




# Dog Day Care


*Home Away From Home Dog Day Care*


# Business Plan


[YEAR]



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# Table of Contents

<b>Executive Summary</b>	<b>5</b>
Business Overview .....	6
Management .....	6
Customers .....	6
Business Target .....	7
Objectives .....	7
3 Year profit forecast .....	7
Keys to Success .....	8
<b>Company Summary</b>	<b>9</b>
Company Owner .....	10
Why the Business is being started .....	10
How the Business will be started .....	10
Startup cost .....	11
Financial Summary .....	11
<b>Services for customers</b>	<b>14</b>
Products and services .....	15
<b>Market Analysis</b>	<b>17</b>
Market Trends .....	18
Marketing Segmentation .....	18
Marketing share .....	19
Individual Households .....	19
Corporate Organizations .....	20
Dog Dealers .....	20
Animal Shelters .....	20
Potential Customers .....	21
Business Target .....	21
Product Pricing .....	21

## Strategy 22

---

Competitive Analysis .....	23
Sales Strategy .....	23
Sales Yearly .....	24
Sales Forecast .....	24

## Personnel plan 27

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Company Staff .....	28
Average Salary of Employees .....	28

## Financial Plan 30

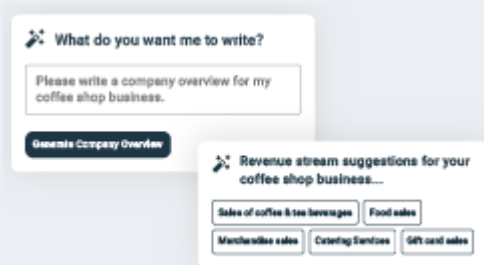
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Important Assumptions .....	31
Brake-even Analysis .....	31
Projected Profit and Loss .....	32
Pro Forma Cash Flow .....	34
Pro Forma Balance Sheet .....	36
Business Ratio Analysis .....	37

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1.

# Executive Summary

Business Overview

Management

Customers

Business Target



## REMEMBER

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

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## Business Overview

### Ex :: Pet Nation

The Pet Nation Daycare Services Co will be located in the heart of Smethport – Pennsylvania in a neatly renovated and secured housing facility. We will be strategically located in one of the richest neighborhoods in the United States. The company will be licensed and insured.

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*Start writing here..*

## Management

### Ex :: Pet Nation

The company will be initially launched as a small startup operating only in Pennsylvania. Dr. Bob will manage the overall operations of the company and will be assisted by his nephew Mike Bob, who is an MBA from Harvard and has served in various management roles.

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## Customers

### Ex :: Pet Nation

The company aims to serve one of the richest residential zones of the United States. The community living in the region has an annual mean household income of \$593,454; hence, they can easily afford our quality services.

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## Business Target

Ex :: Pet Nation

The company aims to provide the highest quality service to its customers and become the best daycare center in Pennsylvania within three years of its launch. Dr. Bob also plans to launch a few more centers in other cities as well.

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Ex :: Pet Nation

The target of the company can be achieved by fulfilling the following objectives:

