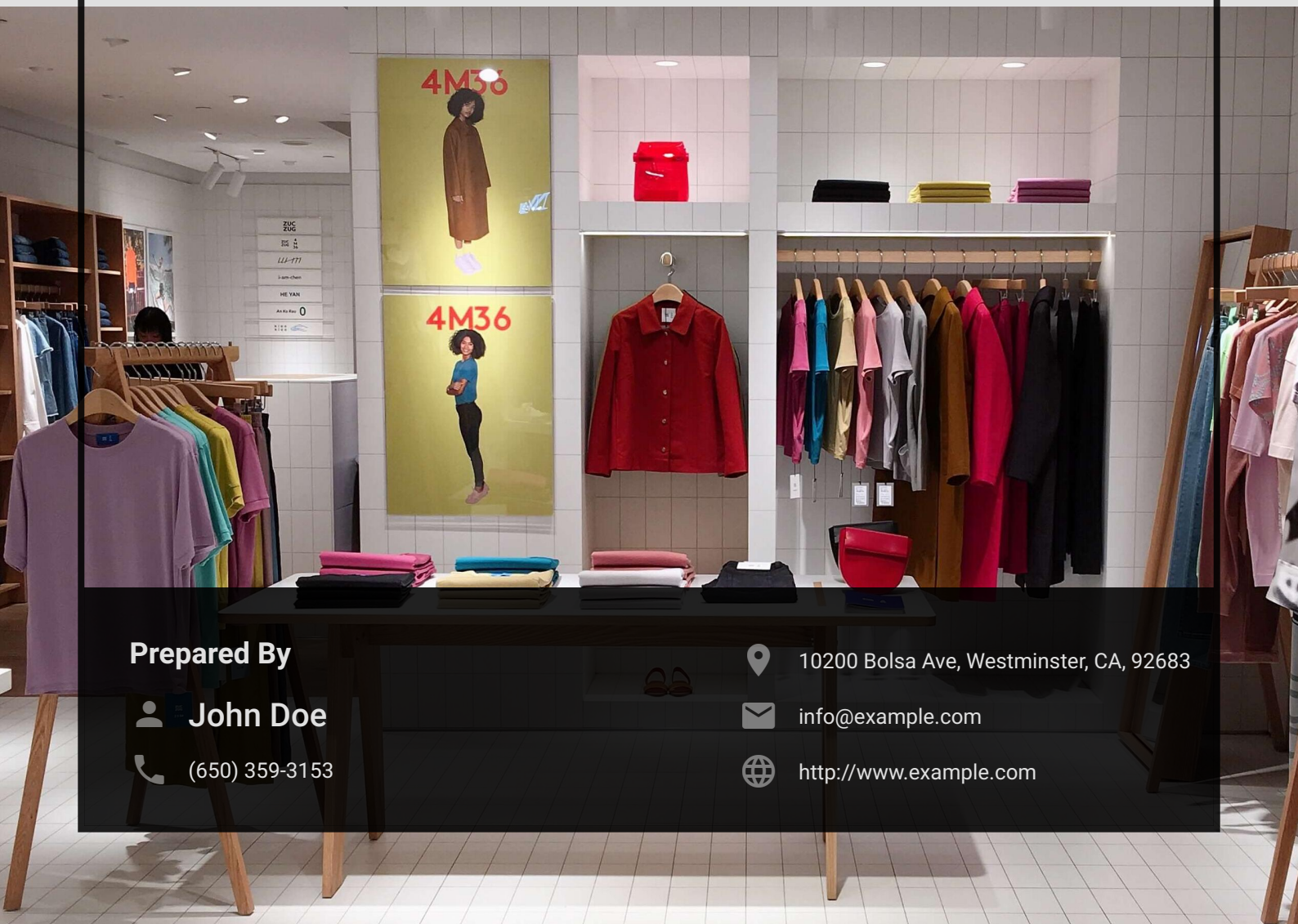




Blozom Boutique

BUSINESS PLAN

A classic never goes out of style



Prepared By



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<http://www.example.com>

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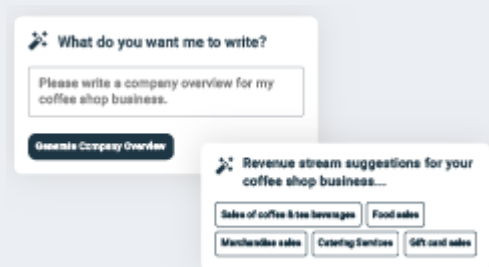
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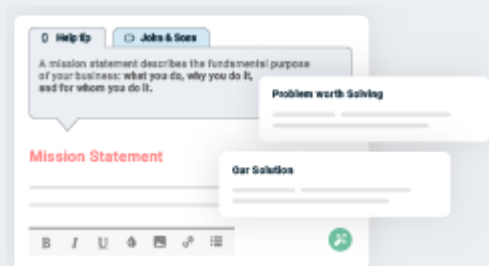
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1.

Executive Summary

Company Overview

Market Analysis

Strategy & Implementation

Financial Plan

Sources & Use of Funds

Company Overview

Blozom

Blozom Boutique is a start-up retail establishment that will sell fashionable clothing to women of the Baby Boom generation. We will locate Blozom Boutique in downtown Pleasantville, Florida, which is a popular retirement and tourist destination. While our customers will be primarily women, we will also offer a few men's items.

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Start writing here..

Blozom

The fashion and retail industry tends to be overly youth-focused. However, by closely following generational fashion trends as well as our own customers' purchasing preferences, we will tailor our inventory to meet the specific needs of our clientele. We will offer a variety of clothing options, including casual, business casual, and formal wear.

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Products & Services

Start writing here..

Blozom

Robin Mathews and Joanna Jensen are co-owners and will co-manage Blozom Boutique.

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Management Team

Start writing here..



Robin Mathews
Co-Founder & CEO - robin@example.com

Mathews has worked ten years in the retail industry, including four years as the manager of an antique furniture shop. She earned a BA degree in finance from Britannica College in Tampa, Florida.



Joanna Jensen

Co-Founder - Jensen@example.com

Jensen's experience lies in the fashion industry. She's worked with designers, wholesalers, and retailers for roughly 20 years. Jensen holds a BA in fashion merchandising from Colliers Fashion Institute in Miami, Florida.

Market Analysis

Blozom

The total sales reported in the U.S. retail industry in 2007 (including food service and automotive) exceeded \$4 trillion. There are roughly 75 million Baby Boomers, half of which are women. In Pleasantville, the current population is just fewer than 40,000.

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Start writing here..

Strategy & Implementation

Blozom

Blozom Boutique recognizes the importance of marketing. And to that end, we plan to promote our retail business with an ambitious, targeted marketing campaign, which will include a grand opening event, local media coverage, print advertising, and a direct-mail campaign.

