**



**Operating travel trailer and caravan campsites**



**Operating wilderness camps**



**Food and drinks court**



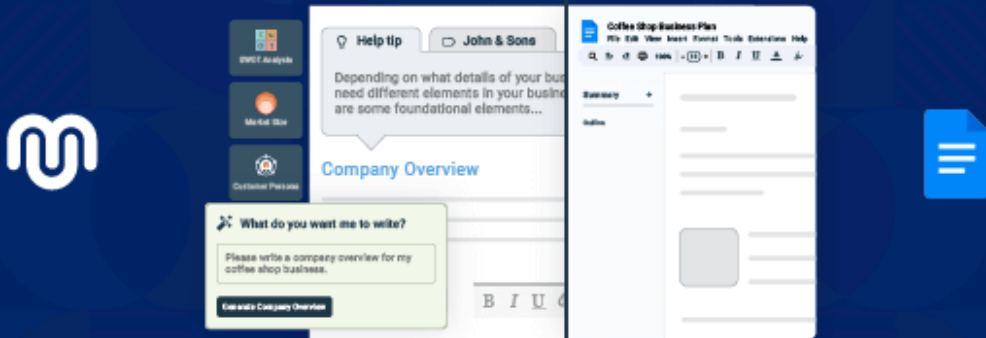
**Ice cream shop**



**Other related facility operation**

# 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.



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.

## Market Analysis

Market Trends

Target Market



## REMEMBER

The most important component of an effective Campground 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

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## Market Trends

### Greenland Campground

The Campgrounds and RV Parks industry has indeed benefited from recent marketing campaigns which are targeted towards encouraging people to participate in recreation activities and camping, as well as consumer trends toward healthy living.

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## Target Market

### Greenland Campground

The target market for the campground cuts across people from different backgrounds. The fact that people visit or register in campgrounds and recreational facilities for various reasons makes marketing the business interesting. The target market for camp

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# 5.

## SWOT Analysis

## Greenland Campground

Greenland Campground, LLC is in business to provide camping and recreational facilities for families and groups in Detroit - Michigan, and at the same time to make profits. We are aware that there are competitions in the campgrounds and RV parks industry.

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### Strength

One of the obvious strengths that will definitely stand as a plus for Greenland Campground, LLC is the fact that our facility is of great standard and it is strategically located in a densely populated – residential area in Detroit - Michigan; our location is in fact one of our major strengths.

We equally have a team of highly qualified professionals who will work with all our clients to achieve their aims making use of our campground facility and lastly, our gate fee/membership package is one of the best that anybody living in Detroit - Michigan can get; it is cheap and affordable.

### Weakness

We critically looked into our Business model and we were able to identify two major weaknesses. One is the fact that we are a new business and the second is the fact that we may not have the financial resources required to match up with existing campground and RV parks as well as family entertainment and recreation facilities and even government own entertainment and recreation facilities in Michigan when it comes to acquiring latest recreational vehicles and generating the needed hypes that can drive traffic towards our facility.

### Opportunity

We are centrally located in a densely populated area and of course, an area with the right demographic composition in Detroit - Michigan and we are open to all the available opportunities that the city has to offer.

### Threat

Some of the threats that are likely going to confront Greenland Campground, LLC are unfavorable government policies, inclement weather, demographic/social factors, the downturn in the economy which is likely going to affect consumers spending, and lastly, the emergence of new competitors within the same location where our campground facility is located.

# 6.

## Strategy & Implementations

Promotion 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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## Promotion Strategy

### Greenland Campground

We have been able to work with our branding and publicity consultants to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. We are set to become the number one choice for both corpor

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## Pricing Strategy

### Greenland Campground

Our pricing system is going to be based on what is obtainable in the campgrounds and recreational vehicle (RV) parks industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than wh

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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 the Campground 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

