



AutoCar Detailing


# BUSINESS PLAN


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Give your car a future look





Prepared By

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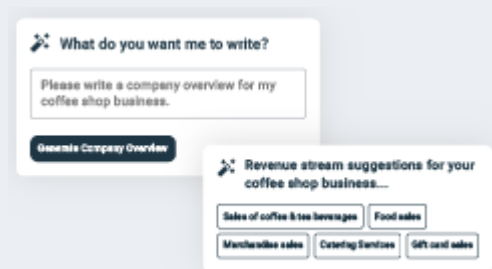
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# 1.

## Executive Summary

Business Overview

Management

Customers

Mission and Vision Statement

Business Target



## REMEMBER

Before you think about how to start a Car Detailing services, you must create a detailed Car Detailing business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

To unlock help try Upmetrics!

## Business Overview

### Help Tip

### AutoCar Detailing

Provide a brief description of your operation. In a few sentences, help people who are unfamiliar with your business develop an understanding of what you produce, the size of your operation, and how you market your products.

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*Start writing here..*

## Management

### Ex :: AutoCar

AutoCar Detailing is owned and managed by Richard McMillan and Family. He is a notable figure in the automobile industry in Florida. Aside from this new auto detailing business, the family owns an automobile dealership business and also auto repair v

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*Start writing here..*

## Customers

### Ex :: AutoCar

We will offer both in – station and out – off station services. Our customers will have the options of choosing from our different packages – we have the plans to serve both individual clients (households) and corporate clients (transport companies, haul

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# Mission and Vision Statement

Ex :: AutoCar

Our Vision is to become the number one car wash and auto detailing company in the whole of Florida with an active presence in major cities in the United States of America and Canada.

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# Business Target

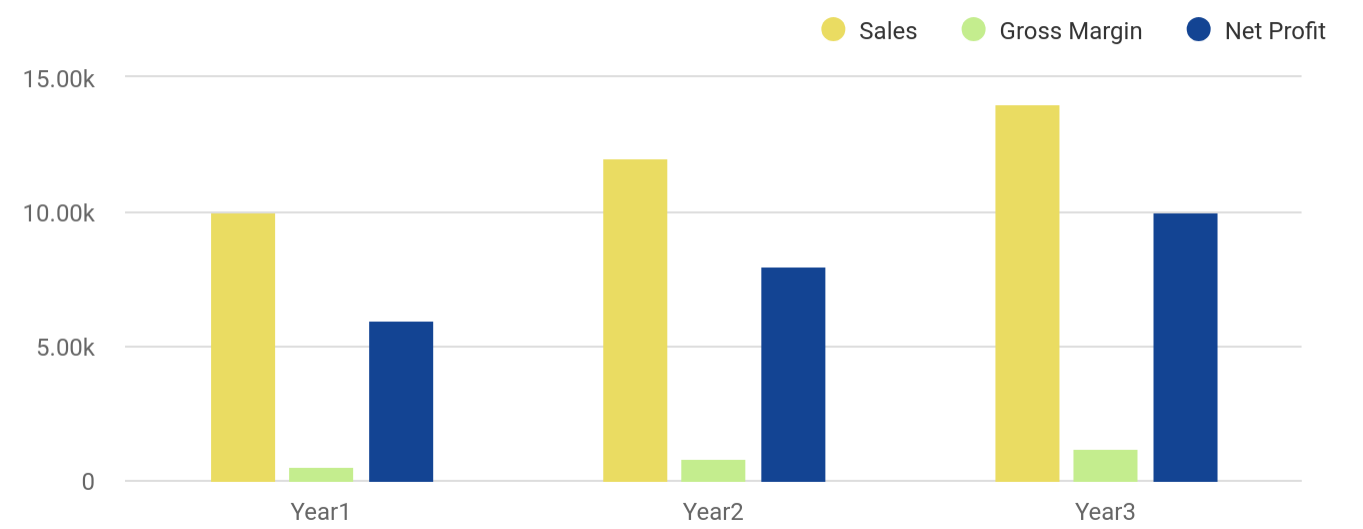
Ex :: AutoCar

Our main business targets are summarized in the following column chart.

