



Consulting Business

Business Plan


[YEAR]


Strategic process for your profits.


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Prepared By

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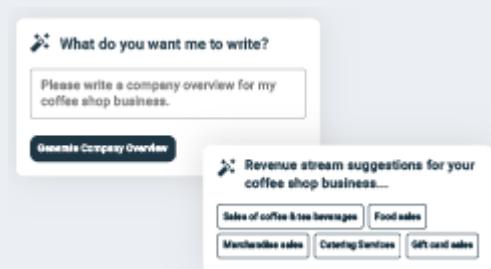
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1.

Executive summary

Market Validation

Objectives

Mission statement

Keys to success

Financial Highlights

CCl

Capital Consultancy Inc (CCI) will offer professional advice and support to a diverse range of clients in the UK who have corporate or public sector dealings across borders.


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Start writing here..

Market Validation

CCl

As the company's expertise lies in consultancy services relating to business and relationship management overseas markets, the company will be classified within the Management Consulting industry in the US. The US management consulting market

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Objectives

CCl

- To enhance customer service and after-sale services by establishing a representative office in New York in 2022
- To build a market reputation for quality services during the fore

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Short Term (1 -3 Years)

Start writing here..

CCl

- To expand by opening more satellite offices across the US towards the end of the forecast period.
- To hire 30 employees in the first year and grow to 200 employees

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Long Term (3-5 years)

Start writing here..

Mission statement

CC I

Our Mission is to develop long-term and strategic partnerships with our clients and help them to transform today's challenges into tomorrow's successes. And we are committed to meeting and exceeding the expectations in providing excellent service, unexpected value and innovation.

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Keys to success



Economies of Scope

CCI benefits from a global network of associates which includes a group of highly qualified personnel with relevant and transferable experience/knowhow.



Expertise

Founders will indicate their history of providing related services, complete with endorsements of satisfied clientele, in order to generate brand equity for CCI.



Location

CCI will take advantage of the associated benefits, networking capabilities and the vast cluster of residential and commercials establishments offered by the region.



Competent Team

CCI is supported by a dynamic and experienced team of professionals. Collectively, the experiences of the team members range from strategic level positions in government and non-governmental organisations to technical



Quality Service

The management team at CCI is experienced and capable of delivering bespoke solutions that are responsive to challenging market situations. They are committed to providing the best contract delivery terms at competitive prices.



Multi-Skilled Workforce

As CCI intends to service a wide variety of customers across multiple services of varying technicalities, the company needs to employ workers that carry suitable experience on flexible terms (so as to minimise fixed costs).