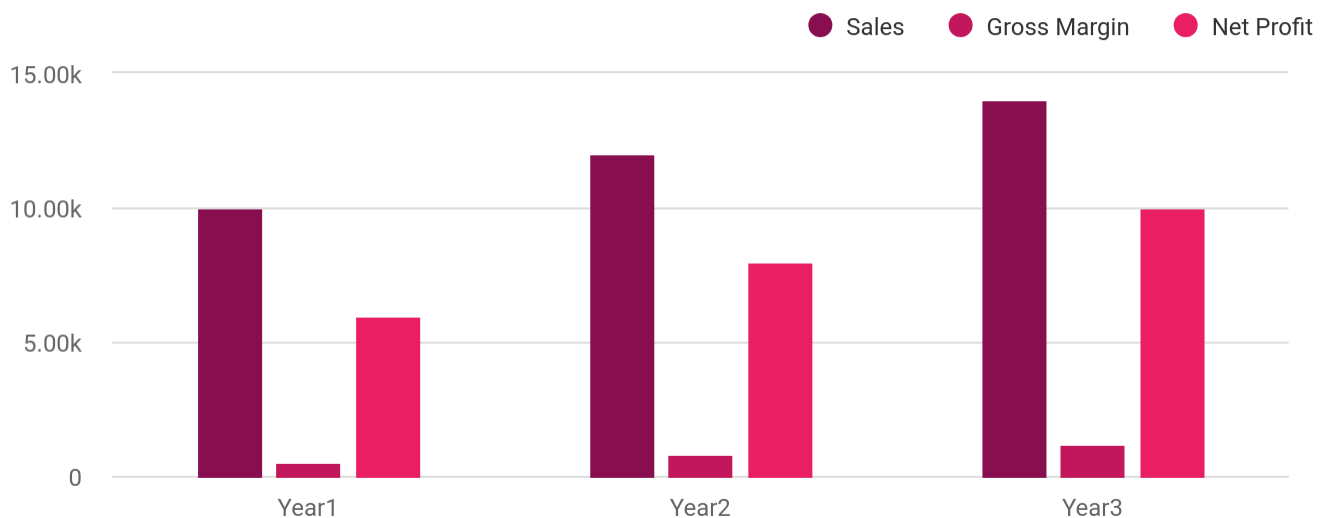
- To achieve the net profit margin of \$30 k per month by the end of the first year

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## Objectives

Start writing here..

## 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

Ex :: Pet Nation

The keys to the success of fulfilling our objectives and achieving our target are as follows:

- Comprehensive planning of 'everything

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## Keys to Success

*Start writing here..*



# 2.

## Company Summary

Company Owner

Why the Business is being started

How the Business will be started

Financial Summary

## Company Owner

Ex :: Pet Nation

The Dog Cave will be owned by Dr. Bob who has been in the veterinary and pet care industry for the last 20 years. Dr. Bob has been planning this startup for the last couple of years and hence perfectly knows how to open a dog daycare business and operate it to

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## Why the Business is being started

Ex :: Pet Nation

Dr. Bob has always wanted to start a Pet Nation daycare business out of his love for dogs and had been planning for it for quite a time. But he finally decided to start this venture after receiving his share of wealth from his father recently. Starting this bus

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*Start writing here..*

## How the Business will be started

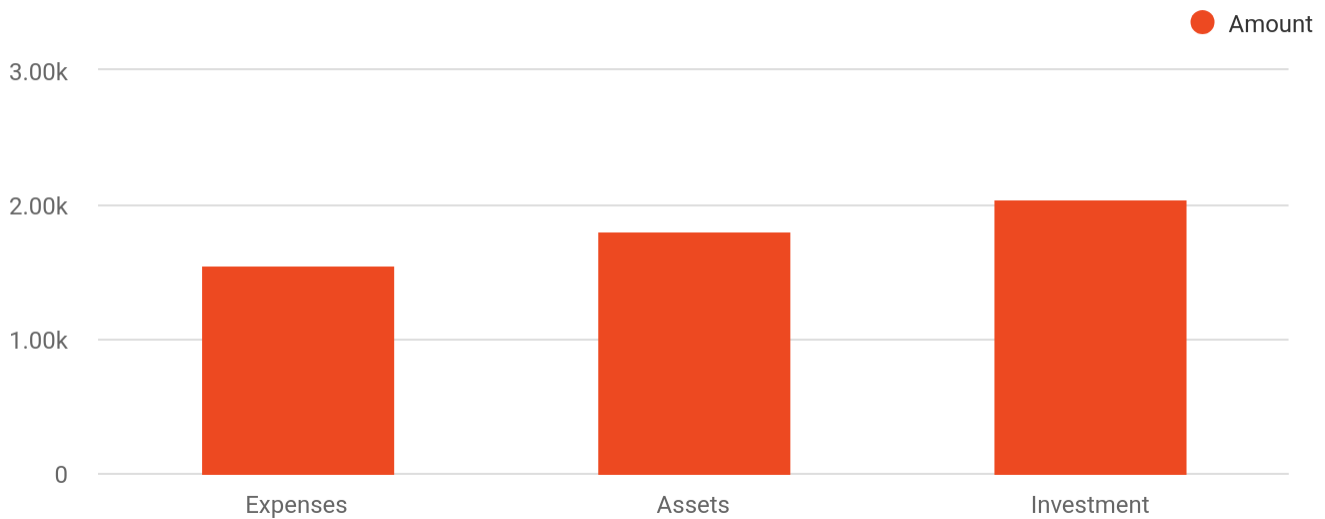
Ex :: Pet Nation

The Dog Cave will be a bonded, insured, and licensed dog daycare business. Dr. Bob is nearly halfway through the process of acquiring a license for the company and has already procured a beautiful facility near the residential zone of the city. The facility was p