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10,000	500	6,000
Year2	12,000	800	8,000
Year3	14,000	1,200	10,000



# 2.

## Business Description

Ownership

Why the Business is being started

How the Business will be started

Funding Required

## Ownership

Ex :: AutoCar

AutoCar Detailing will be owned and operated by Richard McMillan, who has been associated with this industry for more than 9 years. After graduating from High School, Richard started working in Realtek Carwash & Auto Detailers. Within the next 5 years,

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## Why the Business is being started

Ex :: AutoCar

At Autocar Detailing we are passionate in the pursuit of excellence and financial success with uncompromising services and integrity which is why we have decided to start our own auto detailing business; we are in the industry to make a positive mark.

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## How the Business will be started

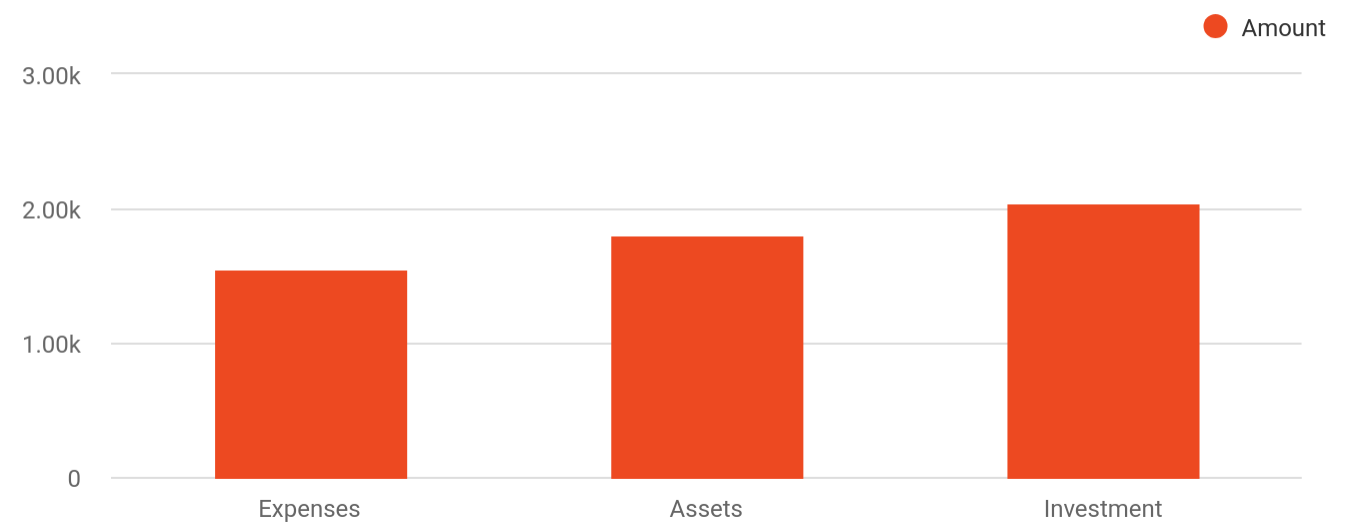
Ex :: AutoCar

AutoCar Detailing will be started in a leased location adjacent to 6-Sigma Carwash in the main commercial district of Florida, United States. The company will provide in-station services at the facility while providing out-station services, a mobile minibus will be used for out-station services.

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## Startup cost



Cost distribution	Amount
Expenses	1,550
Assets	1,800
Investment	2,050

## Funding Required

The detailed startup requirements and expenses are given in the table below.

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 Expenses	Amount
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0

Start-up Expenses	Amount
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

# 3.

## Products and Services

Products and services



## REMEMBER

Before starting a mobile auto detailing business, you must take many things into consideration such as you must consider what types of detailing services will you be providing to your customers. De

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### Ex :: AutoCar

Pristine® Automobile Detailing Services Limited is a standard and well – equipped car wash and auto detailing company that offers a wide range of services that revolves around the car wash and auto detailing industry and other complementary services.

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Start writing here..

## Products and services



### Exterior detailing

Exterior detailing will be done by providing a multi-step, scratch free, manual hand washes for giving an exquisite look to the valuable vehicles of our customers.



