



Dog Boarding


# BUSINESS PLAN


Your dog's favorite time of the day





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# Table of Contents

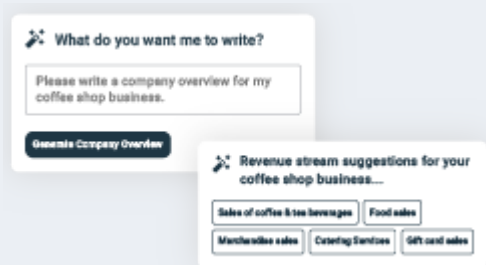
<b>Executive Summary</b>	<b>5</b>
Mission Statement .....	6
Vision Statement .....	6
Customer Focus .....	7
Success Factors .....	7
Financial Summary .....	7
3 Year profit forecast .....	8
<b>Company Summary</b>	<b>9</b>
History .....	10
Business Structure .....	10
Startup summary .....	10
Startup cost .....	11
<b>Products and services</b>	<b>14</b>
Product and Service Description .....	15
<b>Market Analysis</b>	<b>17</b>
Market Trends .....	18
Target Market .....	18
Market Growth .....	18
<b>SWOT Analysis</b>	<b>19</b>
<b>Strategy &amp; Implementations</b>	<b>22</b>
Sales Strategy .....	23
Advertising Strategy .....	23
Referrals .....	23
Internet .....	23
Publications .....	24

Pricing Strategy .....	24
Milestones .....	24
<b>Financial Plan</b> .....	<b>25</b>
Important Assumptions .....	26
Brake-even Analysis .....	26
Projected Profit and Loss .....	27
Projected Cash Flow .....	29
Projected Balance Sheet .....	31
Business Ratios .....	32

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# 1.

## Executive Summary

Mission Statement

Vision Statement

Customer Focus

Success Factors

Financial Summary



## REMEMBER

Before you think about how to start a Dog Boarding business, you must create a detailed Dog Boarding business plan. It will not only guide you in the initial phases of your startup but will also help you l

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### Tom's Dog Boarding

Tom's Dog Boarding Services, LLC is a standard and licensed dog boarding care center and one-stop pet company that will be located in the heart of Detroit - Michigan in a neatly renovated and highly secured, and ideal housing facility for pets; an o

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## Mission Statement

### Tom's Dog Boarding

Our mission is to position Tom's Dog Boarding Services, LLC to become one of the leading dog boarding cum pet services brand in the industry in the whole of Detroit - Michigan, and also to be amongst the top 5 dog boarding cum pet services brand in the Uni

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## Vision Statement

### Tom's Dog Boarding

Our vision is to build a highly successful, competitive, and effective dog boarding business that will become the number one choice for both individuals and corporate organizations in Detroit - Michigan.

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## Customer Focus

### Tom's Dog Boarding

Tom's Dog Boarding will primarily serve the residents within a 10-mile radius of our location. The demographics of these customers are as follows:

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## Success Factors

### Tom's Dog Boarding

Tom's Dog Boarding is uniquely qualified to succeed due to the following reasons:

- Tom's Dog Boarding will fill a specific market niche in the growing community we are