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Financial Plan

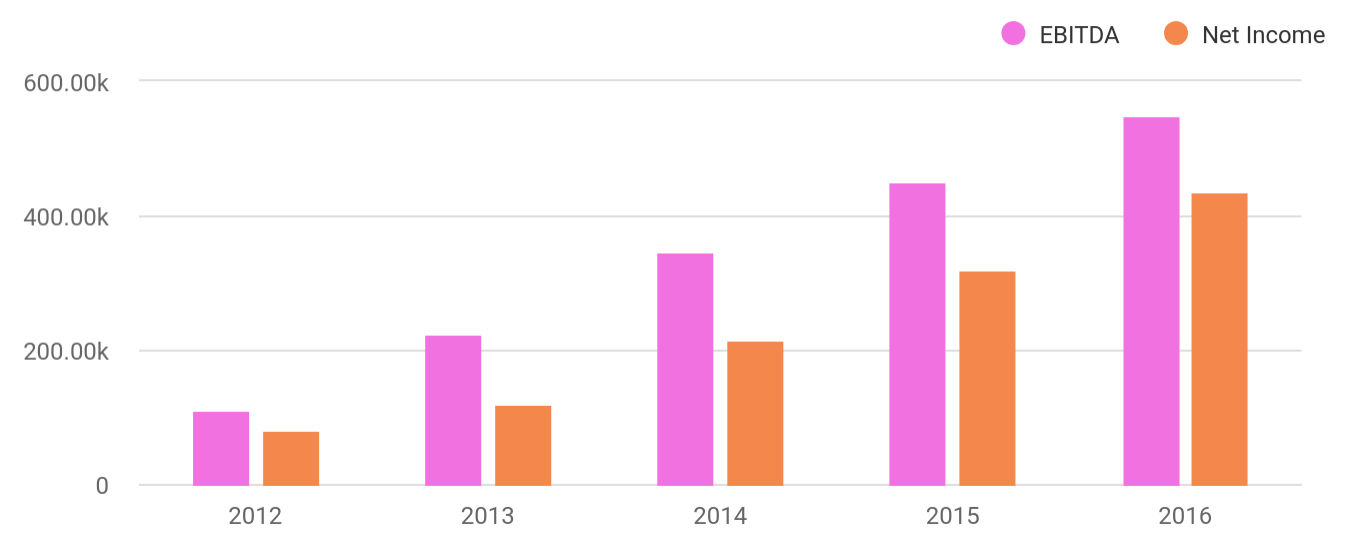
Blozom

Our company will earn revenue from our customers' purchases of our products. Blozom Boutique's first-year income statement illustrates a profit margin of at least 52%, with a net income of \$44,075 per month – after taxes. Finally, we have determined that our break-even point is approximately 100 units per month.

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EBITDA and Net Income



Sources & Use of Funds

Blozom

Blozom Boutique requires \$282,000 to launch successfully. We've already raised \$62,000 through personal investments and a small community grant.

We are currently seeking additional funding from outside angel invest

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2.

Company

Company & Industry

Legal Entity & Ownership

Company History To Date

Facilities

Key Assets

Company & Industry

Blozom

Blozom Boutique will be located in downtown Pleasantville, Florida. Our company is a retail establishment selling fashionable women’s clothing to up-and-coming Baby Boomer retirees. Our business operates within the retail industry and is classified under

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Start writing here..

Legal Entity & Ownership

Blozom

Blozom Boutique is a multi-member Limited Liability Corporation formally organized in Florida. Robin Mathews and Joanna Jensen are the company’s principal owners. We hold equal shares of ownership in the company.

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Start writing here..



Robin Mathews
Co-Founder & CEO

Mathews has worked ten years in the retail industry, including four years as the manager of an antique furniture shop. She earned a BA degree in finance from Britannica College in Tampa, Florida.



Joanna Jensen
Co-Founder - Joana@example.com

Jensen’s experience lies in the fashion industry. She’s worked with designers, wholesalers, and retailers for roughly 20 years. Jensen holds a BA in fashion merchandising from Colliers Fashion Institute in Miami, Florida.

Company History To Date

Blozom

The Company is a new business aimed at providing women of the Baby Boom generation stylish clothing options to buy and wear. As the company's founders and as Baby Boomers ourselves, we found that Florida's current boomer-wear market is mis-

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Facilities

Blozom

Presently, Blozom Boutique does not have a bricks-and-mortar location. However, we have identified an ideal spot in the downtown district of Pleasantville. The gorgeous area includes numerous restaurants, an art gallery, a coffee shop, a candy store, and

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Key Assets

Blozom

Our key assets are our co-owners, Robin Mathews and Joanna Jensen, who bring tremendous experience and relationships to this business.

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3.

Products And Services

Products

Features & Benefits

Development

Products

Description



Blozom Boutique will sell a combination of widely recognized name brands as well as clothing lines from select fashion designers. We will closely follow generational fashion trends as well as our own customers' purchasing preferences. Moreover, we will tailor our inventory to meet the needs of our "boomer" clientele. Solely focusing on the styles, colors, and fits to flatter the female Baby Boomer's figure will be our specialty. While apparel, such as business clothing, casual wear, jeans, and formal wear will be our main staple, we will also offer some accessories such as belts, scarves, and hats.

We will earn profits by selling our merchandise. Our pricing structure will remain flexible, as we will implement suggested retail pricing on common brands as well as the standard practice of key stoning prices. Additionally, we will use a value-based pricing structure, which measures the value of our products to our customers such as easy access, quality, customer service, and styles flattering to our target consumer. We will implement end of season sales, holiday and overstock sales, multi-buy savings, and promotional coupons at strategic intervals.