### Interior detailing

Interior detailing will be done by cleaning all hard surfaces; seats, dashboard, center console, instrument cluster, door panels, etc. by wiping them down to remove topical dust. After that debris will be removed from carpets by blowing out & vacuuming.



### Waxing & paint correction

Paint correction will be done by restoring the paint back to its true clarity by removing visible defects followed by waxing to protect and maintain the car's paint

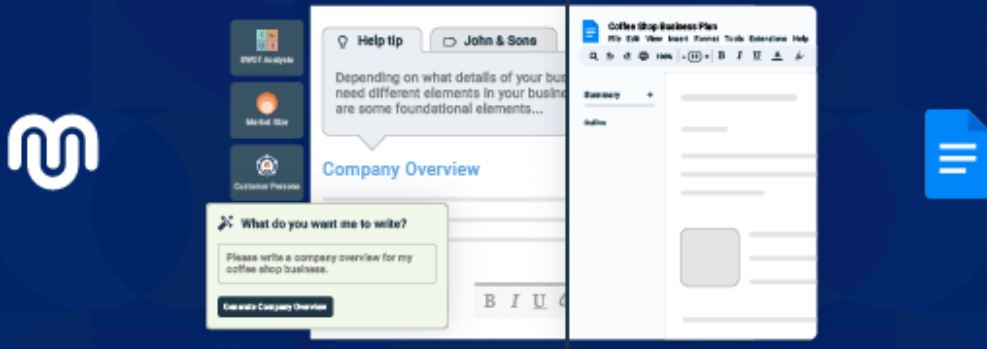


### Ceramic coating

Ceramic coating will be done by coating the vehicles with a fine layer of quartz for protecting their surface and giving them a shiny look

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# 4.

## Market Analysis

Market Trends

Marketing Segmentation

Market Analysis

Business Target

Product Pricing



#### REMEMBER

The most important component of an effective auto detailing 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

Ex :: AutoCar

The market for car wash and auto detailing services is driven by the purchase of cars and the increase in consumers' spending – in essence, as the general economy of a country grows, more people will buy cars and more people will patronize the services

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*Start writing here..*

## Marketing Segmentation

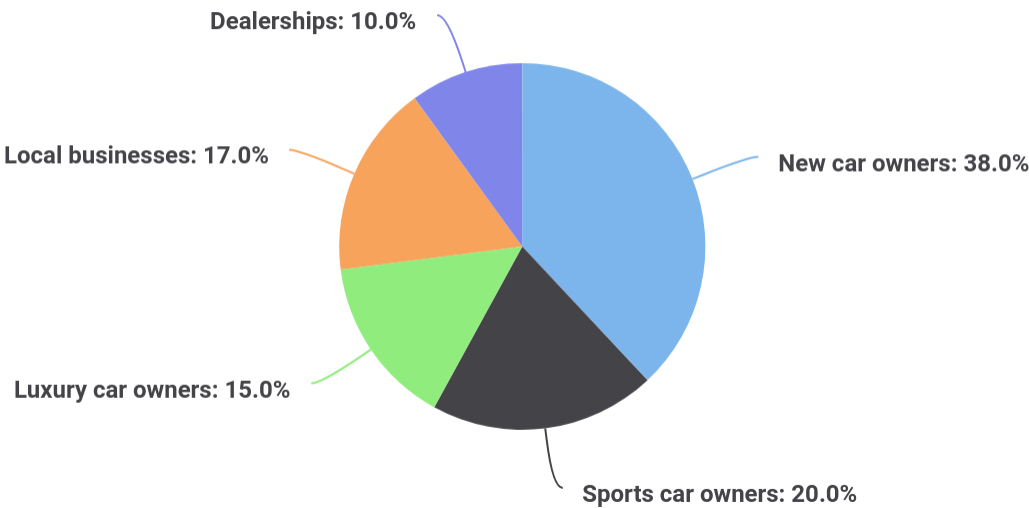
Ex :: AutoCar

Our primary target market is the residential community living in Florida. Nearly all people based in the area have their own vehicles either new or leased. Our secondary market will be the car dealerships located in the vicinity. Our experts have identified the following

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*Start writing here..*

## Marketing share



Segments	Market share
New car owners	38
Sports car owners	20
Luxury car owners	15
Local businesses	17
Dealerships	10

The detailed marketing segmentation of our target audience is as follows:

Ex :: AutoCar

This group comprises of customers who have recently bought a new car. These customers are very conscious about their cars and want them to look new as long as possible. Our detailing services will provide the perfect solution to them. In addition to exterior detailing, we also offer interior detailing services.