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### Greenland Campground

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 Campground 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 |
| <b>Assumptions:</b>            |           |
| 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                  |
|--------------------------------|---------------------|---------------------|-----------------------|
| <b>Revenue</b>                 | <b>\$359,113.76</b> | <b>\$992,059.25</b> | <b>\$1,864,983.35</b> |
| Campground Fees                | \$79,587.50         | \$142,939.50        | \$256,700             |
| Unit Sales                     | 1,592               | 2,859               | 5,134                 |
| Unit Price                     | \$50                | \$50                | \$50                  |
| Childcare Services             | \$252,702           | \$815,100           | \$1,565,138           |
| Users                          | 404                 | 935                 | 1,651                 |
| Recurring Charges              | \$100               | \$100               | \$100                 |
| Membership Packages            | \$26,824.26         | \$34,019.75         | \$43,145.35           |
| <b>Cost Of Sales</b>           | <b>\$38,197.57</b>  | <b>\$72,306.96</b>  | <b>\$118,723.16</b>   |
| General Costs                  | \$38,197.57         | \$72,306.96         | \$118,723.16          |
| Campground Maintenance         | \$30,638.21         | \$63,894.06         | \$109,352.62          |
| Utilities                      | \$12,682.53         | \$14,291.10         | \$16,103.44           |
| Facility Upkeep                | \$17,955.68         | \$49,602.96         | \$93,249.18           |
| Childcare Services             | \$7,559.36          | \$8,412.90          | \$9,370.54            |
| Childcare Supplies             | \$6,341.24          | \$7,145.34          | \$8,051.52            |
| Staff Training                 | \$1,218.12          | \$1,267.56          | \$1,319.02            |
| Revenue Specific Costs         | \$0                 | \$0                 | \$0                   |
| Personnel Costs (Direct Labor) | \$0                 | \$0                 | \$0                   |
| <b>Gross Margin</b>            | <b>\$320,916.19</b> | <b>\$919,752.29</b> | <b>\$1,746,260.19</b> |
| <b>Gross Margin (%)</b>        | <b>89.36%</b>       | <b>92.71%</b>       | <b>93.63%</b>         |

|                                  | <b>2024</b>           | <b>2025</b>         | <b>2026</b>           |
|----------------------------------|-----------------------|---------------------|-----------------------|
| <b>Operating Expense</b>         | <b>\$551,348.47</b>   | <b>\$580,499.47</b> | <b>\$615,271.91</b>   |
| Payroll Expense (Indirect Labor) | \$506,460             | \$518,811           | \$531,471.60          |
| Campground Operations Staff      | \$207,000             | \$211,140           | \$215,362.80          |
| Groundskeepers                   | \$207,000             | \$211,140           | \$215,362.80          |
| Administrative Staff             | \$144,900             | \$149,247           | \$153,724.32          |
| Office Administrators            | \$144,900             | \$149,247           | \$153,724.32          |
| Childcare Services               | \$154,560             | \$158,424           | \$162,384.48          |
| Childcare Providers              | \$154,560             | \$158,424           | \$162,384.48          |
| General Expense                  | \$44,888.47           | \$61,688.47         | \$83,800.31           |
| Marketing and Advertising        | \$13,523.53           | \$26,986.53         | \$45,351.19           |
| Online Advertising               | \$6,341.24            | \$7,145.34          | \$8,051.52            |
| Print Media Advertising          | \$7,182.29            | \$19,841.19         | \$37,299.67           |
| Utilities and Maintenance        | \$22,828.48           | \$25,723.78         | \$28,986.13           |
| Utilities                        | \$10,145.95           | \$11,432.68         | \$12,882.69           |
| Maintenance                      | \$12,682.53           | \$14,291.10         | \$16,103.44           |
| Administrative and General       | \$8,536.46            | \$8,978.16          | \$9,462.99            |
| Office Supplies                  | \$2,536.46            | \$2,858.16          | \$3,220.59            |
| Insurance                        | \$6,000               | \$6,120             | \$6,242.40            |
| Bad Debt                         | \$0                   | \$0                 | \$0                   |
| Amortization of Current Assets   | \$0                   | \$0                 | \$0                   |
| <b>EBITDA</b>                    | <b>(\$230,432.28)</b> | <b>\$339,252.82</b> | <b>\$1,130,988.28</b> |
| <b>Additional Expense</b>        | <b>\$13,211.05</b>    | <b>\$12,120.56</b>  | <b>\$10,962.82</b>    |

|                                  | 2024                  | 2025                | 2026                  |
|----------------------------------|-----------------------|---------------------|-----------------------|
| Long Term Depreciation           | \$7,692               | \$7,692             | \$7,692               |
| Gain or loss from Sale of Assets | \$0                   | \$0                 | \$0                   |
| EBIT                             | (\$238,124.28)        | \$331,560.82        | \$1,123,296.28        |
| Interest Expense                 | \$5,519.05            | \$4,428.56          | \$3,270.82            |
| EBT                              | (\$243,643.33)        | \$327,132.26        | \$1,120,025.46        |
| Income Tax Expense / Benefit     | \$0                   | \$0                 | \$0                   |
| <b>Total Expense</b>             | <b>\$602,757.09</b>   | <b>\$664,926.99</b> | <b>\$744,957.89</b>   |
| <b>Net Income</b>                | <b>(\$243,643.33)</b> | <b>\$327,132.26</b> | <b>\$1,120,025.46</b> |
| <b>Net Income (%)</b>            | <b>(67.85%)</b>       | <b>32.98%</b>       | <b>60.06%</b>         |
| Retained Earning Opening         | \$0                   | (\$261,643.33)      | \$47,488.93           |
| Owner's Distribution             | \$18,000              | \$18,000            | \$18,000              |
| <b>Retained Earning Closing</b>  | <b>(\$261,643.33)</b> | <b>\$47,488.93</b>  | <b>\$1,149,514.39</b> |