Financial Highlights

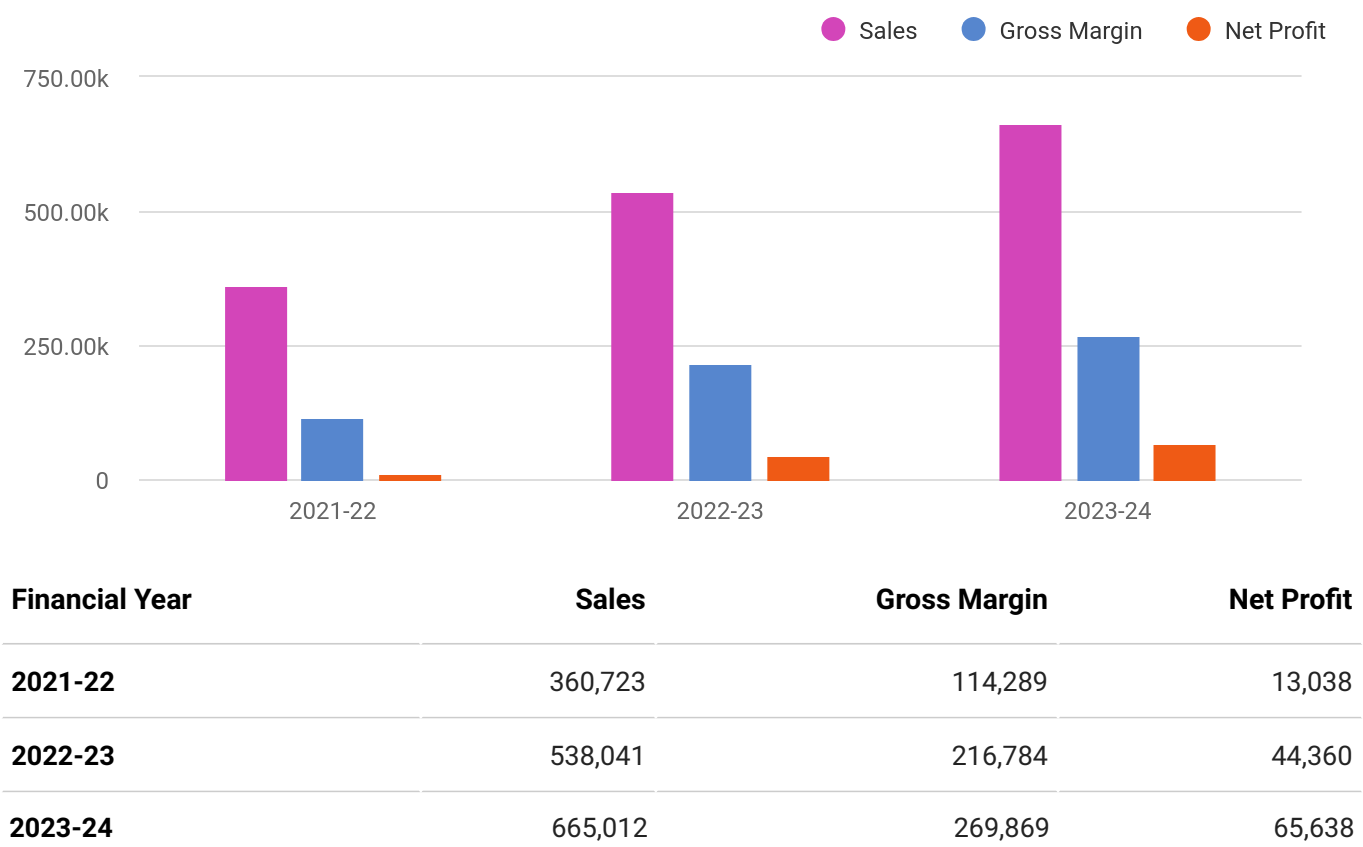
CCI

The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used for the setup and launch of the jewelry store in the US. The company expects to steadily grow its revenues through active efforts in marketing, network expansion, and product diversification.

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CCI - 3 Year Financial Highlights



2.

Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary

CCl

CCI consists of some of the country's top legal experts who are conversant in international legal and regulatory frameworks for international businesses operating in the country. The company prides itself in providing high-quality services in the areas of


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Company Ownership/Legal Entity

CCl

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in New York, it will also register with the local county. The business will be wholly owned and managed by the

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Location

CCl

The company will establish a business in New York by the end of 2022.

Known as the "Fashion Capital," New York state is home to 2.1 million small businesses and 4

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Interior Operating Facilities

CCl

The company will begin operations from rented office space at the heart of New York's commercial hub, Manhattan. Initial investments in setting up the interior facilities, consumables, and client entertainment space will be set up. Additionally,


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Hours of Operation

CCl

CCl will cater to walk-in as well as online customers, as such it will be required to stay open during business hours. The company envisions opening the office at 10 am and remain open till 7 pm to entertain walk-in prospects as well as fulfill online consultation

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Startup summary

CCl

A portion of the capital investment of \$50,000 will be utilized to finance a range of expenses incurred prior to the launch of the company as indicated in the table below. Accordingly, approximately \$11,500 will be spent on a range of start-up expenses (

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3.

Products & Services

Visa and Government Relations

Business and Investment Consulting Services

Legal and Compliance Services

Human Resources

CCl

The global marketplace is fraught with rising opportunities for investment, trade, and transit with some developing countries offering some of the most flexible investment laws in the world for any kind of foreign investment. The US on the other hand is a developed country with a strong

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Visa and Government Relations

CCl

Understanding the intricacies of government policy and procedures, political priorities, and detailed knowledge of the people is central to operating in any country. CCI enables its clients to capitalize on the company's relationships with key audiences and in


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Business and Investment Consulting Services