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### New car owners

Start writing here..

Ex :: AutoCar

Many young and middle-aged men in the neighborhood own expensive sports cars. These people will also need our services for maintaining the exquisite looks of their expensive vehicles.


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## Sports car owners

*Start writing here..*

Ex :: AutoCar

Luxury car owners have totally different requirements and they can easily spend a lot of cash for maintaining their high-end expensive cars and keeping them in the best possible shape. These customers prefer quality to cost that's why we will offer premium

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## Luxury car owners

*Start writing here..*

Ex :: AutoCar

Since we will be located in the main commercial district of the city, we will be surrounded by several companies and local businesses, most of which have fleets of small vans and cars. Although these businesses own a lot of cars, their contribution to our

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## Local businesses

*Start writing here..*

Ex :: AutoCar

There are 5 car dealerships within 6 miles of our location. These car dealers sell old as well as new cars and need their cars to be in the best possible state. That's why they will regularly require our auto detailing services.

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## Dealerships

*Start writing here..*

# Market Analysis

The detailed market analysis of our potential customers is given in the following table:

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
New car owners	35%	22,334	32,344	43,665	52,544	66,432	13.43%
Sports car owners	15%	11,433	13,344	16,553	18,745	20,545	10.00%
Luxury car owners	18%	12,867	14,433	15,999	17,565	19,131	15.32%
Local businesses	7%	8,322	9,455	10,655	12,867	14,433	10.00%
Dealerships	25%	10,655	11,221	12,867	14,433	15,485	16.32%
Total	100%	54,956	80,797	86,872	101,721	120,541	9.54%

# Business Target

Ex :: AutoCar

Our main business targets to be achieved as milestones over the course of the next three years are as follows:

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Start writing here..

# Product Pricing

Ex :: AutoCar

Our pricing system is going to be based on what is obtainable in the car wash and auto detailing industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less than our competitors are

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Start writing here..

# 5.

## Strategy

Competitive Analysis

Sales 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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## Competitive Analysis

Ex :: AutoCar

As mentioned earlier, there are more than 65,000 similar businesses in the United States and for surviving in such an intensely competitive environment, one needs to have certain competitive advantages. Our biggest competitive advantage is our loc