## Projected Cash Flow

|                        | 2024                | 2025                | 2026                  |
|------------------------|---------------------|---------------------|-----------------------|
| <b>Cash Received</b>   | <b>\$359,113.76</b> | <b>\$992,059.25</b> | <b>\$1,864,983.35</b> |
| <b>Cash Paid</b>       | <b>\$595,065.09</b> | <b>\$657,234.99</b> | <b>\$737,265.89</b>   |
| COS & General Expenses | \$83,086.04         | \$133,995.43        | \$202,523.47          |
| Salary & Wages         | \$506,460           | \$518,811           | \$531,471.60          |
| Interest               | \$5,519.05          | \$4,428.56          | \$3,270.82            |
| Sales Tax              | \$0                 | \$0                 | \$0                   |
| Income Tax             | \$0                 | \$0                 | \$0                   |

|                                  | 2024                  | 2025                  | 2026                  |
|----------------------------------|-----------------------|-----------------------|-----------------------|
| <b>Net Cash From Operations</b>  | <b>(\$235,951.33)</b> | <b>\$334,824.26</b>   | <b>\$1,127,717.46</b> |
| Assets Sell                      | \$0                   | \$0                   | \$0                   |
| Assets Purchase                  | \$70,000              | \$0                   | \$0                   |
| <b>Net Cash From Investments</b> | <b>(\$70,000)</b>     | <b>\$0</b>            | <b>\$0</b>            |
| <b>Amount Received</b>           | <b>\$150,000</b>      | <b>\$0</b>            | <b>\$0</b>            |
| Loan Received                    | \$100,000             | \$0                   | \$0                   |
| Common Stock                     | \$0                   | \$0                   | \$0                   |
| Preferred Stock                  | \$0                   | \$0                   | \$0                   |
| Owner's Contribution             | \$50,000              | \$0                   | \$0                   |
| <b>Amount Paid</b>               | <b>\$35,680.31</b>    | <b>\$36,770.80</b>    | <b>\$37,928.54</b>    |
| Loan Capital                     | \$17,680.31           | \$18,770.80           | \$19,928.54           |
| Dividends & Distributions        | \$18,000              | \$18,000              | \$18,000              |
| <b>Net Cash From Financing</b>   | <b>\$114,319.69</b>   | <b>(\$36,770.80)</b>  | <b>(\$37,928.54)</b>  |
| <b>Summary</b>                   |                       |                       |                       |
| Starting Cash                    | \$0                   | <b>(\$191,631.64)</b> | \$106,421.82          |
| Cash In                          | \$509,113.76          | \$992,059.25          | \$1,864,983.35        |
| Cash Out                         | \$700,745.40          | \$694,005.79          | \$775,194.43          |
| Change in Cash                   | <b>(\$191,631.64)</b> | \$298,053.46          | \$1,089,788.92        |
| <b>Ending Cash</b>               | <b>(\$191,631.64)</b> | <b>\$106,421.82</b>   | <b>\$1,196,210.74</b> |

## Projected Balance Sheet

|                                 | 2024                  | 2025                | 2026                  |
|---------------------------------|-----------------------|---------------------|-----------------------|
| <b>Assets</b>                   | <b>(\$129,323.64)</b> | <b>\$161,037.82</b> | <b>\$1,243,134.74</b> |
| <b>Current Assets</b>           | <b>(\$191,631.64)</b> | <b>\$106,421.82</b> | <b>\$1,196,210.74</b> |
| Cash                            | (\$191,631.64)        | \$106,421.82        | \$1,196,210.74        |
| Accounts Receivable             | \$0                   | \$0                 | \$0                   |
| Inventory                       | \$0                   | \$0                 | \$0                   |
| Other Current Assets            | \$0                   | \$0                 | \$0                   |
| <b>Long Term Assets</b>         | <b>\$62,308</b>       | <b>\$54,616</b>     | <b>\$46,924</b>       |
| Gross Long Term Assets          | \$70,000              | \$70,000            | \$70,000              |
| Accumulated Depreciation        | (\$7,692)             | (\$15,384)          | (\$23,076)            |
| <b>Liabilities &amp; Equity</b> | <b>(\$129,323.64)</b> | <b>\$161,037.82</b> | <b>\$1,243,134.74</b> |
| <b>Liabilities</b>              | <b>\$82,319.69</b>    | <b>\$63,548.89</b>  | <b>\$43,620.35</b>    |
| <b>Current Liabilities</b>      | <b>\$18,770.80</b>    | <b>\$19,928.54</b>  | <b>\$0</b>            |
| Accounts Payable                | \$0                   | \$0                 | \$0                   |
| Income Tax Payable              | \$0                   | \$0                 | \$0                   |
| Sales Tax Payable               | \$0                   | \$0                 | \$0                   |
| Short Term Debt                 | \$18,770.80           | \$19,928.54         | \$0                   |
| <b>Long Term Liabilities</b>    | <b>\$63,548.89</b>    | <b>\$43,620.35</b>  | <b>\$43,620.35</b>    |
| Long Term Debt                  | \$63,548.89           | \$43,620.35         | \$43,620.35           |
| <b>Equity</b>                   | <b>(\$211,643.33)</b> | <b>\$97,488.93</b>  | <b>\$1,199,514.39</b> |
| 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               | (\$261,643.33)        | \$47,488.93         | \$1,149,514.39        |