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*Start writing here..*

## Startup cost



### Cost distribution

### Amount

<b>Expenses</b>	1,550
<b>Assets</b>	1,800
<b>Investment</b>	2,050

## Financial Summary

The detailed start-up requirements, start-up funding, start-up expenses, total assets, total funding required, total liabilities, total planned investment, total capital, and liabilities as forecasted by experts, is given below:

Start-up Expenses	Amount
Legal	\$72,500
Dog Beds	\$32,250
Dog Shampoos	\$62,875
Consultants	\$0
Insurance	\$32,750
Rent	\$222,500
Research and Development	\$32,750
Equipment Expenses	\$62,750
Signs	\$12,250

<b>Start-up Expenses</b>	<b>Amount</b>
Dog Chambers	\$27,500
Dog Food	\$22,000
<b>TOTAL START-UP EXPENSES</b>	<b>\$580,125</b>
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000
<b>TOTAL ASSETS</b>	<b>\$121,875</b>
Total Requirements	\$245,000
<b>START-UP FUNDING</b>	<b>\$0</b>
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
<b>TOTAL FUNDING REQUIRED</b>	<b>\$0</b>
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
<b>TOTAL ASSETS</b>	<b>\$0</b>
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
<b>TOTAL LIABILITIES</b>	<b>\$0</b>

<b>Start-up Expenses</b>	<b>Amount</b>
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
<b>TOTAL PLANNED INVESTMENT</b>	<b>\$495,000</b>
Loss at Start-up (Start-up Expenses)	\$113,125
<b>TOTAL CAPITAL</b>	<b>\$121,875</b>
<b>TOTAL CAPITAL AND LIABILITIES</b>	<b>\$121,875</b>
<b>Total Funding</b>	<b>\$295,000</b>

# 3.

## Services for customers

Products and services



### REMEMBER

If you are starting a Dog Daycare Business, you must focus on the services, you will provide to your customers. This sample business plan of Pet Nation will guide you on how to start your own dog daycare.

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### Ex :: Pet Nation

Our dog daycare center is primarily aimed to provide a place to dog-owners where they can leave their dogs anytime. We will take care of our customer's dogs while they are at work, or away on a vacation, or enjoying a weekend trip. Besides providing a safe

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## Products and services



**Dog training**



**Exercising and feeding**



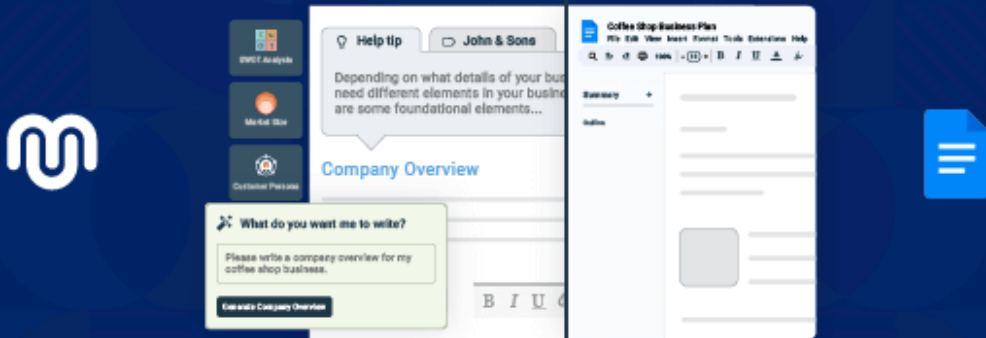
**Veterinary services**



**Washing and grooming**

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# 4.