List of products



Tops (long sleeve and short sleeve)



Bottoms (pants, skirts, skorts, shorts)



Sleepwear



Swimwear



Accessories



Shoes

Features & Benefits

Blozom

One key feature that separates Blozom Boutique from all other local boutiques and chain department stores in the area is our commitment to providing women of the Baby Boom generation stylish, quality clothing options. Because our primary conc


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Development

Blozom

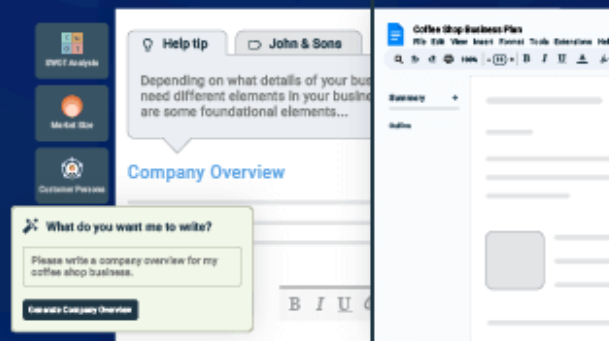
As our company grows and our boutique earns a positive reputation, several opportunities will open to us. And we are considering some options already. Should we choose to remain a small local boutique, we will develop and grow our company by increasing e

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4.

Market Analysis

Target Customer

Market Size

Trends

SWOT Analysis

Target Customer

Blozom

Blozom Boutique is a business-to-consumer retail company. Female Baby Boomers are our clear target customers. However, we do realize that we will likely attract some younger women with our peripheral products (handbags, scarves, etc.). Moreover, we

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Blozom

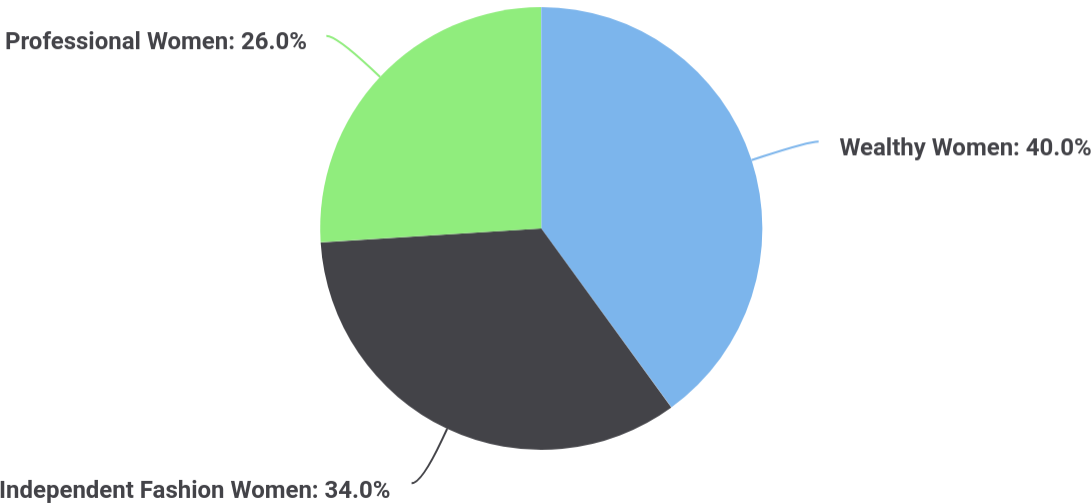
We will primarily target the following three customer segments:

1. **Wealthy Women:** The line will attract wealthy women looking to dress fashionably

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Customer Segmentation

Start writing here..



Market Size

Blozom

Pleasantville accommodates a robust retail market. While car dealerships, grocers, and home improvement retailers account for a sizable portion of the retail market, the main local shopping district is downtown. With tree-lined streets and quaint shops...

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Start writing here..