CCl

With proven expertise in the areas of agriculture, energy, mining, engineering, and telecommunications, CCI understands that achieving growth and return on investment requires not only hard assets but also soft enterprise. In the US, CCI aims to be


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Legal and Compliance Services

CCl

Compliance with statutory and regulatory requirements of countries is an essential part of running a hassle-free business. Navigating through the complicated legal system and regulatory culture of overseas markets can be challenging. CCI's legal

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Human Resources

CCl

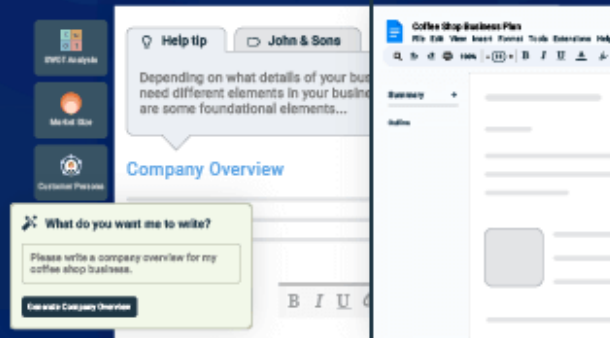
CCI is proficient in providing human resource management services. With multiple years of experience in the area, CCI has a significant, in-house database of applicants, as well as access to most of the external resources that are available in the country. The

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4.

Market Analysis


Market segmentation

Market Trends

Target market

CCl

In 2020, the consulting market size in the United States reached a value of 64.4 billion U.S. dollars. After experiencing continuous growth between 2015 and 2019, due to the impact of the coronavirus (COVID-19) pandemic, the consulting sector decreased by


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Market segmentation

CCl

With a 93% share of the North American consulting industry, the US is the single largest market of the globe, between 5x to 10x larger than the UK and German consulting markets – Europe's powerhouses – and more than 10x the size of the Australian advisory


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Market Trends

CCl

Over the past years, the North American advisory market has seen continued growth, on the back of a strong recovery from the financial crisis between 2008 and 2010, which traces its origins back to the US following the collapse of Lehman Brothers. In 20

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Target market

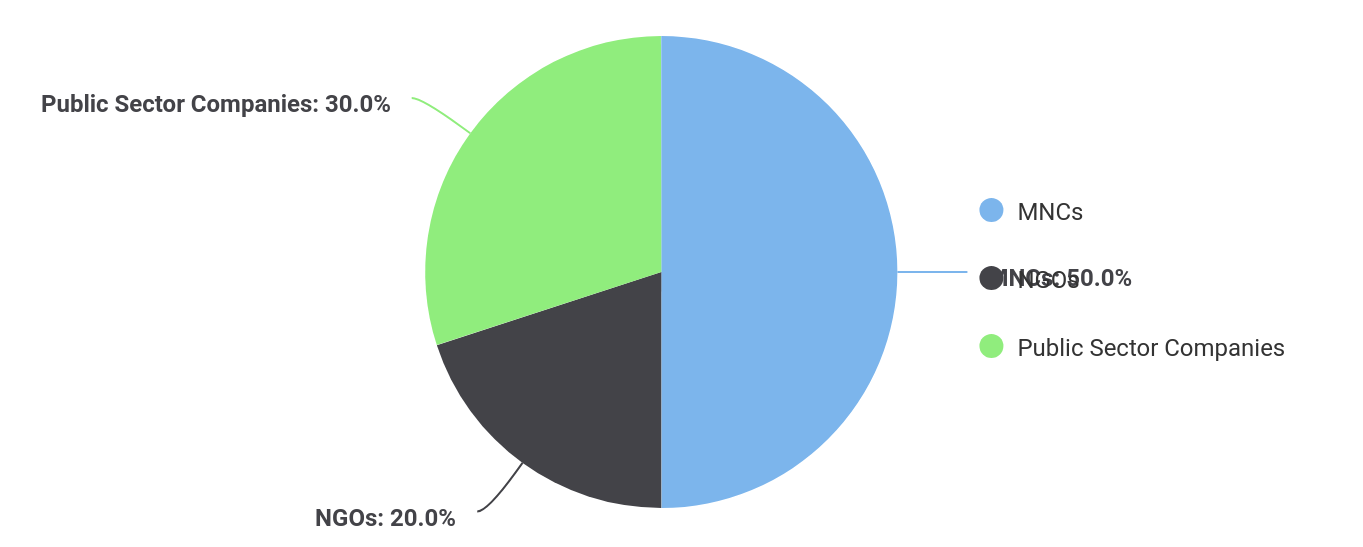
CCI

CCI is a consulting company specializing in business management services. The company's current activities range from providing government services such as work permits and visas to extending legal and compliance-related support services and other m