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## Financial Summary

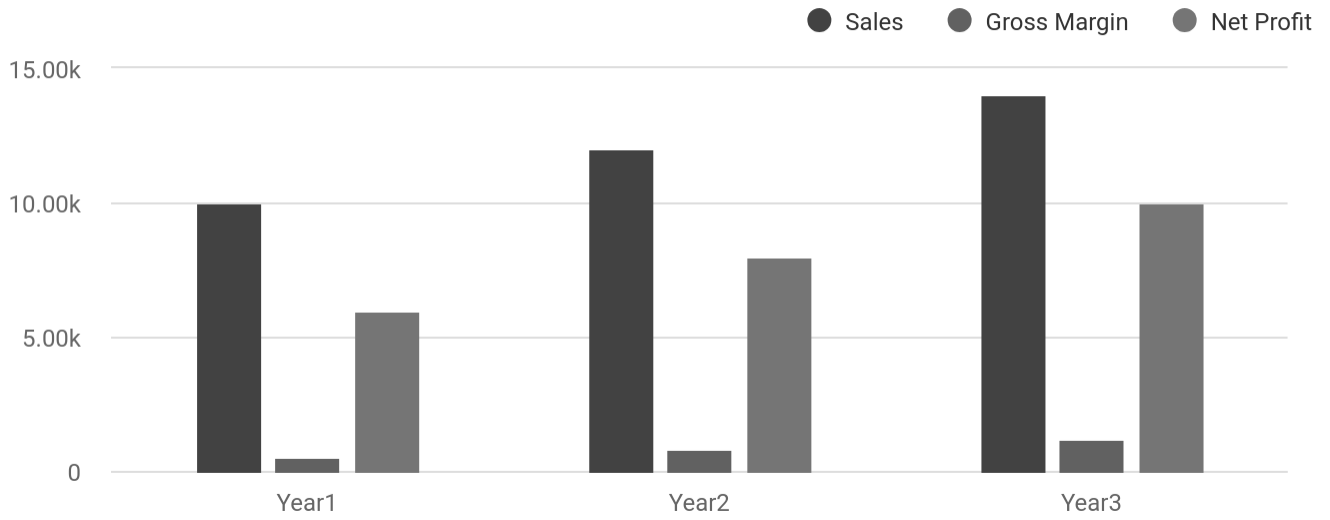
### Tom's Dog Boarding

Tom's Dog Boarding is seeking total funding of \$222,000 of debt capital to open its dog boarding business. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses, and working capital.

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## 3 Year profit forecast



Tom's Dog Boarding

Financial Summary

Year 1

Year 2

Year 3

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# 2.

## Company Summary

History

Business Structure

Startup summary

## Tom's Dog Boarding

Tom's Dog Boarding Services, LLC is owned and managed by John Moore and his immediate family members. John Moore is a renowned and licensed dog handler/trainer. He has well over 10 years of experience as a dog handler/ trainer working for some of

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## History

### Tom's Dog Boarding

John started Tom's Dog Boarding in Jan 2015. Driven by his passion for dogs and because of the increasing number of dog lovers within the city, John decided to open a place where clients can bring their dogs for day/overnight care while they are away for work.

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## Business Structure

### Tom's Dog Boarding

It is a known fact that the success of any business is to a larger extent dependent on the business structure of the organization and the people who occupy the available role. Tom's Dog Boarding Services, LLC will build a solid business structure that can support


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## Startup summary

### Tom's Dog Boarding

Total start-up requirements include legal costs, logo design, stationery, and related expenses. The start-up costs are to be financed partially by the direct owner investment and long-term loan financing. The details are included in the following table and chart.

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## Startup cost



### Cost distribution

Amount

<b>Expenses</b>	50,000
<b>Assets</b>	80,000
<b>Investment</b>	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

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

Product and Service Description

### Tom's Dog Boarding

Tom's Dog Boarding wants to set itself apart from other animal service facilities that may offer only one or two types of services. While talking to several pet owners, I have come to realize they desire the services I am proposing, but are frustrated because th

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## Product and Service Description

### Tom's Dog Boarding

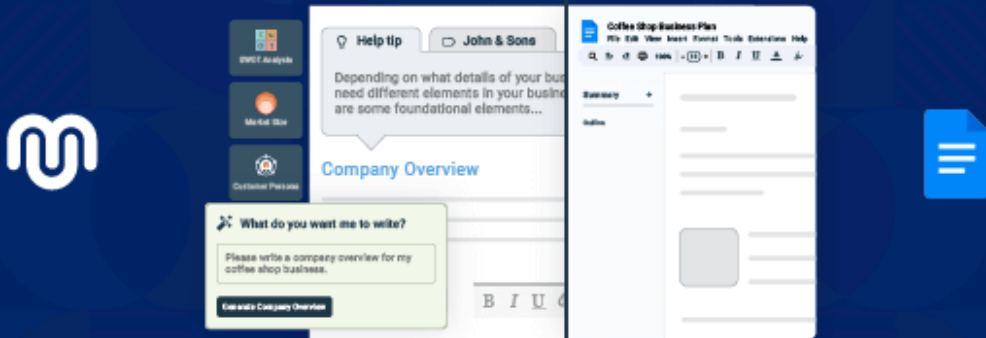
Tom's Dog Boarding will be considered an upscale, full-service animal care facility. We will offer a wide range of services, not limited to dogs or cats. Services are as follows:

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# Upmetrics vs Business Plan Templates

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# 4.

## Market Analysis

Market Trends

Target Market

Market Growth



## REMEMBER

The most important component of an effective Dog Boarding 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

### Tom's Dog Boarding

Today's trend consists of professionals having their families later in life or deciding not to have children at all. Pet owners are increasingly treating their pets as they would their children. Pets aren't just part of the family anymore. In some cases, they are the family.