## Market Analysis

Market Trends

Marketing Segmentation

Potential Customers

Business Target

Product Pricing



## REMEMBER

The most deciding and important feature of a Dog Daycare business plan is an accurate marketing analysis. A perfect dog daycare company business plan is the one in which you have mentioned your target

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### Ex :: Pet Nation

The most important and difficult part of developing an effective dog daycare business plan was its accurate marketing analysis that's why Dr. Bob acquired the services of marketing experts. They not only helped him throughout the process but also showed him

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*Start writing here..*

## Market Trends

### Ex :: Pet Nation

The pet industry is one of the few industries which have seen a consistent increase in revenue. According to the American Pet Products Association, the residents of the US spent a staggering amount of \$60.28 Billion in 2015, \$66.75 Billion in 2016, and

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## Marketing Segmentation

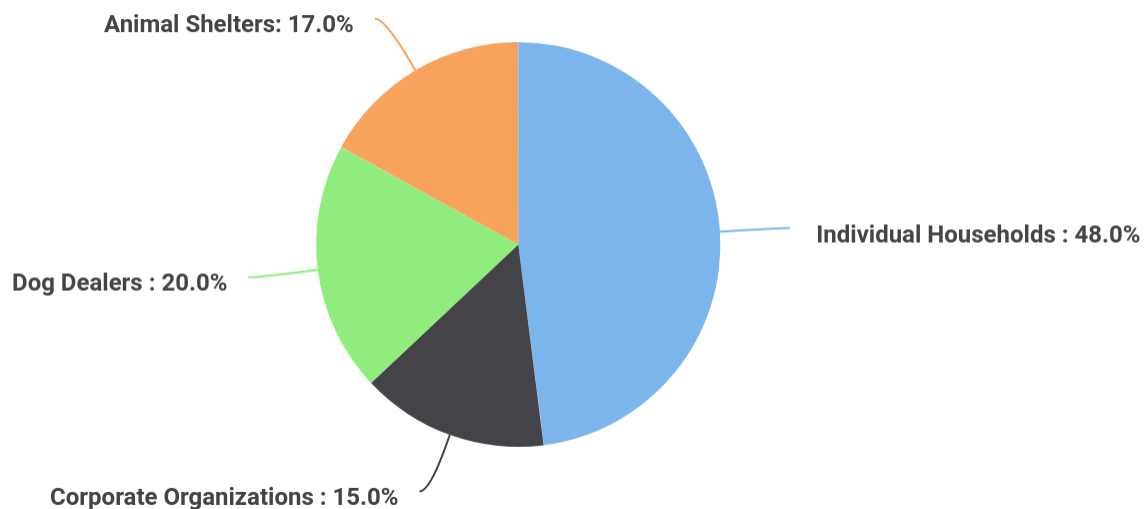
### Ex :: Pet Nation

A startup must develop a good plan to market itself to its target customers. A successful and efficient marketing strategy can only be developed after we completely know our potential customers. That's why our marketing experts carried out extensive research

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## Marketing share



Segments	Market share
Individual Households	48
Corporate Organizations	15
Dog Dealers	20
Animal Shelters	17

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

Ex :: Pet Nation

The biggest consumer of our services and products will be the community living in the residential zones of Pennsylvania. We will specifically target the neighborhood of East Lake Shore Drive which is also the location of our facility. The residential co

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## Individual Households

Start writing here..

Ex :: Pet Nation

Many corporate organizations like police or security agencies also own a lot of detective dogs. We also plan to serve them by providing dog grooming, washing, and veterinary services. Although these organizations also own trained staff for these purposes

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## Corporate Organizations

*Start writing here..*

Ex :: Pet Nation

There are also various dog dealers in the central business district of Pennsylvania city. Although they a little far from our facility center but we have made a plan by which we can attract these dealers. We will arrange special transportation facilities for

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## Dog Dealers

*Start writing here..*

Ex :: Pet Nation

There are more than 3500 animal shelters in the United States for accommodating abandoned, stray, or lost animals. We also hope to target hundreds of animal shelters present in Pennsylvania for washing, grooming, and veterinary services. We will

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## Animal Shelters

*Start writing here..*

## Potential Customers

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
Individual Households	48%	22,334	32,344	43,665	52,544	66,432	10.00%
Corporate Organisations	23%	11,433	13,344	16,553	18,745	20,545	13.43%
Dog Dealers	18%	8,322	9,455	10,655	12,867	14,433	15.32%
Animal Shelters	13%	4,333	5,655	6,877	7,877	9,543	15.00%
Total	100%	46,422	60,798	77,750	92,033	110,953	9.54%

## Business Target

Ex :: Pet Nation

We aim to become the best dog care business in Pennsylvania within the next three years. Our business target is to balance the cost of our startup within just three years of our launch.