2024

2025

2026

Check

\$0

\$0

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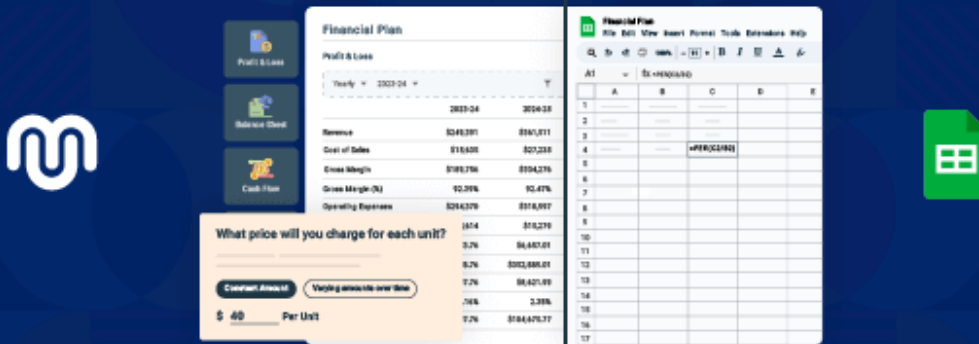
## Business Ratios

|  | Year 1  | Year 2  | Year 3  | Industry Profile |
|--|---------|---------|---------|------------------|
| Sales Growth                               | 4,35%   | 30,82%  | 63,29%  | 4,00%            |
| <b>Percent of Total Assets</b>             |         |         |         |                  |
| 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%           |
| <b>Percent of Sales</b>                    |         |         |         |                  |
| 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%            |
| <b>Main Ratios</b>                         |         |         |         |                  |
| 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%           |

|                              | Year 1    | Year 2    | Year 3    | Industry Profile |
|------------------------------|-----------|-----------|-----------|------------------|
| 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%            |
| <b>Additional Ratios</b>     |           |           |           |                  |
| Net Profit Margin            | 19,20%    | 21,16%    | 23,12%    | N.A.             |
| Return on Equity             | 47,79%    | 50,53%    | 53,27%    | N.A.             |
| <b>Activity Ratios</b>       |           |           |           |                  |
| 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.             |
| <b>Debt Ratios</b>           |           |           |           |                  |
| Debt to Net Worth            | 0         | -0,02     | -0,04     | N.A.             |
| Current Liab. to Liab.       | 1         | 1         | 1         | N.A.             |
| <b>Liquidity Ratios</b>      |           |           |           |                  |
| Net Working Capital          | \$120 943 | \$140 664 | \$160 385 | N.A.             |
| Interest Coverage            | 0         | 0         | 0         | N.A.             |
| <b>Additional Ratios</b>     |           |           |           |                  |
| 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 is clean and user-friendly. It features a sidebar with icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. A table shows financial metrics for two periods: 2023-24 and 2024-25. Below the table is a form to input 'What price will you charge for each unit?' with a 'Convert Annual' button and a 'Viewing amounts over time' option. On the right is a standard spreadsheet interface with a grid and various toolbars. A green document icon with a grid pattern is positioned to the right of the spreadsheet.

|                    | 2023-24   | 2024-25      |
|--------------------|-----------|--------------|
| Revenue            | \$241,291 | \$181,811    |
| Cost of Sales      | \$16,620  | \$27,233     |
| Gross Margin       | \$191,756 | \$154,276    |
| Gross Margin (%)   | 79.5%     | 85.4%        |
| Operating Expenses | \$214,379 | \$114,987    |
|                    | 104       | \$1,279      |
|                    | 0.2%      | \$6,657.01   |
|                    | 0.2%      | \$102,888.01 |
|                    | 0.2%      | \$6,621.89   |
|                    | 0.6%      | 2,356        |
|                    | 0.2%      | \$184,675.17 |

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.

[Start your planning today](#)



# Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

## Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

## Stunning cover page designs

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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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