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## Target Market

### Tom's Dog Boarding

Before starting our dog boarding services and pet-related business, we are certain that there is a wide range of both corporate and individual clients who would definitely need our services. We will ensure that we develop strategic pacts with communities and

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## Market Growth

### Tom's Dog Boarding

The benefits of sharing our lives with our pets offer owners affection, companionship, and security. For busy families, professionals, and single pet owners, Tom's Dog Boarding offers peace of mind alternative to leaving their pets home alone. Over 350,000 pet owners in the

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# 5.

## SWOT Analysis

📁 **Tom's Dog Boarding**

Tom's Dog Boarding Services, LLC engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well-structured dog boarding services and pet-related business that can favorably compete

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## Strength

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Our core strength lies in the power of our team; our workforce. We have a team that is considered experts in the Pet Grooming and Boarding industry, a team with excellent qualifications and experience in dog boarding and pet-related services including veterinary medicine.

Aside from the synergy that exists in our carefully selected workforce, Tom's Dog Boarding Services, LLC is well positioned in a community with the right demography; loads of people who own pets. With that, we know we will attract loads of clients from the first day we open our doors for business.

## Opportunity

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Beyond every reasonable doubt, the opportunities available in the Pet Grooming and Boarding industry is massive considering the number of individuals and corporate organizations who own dogs and other pets who would want to drop them off in dog boarding facility or want them to acquire new skill sets and to perform excellently well in their jobs or who would want to bring their pets for treatment or to purchase pet supplies. As a standard dog boarding services and pet-related business, we are ready to take advantage of any opportunity that comes our way.

## Weakness

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As a new dog boarding and pet-related services company in Detroit - Michigan, it might take some time for our organization to break into the market and gain acceptance especially from top profile clients in the already saturated Pet Grooming and Boarding industry; that is perhaps our major weakness. Another perceived weakness is that we may not have the required capital to pump into publicity and advertisement as we would love to do.

## Threat

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Every business faces a threat or challenge at any part of the life cycle of the business. These threats can be external or internal. This shows the importance of a business plan because most threats or challenges are to be anticipated and plans put in place to cushion what effect they might bring to the business.

Some of the threats that we are likely going to face like a dog boarding company and pet-related business operating in the United States of America are unfavorable government policies that might affect business such as ours, the arrival of a competitor within our location of operations, and global economic downturn which usually affects spending/purchasing power. There is hardly anything we can do as regards these threats other than to be optimistic that things will continue to work for our good.

# 6.

## Strategy & Implementations

Sales Strategy

Advertising Strategy

Pricing Strategy

Milestones



## 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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## Sales Strategy

### Tom's Dog Boarding

Our goal is to grow Tom's Dog Boarding Services, LLC to become one of the top 5 dog boarding facilities in the United States of America which is why we have mapped out a strategy that will help us take advantage of the available market and grow to become a

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## Advertising Strategy

### Tom's Dog Boarding

Tom's Dog Boarding understands that the best promotion comes from satisfied customers. The Company will encourage its clients to refer their friends and neighbors by providing discounts for new client products. This strategy will increase in effectiveness af

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## Referrals

*Start writing here..*

### Tom's Dog Boarding

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

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## Internet

*Start writing here..*

## Tom's Dog Boarding

Tom's Dog Boarding will place print advertisements in key local publications, including newspapers, area magazines, and local sports programs. Additionally, the Company will print brochures and place them in specific locations frequented by target in

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## Publications

*Start writing here..*

## Pricing Strategy

## Tom's Dog Boarding

Generally for dog boarding services and dog walking services business both per hour billing and flat fees on a weekly or monthly basis applies. As a result of this, Tom's Dog Boarding Services, LLC will charge our clients flat fees except for a few occasio


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## Milestones

## Tom's Dog Boarding

Tom's Dog Boarding's long-term goal is to become the highest quality provider of dog daycare services in the Detroit area. We seek to do this by ensuring customer satisfaction and developing a loyal and successful clientele.