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*Start writing here..*

## Sales Strategy

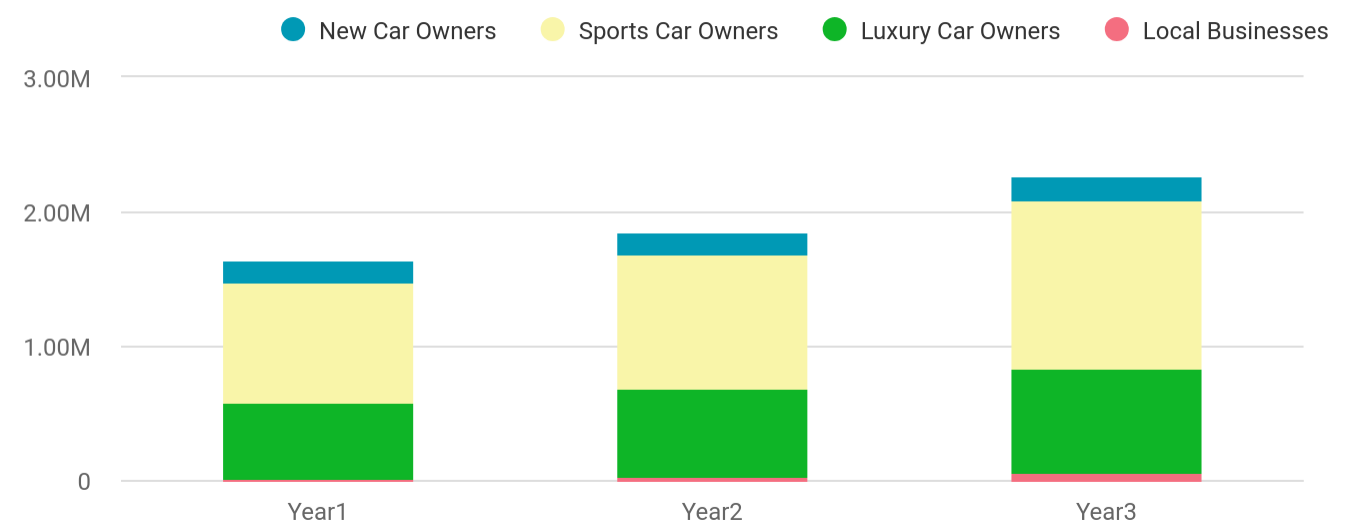
Ex :: AutoCar

After carrying out a detailed analysis, our experts came up with the following brilliant ideas to advertise and sell our services.

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*Start writing here..*

Sales Yearly



Financial Year	New Car Owners	Sports Car Owners	Luxury Car Owners	Local Businesses
Year1	158,745	895,665	568,654	12,451
Year2	164,548	1,004,512	658,457	24,578
Year3	186,541	1,245,587	784,512	56,452

Sales Forecast



Financial Year	Interior Detailing	Exterior Detailing	Washing and Pain...	Ceramic Coating
Year1	1,887,030	802,370	539,320	265,450
Year2	2,680,320	815,430	770,230	322,390
Year3	2,588,240	823,540	1,002,310	393,320



## Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

Unit Sales	Year 1	Year 2	Year 3
Interior detailing	1,887,030	2,680,320	2,588,240
Exterior detailing	802,370	815,430	823,540
Waxing & paint correction	539,320	770,230	1,002,310
Ceramic coating	265,450	322,390	393,320
TOTAL UNIT SALES	3,494,170	4,588,370	4,807,410
<b>Unit Prices</b>			
Interior detailing	\$140.00	\$150.00	\$160.00
Exterior detailing	\$600.00	\$800.00	\$1,000.00
Waxing & paint correction	\$700.00	\$800.00	\$900.00
Ceramic coating	\$650.00	\$750.00	\$850.00
<b>Sales</b>			
Interior detailing	\$2,149,800	\$2,784,000	\$3,383,200
Exterior detailing	\$120,050	\$194,500	\$268,500
Waxing & paint correction	\$50,110	\$71,600	\$93,000
Ceramic coating	\$139,350	\$194,600	\$249,850
<b>Direct Unit Costs</b>			
Interior detailing	\$0.70	\$0.80	\$0.90
Exterior detailing	\$0.40	\$0.45	\$0.50
Waxing & paint correction	\$0.30	\$0.35	\$0.40
Ceramic coating	\$3.00	\$3.50	\$4.00
<b>Direct Cost of Sales</b>			
Interior detailing	\$989,300	\$1,839,000	\$2,679,700
Exterior detailing	\$66,600	\$119,900	\$173,200
Waxing & paint correction	\$17,900	\$35,000	\$52,100
Ceramic coating	\$19,400	\$67,600	\$115,800
Subtotal Direct Cost of Sales	\$1,294,100	\$1,699,400	\$2,104,700

# 6.

## Personnel plan

Average Salary of Employees



## REMEMBER

The personnel plan is also an important component of an auto detailing business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries.

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### Ex :: AutoCar

The success of our car wash and auto detailing business will be anchored on the team, not on any individual. With the wide range of our service offerings, we are only expected to employ more than it is required to run a conventional car wash and auto detailing business.

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## Average Salary of Employees

The following table shows the forecast data about the salaries of the employees for the next three years:

	Year 1	Year 2	Year 3
Accountant	\$85,000	\$95,000	\$105,000
Sales Executives	\$45,000	\$50,000	\$55,000
Workers	\$550,000	\$650,000	\$750,000
Technicians	\$145,000	\$152,000	\$159,000
Driver	\$50,000	\$55,000	\$60,000
Technical Assistant	\$87,000	\$94,000	\$101,000
Customer Representative	\$42,000	\$45,000	\$48,000
Total Salaries	\$1,004,000	\$1,141,000	\$1,278,000

# 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 an auto detailing business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the business owner.