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CCI Market Distribution



Target Market	Share
MNCs	50
NGOs	20
Public Sector Companies	30

Competitive Advantage

Value Added Services

CCI will dedicate itself to the wellbeing of its customers. The company will extend specific client focused services based on their requirement.

Price

The company will consciously maintain a low margin for its services which allows it to control prices. CCI will thus be able to secure and distribute services at market beating price points.



Distribution Channels

CCI will distribute its products through both B2B as well as B2C channels.



Effective Marketing

CCI will dedicate time and effort towards networking and gaining valuable insight into the prevailing market trends in the US which will allow the company to optimise its marketing strategies and effectively penetrate the market on launch.

5.

SWOT analysis

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

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Strength

- Spearheaded by extremely skilled Director of operations whose skills in international management sector are exceptional
- Rich pool of in-house expertise
- Large network of associates and partners internationally
- Core values of integrity, competence and innovations inspired loyalty and trust
- Deep relationships across key government agencies and commercial sector players.
- Affiliate contacts across the US, UAE, India, Turkey, Canada, and the USA
- Niche market operations
- Represents a lucrative emerging economy
- Maintain strong relationships with Government agencies both in the US and global markets

Weakness

- A new brand in the US will need time to establish its name and reputation
- Setting up regulatory compliance could take up to 6 months

Opportunity

- Leverage affiliate expertise to expand the offering
- Develop key partnerships with US-based consulting companies that have clients interested in overseas investment
- Leverage presence in the US to facilitate bidirectional investment by companies based overseas
- Expand the portfolio of services

Threat

- Low barriers to entry; increasing competition
- Customers defaults
- Slow economic growth in the future could stagnate the construction market in the US
- Further restrictions in buy-to-let could affect demand

6.

Strategy & implementation

Distribution Strategy

Positioning Statement

Sales strategy

Pricing strategy

CCl

The objectives for the company's early sales and marketing initiatives will be to generate awareness of CCI as a new player in the market and to educate potential customers about its portfolio of services. Over time, as CCI becomes more established and

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Distribution Strategy

CCl

CCI value proposition relates to businesses operating predominantly in the charitable and public sectors. As such, network marketing is key to the company's awareness and brand-building activities. CCI will thus rely on its network of influential govern

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Marketing and Promotion Programs



Website

Launch an engaging and attractive website that is a source of promotional materials



Feedback

Create a healthy feedback loop to gauge shifting trends and align services to meet demand



Email

Compiling attractive market materials which feature service portfolio of CCI to be sent as e-mail blasts to prospects



Video

Crafting YouTube videos to provide a sneak-peek into the company's activities and projects carried out

Positioning Statement

CMS

CCI's marketing objective is to position its services as specialized, affordable, and flexible to cater to any type of setting. The company will facilitate both B2B business as well as a B2C business, targeting private businesses, both local and international.

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Sales strategy

CCI

The company will leverage its existing client network and expand its client base by extending sampling and after-sales services. Employing social media advertising campaigns, e-mail marketing strategies, networking through community clusters, and cr

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Marketing Channels



Direct Mail Marketing

CCI will mail professionally designed materials with its value proposition to these companies and provide quotes for its services.



Social Media

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



Google Ad Campaigns

The advertising will target specific keywords relevant to CCI's offering

Pricing strategy

CCl

The company will price its services based on the number of hours spent on the service. Ensuring low direct input costs, the company will optimize its sourcing and project delivery techniques to maintain and offer services at a low price point.

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7.