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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 Dog Boarding 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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### Tom's Dog Boarding

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 Dog Boarding 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>\$279,169.10</b>	<b>\$453,151.30</b>	<b>\$741,175.80</b>
Standard Boarding Fees	\$112,694.50	\$180,435.50	\$288,886.50
Unit Sales	2,254	3,609	5,778
Unit Price	\$50	\$50	\$50
Dog Training Services	\$70,969	\$101,201	\$144,276
Unit Sales	710	1,012	1,443
Unit Price	\$100	\$100	\$100
Pet Grooming Services	\$95,505.60	\$171,514.80	\$308,013.30
Unit Sales	3,184	5,717	10,267
Unit Price	\$30	\$30	\$30
<b>Cost Of Sales</b>	<b>\$7,069.12</b>	<b>\$7,720.49</b>	<b>\$8,446.50</b>
General Costs	\$7,069.12	\$7,720.49	\$8,446.50
Dog Boarding Services	\$4,566.66	\$4,970.79	\$5,419
Dog Food	\$2,536.46	\$2,858.16	\$3,220.59
Maintenance	\$2,030.20	\$2,112.63	\$2,198.41
Grooming Services	\$2,502.46	\$2,749.70	\$3,027.50
Equipment Maintenance	\$600	\$606	\$612.06
Grooming Supplies	\$1,902.46	\$2,143.70	\$2,415.44
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$272,099.98</b>	<b>\$445,430.81</b>	<b>\$732,729.30</b>

	2024	2025	2026
<b>Gross Margin (%)</b>	<b>97.47%</b>	<b>98.30%</b>	<b>98.86%</b>
<b>Operating Expense</b>	<b>\$269,572.90</b>	<b>\$281,760.43</b>	<b>\$294,924.10</b>
Payroll Expense (Indirect Labor)	\$211,752	\$217,179.84	\$222,750.48
Administrative Personnel	\$83,400	\$85,902	\$88,479.12
Manager	\$50,400	\$51,912	\$53,469.36
Receptionist	\$33,000	\$33,990	\$35,009.76
Operational Personnel	\$71,760	\$73,554	\$75,393
Dog Trainer	\$41,400	\$42,435	\$43,495.92
Kennel Attendant	\$30,360	\$31,119	\$31,897.08
Maintenance Personnel	\$56,592	\$57,723.84	\$58,878.36
Cleaner	\$25,680	\$26,193.60	\$26,717.52
Maintenance Worker	\$30,912	\$31,530.24	\$32,160.84
General Expense	\$57,820.90	\$64,580.59	\$72,173.62
Facility Expenses	\$36,779.27	\$41,443.64	\$46,699.63
Rent	\$31,706.31	\$35,727.40	\$40,258.40
Utilities	\$5,072.96	\$5,716.24	\$6,441.23
Operational Expenses	\$10,609.48	\$11,649.65	\$12,814.06
Annual Insurance Cost	\$3,000	\$3,075	\$3,151.88
Cleaning Services	\$7,609.48	\$8,574.65	\$9,662.18
Marketing and Advertising Expenses	\$10,432.15	\$11,487.30	\$12,659.93
Online Advertising	\$6,341.24	\$7,145.34	\$8,051.52
Promotional Material	\$4,090.91	\$4,341.96	\$4,608.41
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
<b>EBITDA</b>	<b>\$2,527.08</b>	<b>\$163,670.38</b>	<b>\$437,805.20</b>
<b>Additional Expense</b>	<b>\$9,179.53</b>	<b>\$15,402.30</b>	<b>\$21,591.41</b>
Long Term Depreciation	\$6,420	\$13,188	\$19,956
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$3,892.92)	\$150,482.38	\$417,849.20
Interest Expense	\$2,759.52	\$2,214.28	\$1,635.41
EBT	(\$6,652.45)	\$148,268.08	\$416,213.79
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$285,821.55</b>	<b>\$304,883.22</b>	<b>\$324,962.01</b>
<b>Net Income</b>	<b>(\$6,652.45)</b>	<b>\$148,268.08</b>	<b>\$416,213.79</b>
<b>Net Income (%)</b>	<b>(2.38%)</b>	<b>32.72%</b>	<b>56.16%</b>
Retained Earning Opening	\$0	(\$26,652.45)	\$121,615.63
Owner's Distribution	\$20,000	\$0	\$0
<b>Retained Earning Closing</b>	<b>(\$26,652.45)</b>	<b>\$121,615.63</b>	<b>\$537,829.42</b>

## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$279,169.10</b>	<b>\$453,151.30</b>	<b>\$741,175.80</b>