Target Market

	Pleasantville
Total Female Population	40,000
Median Age	31%
Target Population by age	
Age 25 to 34	13.08%
Age 35 to 44	12.94%
Target Population by Income	
Income \$50,000 to \$74,999	18.03%
Income \$75,000 to \$99,999	12.97%
Income \$100,000 to \$124,999	8.65%
Income \$125,000 to \$149,999	5.40%
Income \$150,000 to \$199,999	5.12%
Income \$200,000 and Over	5.34%

Trends

Blozom

The retail fashion industry is a solid business with ever-changing styles and ever-present consumer demand. While supercenters and megastores ruled the past two decades, more and more consumers are looking for a change. They're searching for a mo...

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SWOT Analysis

Strength

- Experience and understanding of the fashion industry.
- Unique shopping experience with exceptional customer service
- Great downtown location.
- Large and growing consumer base.

Weakness

- Untested market in Pleasantville.
- While market is large, it is a niche market (Baby Boomers).

Opportunity

- Outstanding shopping experience will lead to repeat business.
- Growing online clothing store Blozom Boutique.
- Establish a Blozom Boutique clothing line.

Threat

- Cost and effectiveness of marketing to women "Baby Boomers".
- New retail shops that may or may not open in the future.


5.

Competitive Analysis


Competition

Competitive Pricing

Competition


 Blozom

In Pleasantville, there are no direct competitors offering our unique services or targeting Baby Boomers specifically. In the Downtown District, the shops most closely competing with Blozom Boutique are as follows:

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Start writing here..

Competitors




EcoWise Boutique

EcoWise Boutique, which targets a younger demographic and specializes in natural fiber clothing. They also carry local art and jewelry.




Caddy Corner Kids

Caddy Corner Kids, which targets parents shopping for children, specializes in children’s clothing, accessories, and toys.




Kati Kouture

Kati Kouture, which targets younger women, specializes in offering industrial chic clothing with “classic lines and a punk-gothic edge.”




Marjorie Joe’s Fashion & Gifts

Marjorie Joe’s Fashion & Gifts targets older women within our target demographic, but specializes in the more homemade, old-fashioned style clothing.

 Blozom

There is one super-store within a 60-mile radius of Pleasantville. The store is similar to Walmart in that it sells lesser quality items at a lower price. But there are two chain department stores. They sell men’s, women’s, and children’s clothing along with home acc

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Competitive Advantage



Consumer Demand for Unique Designs

Blozom will focus solely on unique clothing not available through mass market channels.



Management

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



Relationships

Having been in the fashion community for years, [Founder’s Name] knows all of the relevant players and media outlets. As such, it will be relatively easy for us to build branding and awareness of our store.



Exclusive

To date, our primary competitive advantage is the absence of any store like ours in the Pleasantville area

Competitive Pricing

	Chelsea	Helmut Lang	Haute Hippie
Sweaters	\$30-\$40	\$100-\$150	\$50-\$60
Pants/J Jeans	\$60-\$80	\$150-\$200	\$60-\$75
Dresses	\$40-\$60	\$100-\$150	\$75-85
Tops	\$30-\$40	\$75-\$150	\$40-\$60

6.

Strategy & Implementation

Philosophy

Internet Strategy

Marketing & Promotion Strategy

Sales Strategy

Strategic Alliances

Goals

Exit Strategy

Philosophy

Blozom

Our company's core business strategy is to combine exceptional and knowledgeable customer service with quality stylish merchandise. And in turn, we'll provide an enjoyable shopping experience for our customers. Blozom Boutique's mission is to offer v

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Start writing here..

Internet Strategy

Blozom

As the Internet has become a staple of American life and retail merchandising, Blozom Boutique will build a website on which we will sell our products, too. We have secured the domain name BlozomBoutique.com and will begin site development u

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Start writing here..

Blozom

Blozom will utilize an existing client book and begin to capture email addresses at various events and directly through their website. Newsletters will be sent out at the beginning of each month and include updates about the collection, new postings on the


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Direct E-mail

Start writing here..

Blozom

Blozom pricing will be appropriate for the high quality and level of service associated with the store. Pricing will be on par with Helmut Lang.

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Pricing Strategy

Start writing here..