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Start writing here..

## Product Pricing

Ex :: Pet Nation

We have priced our products and services in similar ranges as of our competitors. For daycare services, we have developed various plans for charging our customers such as per hour, per day, and per week plans. We will provide better services than our competitors.

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Start writing here..

# 5.

## Strategy

Competitive Analysis

Sales Strategy



## REMEMBER

If you are going to start a dog daycare service business, and want to expose your business to a wider audience, there is a way that we call improving sales. For gaining a lead over your competitors, you

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### Ex :: Pet Nation

Dr. Bob carried out extensive research and hired financial experts to help him develop an effective marketing and sales strategy for the startup. The experts made a detailed strategy for him to start a dog daycare business.

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*Start writing here..*

## Competitive Analysis

### Ex :: Pet Nation

We have a really tough competition because there are several other dog daycare centers in Pennsylvania, many of them are established for decades. But still, Dr. Bob is positive that our company will beat all of the competitors within no time. Our competitor

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*Start writing here..*

## Sales Strategy

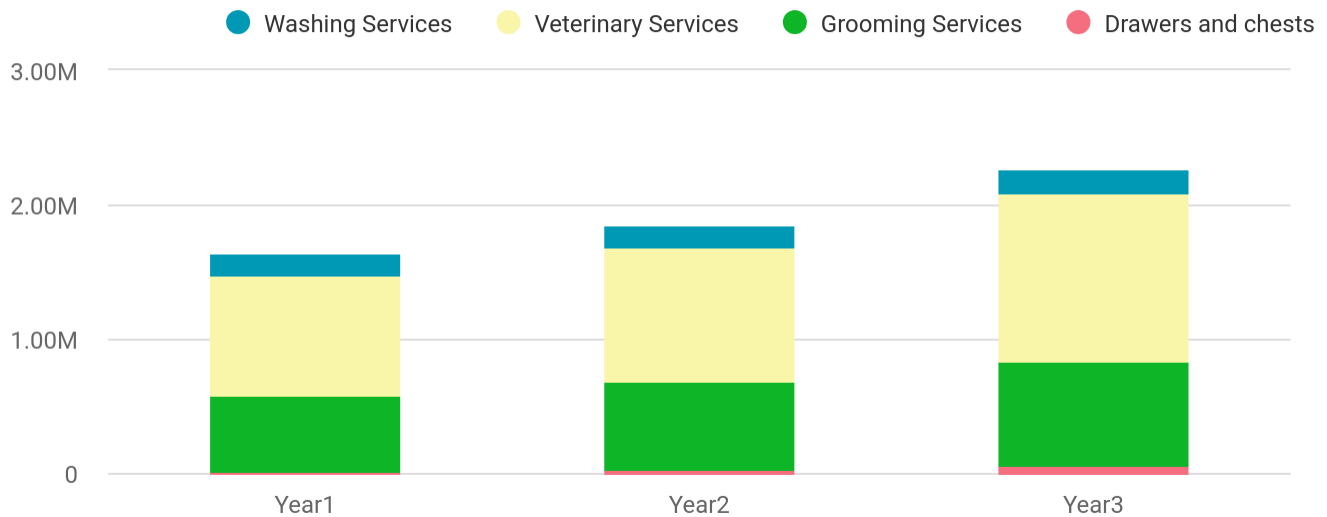
### Ex :: Pet Nation

We believe that people will always leave their dogs with us if they use our service even for once. Considering the market demand and the quality of our services, our sales pattern is expected to increase with years. By analyzing our market segmentation strategy, c