Operational Plan

Management Team

Personnel Plan

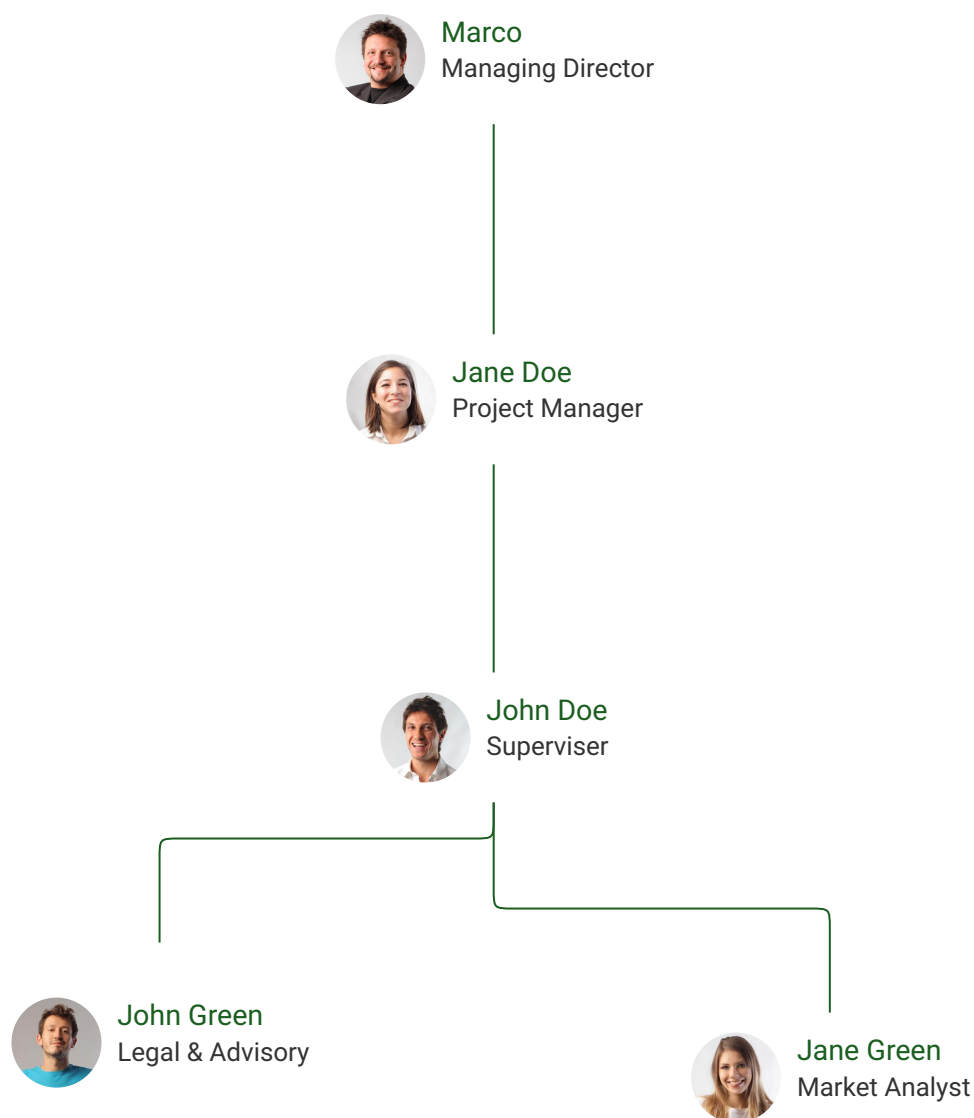
Milestones

The team will be headed by Managing Director Mr. Ashton who will also oversee project operations. Joining Mr. Ashton in the Management Team will be sales and marketing executives and an office manager.

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Organization chart



Management Team

CCI

Mr. Ashton will serve as the Managing Director of CCI. A highly motivated and dynamic individual, Thomas boasts vast experience in the field of aesthetics having spent a career spanning 14 years essaying various white-collar roles for aesthetic co

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Personnel Plan

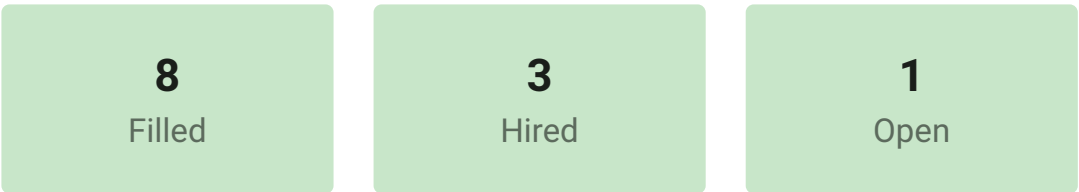
CCI

The company plans to create five full-time equivalent jobs in addition to the management team within the first three years of operations. Salaries for each employee are in line with the industry’s benchmark.