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### Ex :: AutoCar

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

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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
Revenue	\$663,491.30	\$1,902,823.20	\$3,709,412.60
Basic Car Detailing Service	\$79,587.50	\$142,939.50	\$256,700
Unit Sales	1,592	2,859	5,134
Unit Price	\$50	\$50	\$50
Premium Car Detailing Service	\$76,110	\$85,765.20	\$96,642
Unit Sales	634	715	805
Unit Price	\$120	\$120	\$120
Subscription-based Car Maintenance Service	\$507,793.80	\$1,674,118.50	\$3,356,070.60
Users	2,721	6,492	12,069
Recurring Charges	\$30	\$30	\$30
Cost Of Sales	\$63,225.29	\$163,658.34	\$309,635.31
General Costs	\$63,225.29	\$163,658.34	\$309,635.31
Detailing Supplies and Materials	\$10,145.94	\$11,432.47	\$12,882.25
Cleaning Products	\$3,804.70	\$4,287.13	\$4,830.73
Detailing Tools	\$6,341.24	\$7,145.34	\$8,051.52
Vehicle and Equipment Maintenance	\$53,079.35	\$152,225.87	\$296,753.06
Vehicle Maintenance	\$33,174.60	\$95,141.19	\$185,470.67
Equipment Repairs	\$19,904.75	\$57,084.68	\$111,282.39
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0

	2024	2025	2026
<b>Gross Margin</b>	<b>\$600,266.01</b>	<b>\$1,739,164.86</b>	<b>\$3,399,777.29</b>
<b>Gross Margin (%)</b>	<b>90.47%</b>	<b>91.40%</b>	<b>91.65%</b>
<b>Operating Expense</b>	<b>\$715,722.21</b>	<b>\$894,634.41</b>	<b>\$1,149,349.79</b>
Payroll Expense (Indirect Labor)	\$590,520	\$600,713.88	\$611,092.68
Detailing Staff	\$345,000	\$350,175.48	\$355,427.64
Senior Detailers	\$157,500	\$159,862.68	\$162,260.64
Junior Detailers	\$187,500	\$190,312.80	\$193,167
Administrative Staff	\$104,400	\$106,596	\$108,843.84
Office Manager	\$62,400	\$63,336	\$64,286.04
Receptionist	\$42,000	\$43,260	\$44,557.80
Support Staff	\$141,120	\$143,942.40	\$146,821.20
Maintenance Crew	\$63,360	\$64,627.20	\$65,919.84
Cleaning Staff	\$77,760	\$79,315.20	\$80,901.36
General Expense	\$125,202.21	\$293,920.53	\$538,257.11
Facility and Utilities	\$30,340.03	\$37,255.02	\$45,939.59
Rent	\$26,082.44	\$31,184.73	\$37,285.12
Electricity and Water	\$4,257.59	\$6,070.29	\$8,654.47
Marketing and Advertising	\$86,253.91	\$247,367.05	\$482,223.68
Online Marketing	\$53,079.31	\$152,225.86	\$296,753.01
Print Advertising	\$33,174.60	\$95,141.19	\$185,470.67
Operational Expenses	\$8,608.27	\$9,298.46	\$10,093.84
Insurance	\$6,000	\$6,180	\$6,365.40
Maintenance	\$2,608.27	\$3,118.46	\$3,728.44

	2024	2025	2026
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
<b>EBITDA</b>	<b>(\$115,456.20)</b>	<b>\$844,530.45</b>	<b>\$2,250,427.50</b>
<b>Additional Expense</b>	<b>\$10,244.42</b>	<b>\$9,122.62</b>	<b>\$7,919.75</b>
Long Term Depreciation	\$7,236	\$7,236	\$7,236
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$122,692.20)	\$837,294.45	\$2,243,191.50
Interest Expense	\$3,008.41	\$1,886.63	\$683.75
EBT	(\$125,700.62)	\$835,407.83	\$2,242,507.75
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$789,191.92</b>	<b>\$1,067,415.37</b>	<b>\$1,466,904.85</b>
<b>Net Income</b>	<b>(\$125,700.62)</b>	<b>\$835,407.83</b>	<b>\$2,242,507.75</b>
<b>Net Income (%)</b>	<b>(18.95%)</b>	<b>43.90%</b>	<b>60.45%</b>
Retained Earning Opening	\$0	(\$143,700.62)	\$683,707.21
Owner's Distribution	\$18,000	\$8,000	\$8,000
<b>Retained Earning Closing</b>	<b>(\$143,700.62)</b>	<b>\$683,707.21</b>	<b>\$2,918,214.96</b>



## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$663,491.30</b>	<b>\$1,902,823.20</b>	<b>\$3,709,412.60</b>
<b>Cash Paid</b>	<b>\$781,955.92</b>	<b>\$1,060,179.37</b>	<b>\$1,459,668.85</b>
COS & General Expenses	\$188,427.50	\$457,578.87	\$847,892.42
Salary & Wages	\$590,520	\$600,713.88	\$611,092.68
Interest	\$3,008.41	\$1,886.63	\$683.75
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$118,464.62)</b>	<b>\$842,643.83</b>	<b>\$2,249,743.75</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$50,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$50,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$80,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$0	\$0
<b>Amount Paid</b>	<b>\$33,517.78</b>	<b>\$24,639.58</b>	<b>\$25,842.64</b>
Loan Capital	\$15,517.79	\$16,639.57	\$17,842.64
Dividends & Distributions	\$18,000	\$8,000	\$8,000
<b>Net Cash From Financing</b>	<b>\$46,482.22</b>	<b>(\$24,639.58)</b>	<b>(\$25,842.64)</b>

	2024	2025	2026
<b>Summary</b>			
Starting Cash	\$0	(\$121,982.40)	\$696,021.85
Cash In	\$743,491.30	\$1,902,823.20	\$3,709,412.60
Cash Out	\$865,473.70	\$1,084,818.95	\$1,485,511.49
Change in Cash	(\$121,982.40)	\$818,004.25	\$2,223,901.11
<b>Ending Cash</b>	<b>(\$121,982.40)</b>	<b>\$696,021.85</b>	<b>\$2,919,922.96</b>

## Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>(\$79,218.40)</b>	<b>\$731,549.85</b>	<b>\$2,948,214.96</b>
<b>Current Assets</b>	<b>(\$121,982.40)</b>	<b>\$696,021.85</b>	<b>\$2,919,922.96</b>
Cash	(\$121,982.40)	\$696,021.85	\$2,919,922.96
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$42,764</b>	<b>\$35,528</b>	<b>\$28,292</b>
Gross Long Term Assets	\$50,000	\$50,000	\$50,000
Accumulated Depreciation	(\$7,236)	(\$14,472)	(\$21,708)
<b>Liabilities &amp; Equity</b>	<b>(\$79,218.41)</b>	<b>\$731,549.85</b>	<b>\$2,948,214.96</b>
<b>Liabilities</b>	<b>\$34,482.21</b>	<b>\$17,842.64</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$16,639.57</b>	<b>\$17,842.64</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,639.57	\$17,842.64	\$0
<b>Long Term Liabilities</b>	<b>\$17,842.64</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$17,842.64	\$0	\$0
<b>Equity</b>	<b>(\$113,700.62)</b>	<b>\$713,707.21</b>	<b>\$2,948,214.96</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$30,000	\$30,000
Retained Earnings	(\$143,700.62)	\$683,707.21	\$2,918,214.96
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## 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%

	Year 1	Year 2	Year 3	Industry Profile
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%
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.

	Year 1	Year 2	Year 3	Industry Profile
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 compares Upmetrics and Financial Spreadsheets. On the left is the Upmetrics logo. In the center is a screenshot of the Upmetrics 'Financial Plan' interface, showing a 'Profit & Loss' statement for 2023-04 and 2024-03. It lists metrics like Revenue, Cost of Sales, Gross Margin, and Operating Expenses. Below this is a 'What price will you charge for each unit?' section with a 'Constant Amount' and 'Varying amounts over time' option. On the right is a screenshot of a standard financial spreadsheet, showing a grid with formulas like '=PERC(2180)' and various numerical data points.

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**Mariia Yevlash**



Student, Sumy State University – Ukraine

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