Marketing & Promotion Strategy

Blozom

We both have strong marketing backgrounds and recognize the significance of effective marketing. We expect our strategy to draw consumers into Blozom Boutique from the very beginning. Moreover, we will hire a local PR firm to help us develop an

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Start writing here..

Blozom

We will contact all local and area newspapers and television stations and send them a press release describing the opening and unique value proposition of Blozom.

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Public Relations

Start writing here..

Blozom

Blozom will initially advertise in newspapers and sponsor fashion and charity events in order to gain awareness.

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Advertising

Start writing here..

Blozom

Blozom 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..

Blozom

Before opening the store, Blozom will organize pre-opening events to create buzz and awareness for Blozom.

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Pre-Opening Events

Start writing here..

Blozom

Fashion shows are generally events where a collection premieres, designer launches, and new runway trends are shown and are thus the most connected and widely attended events for the Company's targeted members.

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Fashion Shows

Start writing here..

Sales Strategy

Blozom

Blozom Boutique plans to generate sales via strategic marketing efforts. These concentrated efforts will be targeting new and returning customers as well as single-visit tourist consumers. We will also implement a referral program for rewarding customers w

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Start writing here..

Strategic Alliances

Blozom

Blozom Boutique plans to join the Pleasantville Chamber of Commerce as well as the Pleasantville Downtown Merchants Association. These organizations are dedicated to promoting local businesses within our community and sponsor several


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Start writing here..

Goals

Blozom

The following is a list of business goals and milestones we intend to accomplish in our first year of operations.


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Start writing here..

Exit Strategy

Blozom

The co-owners intend to launch and grow Blozom Boutique for many years into the future. In the event that our investors require repayment of their initial investments, plus a large return on their investments, we will seek a partner to buy out the investors' shares.

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Start writing here..

7.

Operations Plan

Product Development

Operations

Product Development

Blozom

We are currently working with several apparel wholesalers, garment manufacturers, and two freelance fashion designers to assemble our inventory. We are also working with city economic-development officials to secure all required permits and occupational

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Operations

Blozom

As a retail establishment, Blozom Boutique will conduct business seven days a week from 10 a.m. to 6 p.m. Monday through Thursday, from 10 a.m. to 8 p.m. Friday and Saturday, and 12 p.m. to 6 p.m. on Sunday. During the holiday seasons and during spec

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Start writing here..

Blozom

Blozom expects to achieve the following milestones in the following 6 months:

Date	Milestone
------	-----------

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Milestones

Start writing here..

8.

Management

Organizational Structure

Leadership

Staff Members

Organizational Structure

Blozom

As a small business, we will have a small staff. Both co-owners will assume leadership roles within the company and will be responsible for daily operations, overseeing marketing efforts, buying merchandise, and managing inventory, and all other administrative tasks.

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Leadership

Blozom

Co-owners, Robin Mathews, and Joanna Jensen created this boutique business plan. Both will co-manage Blozom Boutique. However, daily responsibilities will differ.

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Staff Members

Blozom

Blozom Boutique will employ a sales staff of 3 part-time employees. These positions are yet to be filled. However, we feel the labor pool is such that finding qualified employees will not be an issue. Our sales associates will be paid an hourly wage, plus commission.

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Robin Mathews will serve as the CEO. In order to launch, we need to hire the following personnel:

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Hiring Plan

Start writing here..

9.

Financial Plan

Fund Requirements

Use Of Funds

Income Statement Projections

Cash Flow Projections

Balance Sheet

Key Assumptions & Forecasts

Fund Requirements

Blozom

Blozom Boutique will need \$282,000 to get our business off the ground. We are currently seeking funding from outside investors and business loans.

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Start writing here..

Use Of Funds

Blozom

We will use the funds we obtain from investment in this boutique business plan to pay for renovations, including the outside facade (to be paid for via PDRC grant), construction of fitting rooms, sales counter, painting, carpeting, lighting, decor, and display f

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Start writing here..