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Hiring plan



Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Maintenance Workers	1 of 20	10 days	121 days	100%
Supervisors	3 of 23	30 days	21 days	80%
Cleaners	4 of 15	158 days	127 days	0%
Project Managers	4 of 15	158 days	127 days	40%



Jane Doe

Project Manager - Jane@capitalconsulting.com

Ability to cope with fast-paced and pressured work, accuracy, strong attention to detail and a strong analytical mind, ability to notice patterns within statistics, an interest in psychology and behavior, good organizational skills, excellent (spoken and written) communication skills.



John Doe

Supervisor - John@capitalconsulting.com

Preferably bilingual with ability to speak English and French fluently, problem-solving, ability to convert leads into sales, active listener, patience, and understanding of the company's products and services. Additionally, skills in social media marketing, search engine optimization, newsletter marketing, other forms of digital marketing will also be required

Milestones

CAPITAL CONSULTANCY INC



8.

Financial plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

If you are going to start your own consulting business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your

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Important Assumptions

The company's financial projections are forecasted on the basis of the following assumptions. These assumptions are quite conservative and are also expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

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	\$604,856.16	\$903,862.11	\$1,423,858.81
Legal Advisory Services	\$318,416	\$572,104	\$1,027,488
Unit Sales	398	715	1,284
Unit Price	\$800	\$800	\$800
Contract Management	\$106,440.16	\$151,758.11	\$216,370.81
HR Consultation Services	\$180,000	\$180,000	\$180,000
Total Hours	1,200	1,200	1,200
Hourly Price	\$150	\$150	\$150
Cost Of Sales	\$42,948.79	\$59,805.84	\$88,198.30
General Costs	\$42,948.79	\$59,805.84	\$88,198.30
Legal Advisory COGS	\$36,948.79	\$53,697.84	\$81,979.06
Research Expenses	\$6,705.97	\$8,504.74	\$10,786.13
Legal Document Processing Fees	\$30,242.82	\$45,193.10	\$71,192.93
HR Consultation COGS	\$6,000	\$6,108	\$6,219.24
Training Material Costs	\$3,600	\$3,708	\$3,819.24
HR Software Subscription Fees	\$2,400	\$2,400	\$2,400
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$561,907.37	\$844,056.27	\$1,335,660.51
Gross Margin (%)	92.90%	93.38%	93.81%

	2024	2025	2026
Operating Expense	\$619,259.16	\$677,181.67	\$812,630.35
Payroll Expense (Indirect Labor)	\$400,272	\$411,962.16	\$424,010.52
Legal Department	\$143,640	\$147,478.80	\$151,423.44
Senior Legal Advisor	\$96,600	\$99,498	\$102,483
Legal Assistant	\$47,040	\$47,980.80	\$48,940.44
HR Department	\$136,560	\$140,119.20	\$143,774.40
HR Manager	\$82,800	\$85,284	\$87,842.52
Recruitment Specialist	\$53,760	\$54,835.20	\$55,931.88
IT and Support	\$120,072	\$124,364.16	\$128,812.68
IT Administrator	\$69,000	\$71,760	\$74,630.40
Technical Support Specialist	\$51,072	\$52,604.16	\$54,182.28
General Expense	\$217,987.56	\$265,219.51	\$388,619.84
Office and Administration	\$33,850.94	\$46,671.59	\$58,140.31
Office Rent	\$24,000	\$29,040	\$31,680
Utilities	\$9,850.94	\$17,631.59	\$26,460.31
Technology and Communication	\$69,968.16	\$94,401.75	\$129,131.07
IT Support and Maintenance	\$13,200	\$13,464	\$13,733.28
Internet and Telephone	\$56,768.16	\$80,937.75	\$115,397.79
Marketing and Advertising	\$114,168.46	\$124,146.17	\$201,348.46
Online Marketing	\$53,682.82	\$33,759.96	\$58,962.58
Print Advertising	\$60,485.64	\$90,386.21	\$142,385.88
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$999.60	\$0	\$0
EBITDA	(\$57,351.79)	\$166,874.60	\$523,030.15
Additional Expense	\$8,338.93	\$6,404.77	\$4,351.31
Long Term Depreciation	\$3,192	\$3,192	\$3,192
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$60,543.79)	\$163,682.60	\$519,838.15
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$65,690.72)	\$160,469.83	\$518,678.84
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$670,546.88	\$743,392.28	\$905,179.97
Net Income	(\$65,690.72)	\$160,469.83	\$518,678.84
Net Income (%)	(10.86%)	17.75%	36.43%
Retained Earning Opening	\$0	(\$85,690.72)	\$54,779.11
Owner's Distribution	\$20,000	\$20,000	\$20,000
Retained Earning Closing	(\$85,690.72)	\$54,779.11	\$553,457.95