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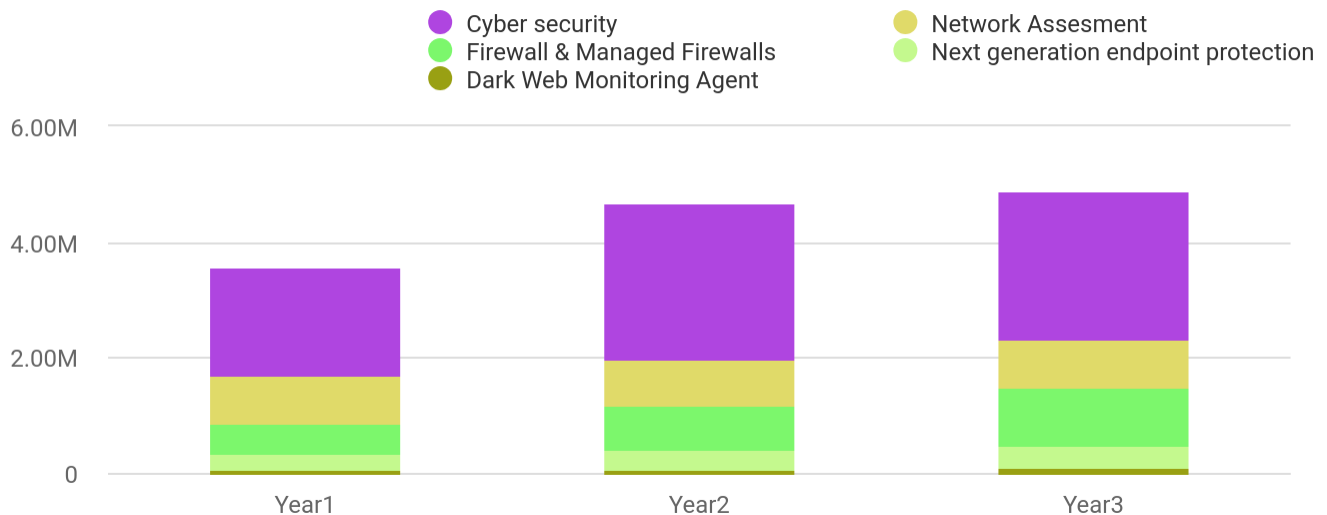
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## Sales Yearly



Financial Year	Washing Services	Veterinary Servic...	Grooming Services	Drawers and ches...
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	Cyber security	Network Asse...	Firewall & Man...	Next generatio...	Dark Web Mon...
Year1	1,887,030	802,370	539,320	265,450	78,512
Year2	2,680,320	815,430	770,230	322,390	85,451
Year3	2,588,240	823,540	1,002,310	393,320	98,754



The detailed information about sales forecast, total unit sales, total sales is given in the following table.

<b>Unit Sales</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Washing Services	187,330	260,320	258,240
Veterinary Services	802,370	815,430	823,540
Grooming Services	539,320	770,230	1,002,310
Drawers and chests	265,450	322,390	393,320
Daycare Services	1,435,320	1,250,430	1,762,450
Training Services	134,240	394,340	842,230
<b>TOTAL UNIT SALES</b>	<b>3,364,030</b>	<b>3,813,140</b>	<b>5,082,090</b>
<b>Unit Prices</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Washing Services	\$140.00	\$150.00	\$160.00
Veterinary Services	\$600.00	\$800.00	\$1,000.00
Grooming Services	\$700.00	\$800.00	\$900.00
Drawers and chests	\$650.00	\$750.00	\$850.00
Daycare Services	\$140.00	\$120.00	\$100.00
Training Services	\$1,150.00	\$1,300.00	\$1,450.00
<b>Sales</b>			
Washing Services	\$214,800	\$274,000	\$333,200
Veterinary Services	\$120,050	\$194,500	\$268,500
Grooming Services	\$50,110	\$71,600	\$93,000
Drawers and chests	\$139,350	\$194,600	\$249,850
Daycare Services	\$62,350	\$72,300	\$82,250
Training Services	\$229,500	\$365,500	\$501,500
<b>TOTAL SALES</b>			
<b>Direct Unit Costs</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Washing Services	\$0.70	\$0.80	\$0.90
Veterinary Services	\$0.40	\$0.45	\$0.50
Grooming Services	\$0.30	\$0.35	\$0.40