Income Statement Projections

	2024	2025	2026
Revenue	\$917,550.80	\$2,210,238.35	\$5,752,603.70
Retail Sales	\$427,683.50	\$1,342,257.50	\$4,212,590
Unit Sales	8,554	26,845	84,252
Unit Price	\$50	\$50	\$50
Online Sales	\$429,765.30	\$771,800.85	\$1,386,047.70
Unit Sales	9,550	17,151	30,801
Unit Price	\$45	\$45	\$45
Custom Orders	\$60,102	\$96,180	\$153,966
Unit Sales	301	481	770

	2024	2025	2026
Unit Price	\$200	\$200	\$200
Cost Of Sales	\$250,987.73	\$574,687.60	\$1,460,820.38
General Costs	\$250,987.73	\$574,687.60	\$1,460,820.38
Production Costs	\$195,510.16	\$454,287.67	\$1,163,005.54
Fabric Materials	\$12,000	\$12,240	\$12,484.80
Manufacturing	\$183,510.16	\$442,047.67	\$1,150,520.74
Logistics and Packaging	\$55,477.57	\$120,399.93	\$297,814.84
Shipping and Handling	\$9,600	\$9,888	\$10,184.64
Packaging	\$45,877.57	\$110,511.93	\$287,630.20
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$666,563.07	\$1,635,550.75	\$4,291,783.32
Gross Margin (%)	72.65%	74%	74.61%
Operating Expense	\$694,752.08	\$872,534.58	\$1,310,622.24
Payroll Expense (Indirect Labor)	\$432,648	\$444,345.96	\$456,364.56
Design and Production Team	\$241,800	\$248,169	\$254,706.72
Fashion Designer	\$64,800	\$66,744	\$68,746.32
Tailors	\$177,000	\$181,425	\$185,960.40
Sales and Marketing	\$105,120	\$108,273.60	\$111,521.76
Sales Manager	\$54,720	\$56,361.60	\$58,052.40
Marketing Specialist	\$50,400	\$51,912	\$53,469.36

	2024	2025	2026
Administrative Staff	\$85,728	\$87,903.36	\$90,136.08
Office Administrator	\$39,648	\$40,440.96	\$41,249.76
HR Manager	\$46,080	\$47,462.40	\$48,886.32
General Expense	\$152,106.11	\$308,188.61	\$734,257.68
Production and Operation Costs	\$30,000	\$30,840	\$31,704
Fabric Procurement	\$24,000	\$24,720	\$25,461.60
Equipment Maintenance	\$6,000	\$6,120	\$6,242.40
Marketing and Sales	\$73,404.08	\$176,819.08	\$460,208.32
Advertising and Promotion	\$45,877.57	\$110,511.93	\$287,630.20
Sales Commissions	\$27,526.51	\$66,307.15	\$172,578.12
Logistics and Distribution	\$48,702.03	\$100,529.53	\$242,345.36
Shipping Costs	\$36,702.03	\$88,409.53	\$230,104.16
Warehouse Rent	\$12,000	\$12,120	\$12,241.20
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$109,998	\$120,000	\$120,000
EBITDA	(\$28,189.01)	\$763,016.16	\$2,981,161.08
Additional Expense	\$13,126.93	\$11,192.77	\$9,139.31
Long Term Depreciation	\$7,980	\$7,980	\$7,980
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$36,169.01)	\$755,036.16	\$2,973,181.08
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$41,315.94)	\$751,823.39	\$2,972,021.77

	2024	2025	2026
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$958,866.74	\$1,458,414.96	\$2,780,581.93
Net Income	(\$41,315.94)	\$751,823.39	\$2,972,021.77
Net Income (%)	(4.50%)	34.02%	51.66%
Retained Earning Opening	\$0	(\$61,315.94)	\$670,507.45
Owner's Distribution	\$20,000	\$20,000	\$20,000
Retained Earning Closing	(\$61,315.94)	\$670,507.45	\$3,622,529.22

Cash Flow Projections

	2024	2025	2026
Cash Received	\$917,550.80	\$2,210,238.35	\$5,752,603.70
Cash Paid	\$840,888.73	\$1,330,434.96	\$2,652,601.93
COS & General Expenses	\$403,093.80	\$882,876.23	\$2,195,078.06
Salary & Wages	\$432,648	\$444,345.96	\$456,364.56
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$76,662.07	\$879,803.39	\$3,100,001.77
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$170,000	\$120,000	\$120,000