	2024	2025	2026
<b>Cash Paid</b>	<b>\$279,401.55</b>	<b>\$291,695.22</b>	<b>\$305,006.01</b>
COS & General Expenses	\$64,890.02	\$72,301.08	\$80,620.12
Salary & Wages	\$211,752	\$217,179.84	\$222,750.48
Interest	\$2,759.52	\$2,214.28	\$1,635.41
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$232.45)</b>	<b>\$161,456.08</b>	<b>\$436,169.79</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$85,000	\$60,000	\$60,000
<b>Net Cash From Investments</b>	<b>(\$85,000)</b>	<b>(\$60,000)</b>	<b>(\$60,000)</b>
<b>Amount Received</b>	<b>\$80,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$50,000	\$0	\$0
Common Stock	\$30,000	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
<b>Amount Paid</b>	<b>\$28,840.15</b>	<b>\$9,385.38</b>	<b>\$9,964.27</b>
Loan Capital	\$8,840.16	\$9,385.40	\$9,964.27
Dividends & Distributions	\$20,000	\$0	\$0
<b>Net Cash From Financing</b>	<b>\$51,159.85</b>	<b>(\$9,385.38)</b>	<b>(\$9,964.27)</b>
<b>Summary</b>			
Starting Cash	\$0	(\$34,072.60)	\$57,998.10

	2024	2025	2026
Cash In	\$359,169.10	\$453,151.30	\$741,175.80
Cash Out	\$393,241.70	\$361,080.60	\$374,970.28
Change in Cash	(\$34,072.60)	\$92,070.70	\$366,205.52
<b>Ending Cash</b>	<b>(\$34,072.60)</b>	<b>\$57,998.10</b>	<b>\$424,203.62</b>

## Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>\$44,507.40</b>	<b>\$183,390.10</b>	<b>\$589,639.62</b>
<b>Current Assets</b>	<b>(\$34,072.60)</b>	<b>\$57,998.10</b>	<b>\$424,203.62</b>
Cash	(\$34,072.60)	\$57,998.10	\$424,203.62
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$78,580</b>	<b>\$125,392</b>	<b>\$165,436</b>
Gross Long Term Assets	\$85,000	\$145,000	\$205,000
Accumulated Depreciation	(\$6,420)	(\$19,608)	(\$39,564)
<b>Liabilities &amp; Equity</b>	<b>\$44,507.39</b>	<b>\$183,390.07</b>	<b>\$589,639.59</b>
<b>Liabilities</b>	<b>\$41,159.84</b>	<b>\$31,774.44</b>	<b>\$21,810.17</b>
<b>Current Liabilities</b>	<b>\$9,385.40</b>	<b>\$9,964.27</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$9,385.40	\$9,964.27	\$0
<b>Long Term Liabilities</b>	<b>\$31,774.44</b>	<b>\$21,810.17</b>	<b>\$21,810.17</b>

	2024	2025	2026
Long Term Debt	\$31,774.44	\$21,810.17	\$21,810.17
<b>Equity</b>	<b>\$3,347.55</b>	<b>\$151,615.63</b>	<b>\$567,829.42</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$30,000	\$30,000	\$30,000
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Retained Earnings	(\$26,652.45)	\$121,615.63	\$537,829.42
<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%
<b>TOTAL ASSETS</b>	<b>100,00%</b>	<b>100,00%</b>	<b>100,00%</b>	<b>100,00%</b>
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%
<b>NET WORTH</b>	<b>99,32%</b>	<b>101,04%</b>	<b>102,76%</b>	<b>44,90%</b>
<b>Percent of Sales</b>				
Sales	100,00%	100,00%	100,00%	100,00%



	Year 1	Year 2	Year 3	Industry Profile
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.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
Assets to Sales	0,45	0,48	0,51	N.A.

	Year 1	Year 2	Year 3	Industry Profile
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 two financial planning tools. On the left is the Upmetrics interface, which features a clean, modern design with a sidebar for navigation (Profit & Loss, Balance Sheet, Cash Flow) and a central data table. A pop-up window asks 'What price will you charge for each unit?' with input fields for 'Constant Amount' and 'Varying amounts over time'. On the right is a traditional spreadsheet with a complex grid of cells and formulas, including a visible formula '=PER(C2:R2)'. The Upmetrics logo is on the left, and the spreadsheet icon 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.

[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

With Upmetrics, you have the liberty to choose from multiple stunning cover page designs. Choose a creative design and make your plan stand out.

## Online sharing made simple

Upmetrics makes online sharing quick and easier for users. Easily share your business plans with a link while tracking reader activity.

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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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