Projected Cash Flow

	2024	2025	2026
Cash Received	\$604,856.16	\$903,862.11	\$1,423,858.81
Cash Paid	\$666,355.28	\$740,200.28	\$901,987.97
COS & General Expenses	\$260,936.35	\$325,025.35	\$476,818.14
Salary & Wages	\$400,272	\$411,962.16	\$424,010.52
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$61,499.12)	\$163,661.83	\$521,870.84
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$21,000	\$0	\$0
Net Cash From Investments	(\$21,000)	\$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	\$16,141.53	\$126,509.85
Cash In	\$754,856.16	\$903,862.11	\$1,423,858.81
Cash Out	\$738,714.63	\$793,493.79	\$957,335.09
Change in Cash	\$16,141.53	\$110,368.32	\$466,523.72
Ending Cash	\$16,141.53	\$126,509.85	\$593,033.57

Projected Balance Sheet

	2024	2025	2026
Assets	\$32,949.93	\$140,126.25	\$603,457.97
Current Assets	\$16,141.93	\$126,510.25	\$593,033.97
Cash	\$16,141.53	\$126,509.85	\$593,033.57
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0.40	\$0.40	\$0.40
Long Term Assets	\$16,808	\$13,616	\$10,424
Gross Long Term Assets	\$20,000	\$20,000	\$20,000
Accumulated Depreciation	(\$3,192)	(\$6,384)	(\$9,576)
Liabilities & Equity	\$32,949.94	\$140,126.25	\$603,457.95
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	(\$35,690.72)	\$104,779.11	\$603,457.95
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	(\$85,690.72)	\$54,779.11	\$553,457.95
Check	\$0	\$0	\$0

Business Ratios

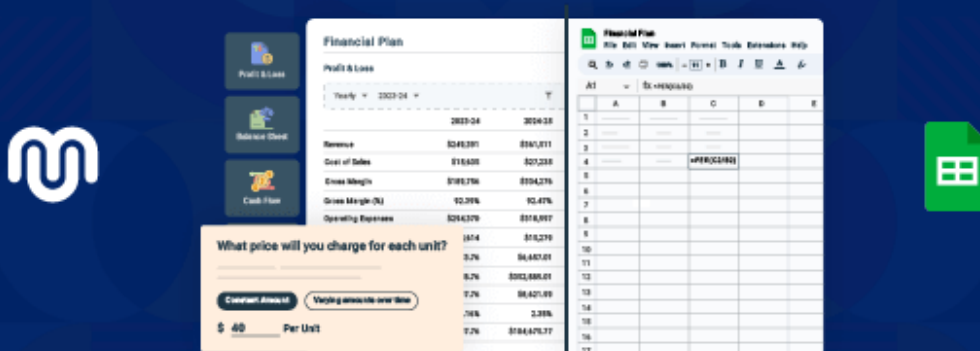
	Year 1	Year 2	Year 3	Industry profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-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. 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' with a 'Profit & Loss' statement for the years 2023-04 and 2024-03. The data is presented in a clear, readable format. Below the statement, 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. On the right is a screenshot of a traditional financial spreadsheet. It shows a complex grid of cells with various formulas and data, which appears cluttered and difficult to navigate. The Upmetrics logo is on the left, and the Google Sheets logo is on the right.

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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