	2024	2025	2026
Net Cash From Investments	(\$170,000)	(\$120,000)	(\$120,000)
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$50,000	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$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)
Summary			
Starting Cash	\$0	\$5,302.72	\$711,812.60
Cash In	\$1,067,550.80	\$2,210,238.35	\$5,752,603.70
Cash Out	\$1,062,248.08	\$1,503,728.47	\$2,827,949.05
Change in Cash	\$5,302.72	\$706,509.88	\$2,924,654.65
Ending Cash	\$5,302.72	\$711,812.60	\$3,636,467.25

Balance Sheet

	2024	2025	2026
Assets	\$57,324.72	\$755,854.60	\$3,672,529.25
Current Assets	\$15,304.72	\$721,814.60	\$3,646,469.25
Cash	\$5,302.72	\$711,812.60	\$3,636,467.25

	2024	2025	2026
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$10,002	\$10,002	\$10,002
Long Term Assets	\$42,020	\$34,040	\$26,060
Gross Long Term Assets	\$50,000	\$50,000	\$50,000
Accumulated Depreciation	(\$7,980)	(\$15,960)	(\$23,940)
Liabilities & Equity	\$57,324.72	\$755,854.59	\$3,672,529.22
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
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	(\$11,315.94)	\$720,507.45	\$3,672,529.22
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$50,000	\$50,000	\$50,000
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Retained Earnings	(\$61,315.94)	\$670,507.45	\$3,622,529.22
Check	\$0	\$0	\$0

Key Assumptions & Forecasts

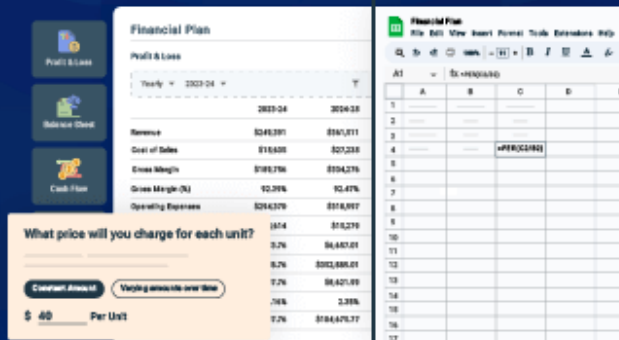
We base our projections on the assumption that the economy, consumer spending habits and population growth in Pleasant ville will continue for the foreseeable future.

Below please find the key assumptions that went into the financial forecast and a summary of the financial projections over the next five years.

	Retail Price	% of Collection	Wholesale Price	Cost of Production
Jackets	\$227.00	17%	\$117.98	\$58.93
Dresses	\$220.00	22%	\$114.23	\$54.92
Tops	\$134.00	31%	\$68.43	\$36.23
Bottoms	\$167.00	25%	\$86.88	\$48.45
Scarves	\$78.00	3%	\$39.53	\$24.03
Accessories	\$75.00	3%	\$38.25	\$24.75

Upmetrics vs Financial Spreadsheets

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



The image shows the Upmetrics Financial Plan interface. On the left, there are three tabs: Profit & Loss, Balance Sheet, and Cash Flow. The Profit & Loss tab is selected, showing a table with columns for 2023-04 and 2024-04. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), Operating Expenses, and Operating Income. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. The 'Constant Amount' button is selected, showing a value of \$ 60 Per Unit.

	2023-04	2024-04
Revenue	\$241,391	\$161,311
Cost of Sales	\$18,600	\$27,338
Gross Margin	\$191,790	\$104,276
Gross Margin (%)	79.5%	64.7%
Operating Expenses	\$214,379	\$118,897
Operating Income	\$14,411	\$15,279
Operating Income (%)	5.9%	9.5%
Operating Income	\$14,411	\$15,279
Operating Income (%)	5.9%	9.5%

What price will you charge for each unit?

Constant Amount Varying amounts over time

\$ 60 Per Unit



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

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Mariia Yevlash



Student, Sumy State University – Ukraine

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