<b>Unit Sales</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Drawers and chests	\$3.00	\$3.50	\$4.00
Daycare Services	\$0.70	\$0.75	\$0.80
Training Services	\$3.00	\$3.50	\$4.00
Direct Cost of Sales			
Washing Services	\$98,300	\$183,000	\$267,700
Veterinary Services	\$66,600	\$119,900	\$173,200
Grooming Services	\$17,900	\$35,000	\$52,100
Drawers and chests	\$19,400	\$67,600	\$115,800
Daycare Services	\$27,700	\$69,200	\$110,700
Training Services	\$64,200	\$224,700	\$385,200
Subtotal Direct Cost of Sales	\$294,100	\$699,400	\$1,104,700

# 6.

## Personnel plan

Company Staff

Average Salary of Employees



## REMEMBER

After knowing the basics of how to start a dog daycare business, the most important step is to hire hard-working, skilled, and honest professionals to assist you in running your business. Here is the same

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### Ex :: Pet Nation

Dr. Bob acquired the services of a Human Resource Manager for helping him develop a personnel plan to open a dog daycare business. He developed the following personnel plan for the staff needed for the dog daycare center along with their average s

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## Company Staff

### Ex :: Pet Nation

Dr. Spencer will manage the overall operations of the daycare center. The company will initially hire the following people

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## Average Salary of Employees

The following table shows the forecast data about employees and their salaries for next three years.

Personnel	Year 1	Year 2	Year 3
Accountant	\$45,000	\$52,000	\$59,000
Sales and Marketing Executives	\$145,000	\$152,000	\$159,000
Workers for Dog Services	\$410,000	\$440,000	\$480,000
Workers for Facility	\$55,000	\$65,000	\$75,000
Drivers	\$60,000	\$63,300	\$70,000
Front Desk Officer	\$20,000	\$23,300	\$30,000
Salesperson	\$10,000	\$12,000	\$15,000

<b>Personnel</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Total Salaries	\$745,000	\$807,600	\$888,000

# 7.

## Financial Plan

Important Assumptions

Brake-even Analysis

Projected Profit and Loss

Pro Forma Cash Flow

Pro Forma Balance Sheet

Business Ratio Analysis



## REMEMBER

If you are going to start your own dog daycare 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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### Ex :: Pet Nation

Mr. Bob with his nephew Mike developed the financial plan for his business. Mike, being a financial expert, helped him through all the problems encountered in this phase. The problem wasn't about how to open your own daycare business but the problem

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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
<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>\$183,327.55</b>	<b>\$332,481.90</b>	<b>\$609,034.60</b>
Dog Boarding Services	\$39,793.75	\$71,469.75	\$128,350
Unit Sales	1,592	2,859	5,134
Unit Price	\$25	\$25	\$25
Dog Grooming Services	\$75,916.80	\$152,762.85	\$307,383.75
Unit Sales	1,687	3,395	6,831
Unit Price	\$45	\$45	\$45
Dog Training Sessions	\$67,617	\$108,249.30	\$173,300.85
Unit Sales	1,503	2,406	3,851
Unit Price	\$45	\$45	\$45
<b>Cost Of Sales</b>	<b>\$12,406.04</b>	<b>\$19,015.60</b>	<b>\$30,802.58</b>
General Costs	\$12,406.04	\$19,015.60	\$30,802.58
Dog Care Supplies	\$6,203.02	\$9,507.80	\$15,401.29
Dog Food	\$2,536.46	\$2,858.16	\$3,220.59
Grooming Supplies	\$3,666.56	\$6,649.64	\$12,180.70
Facility Costs	\$6,203.02	\$9,507.80	\$15,401.29
Utility Costs	\$2,536.46	\$2,858.16	\$3,220.59
Maintenance	\$3,666.56	\$6,649.64	\$12,180.70
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$170,921.51</b>	<b>\$313,466.30</b>	<b>\$578,232.02</b>



	2024	2025	2026
<b>Gross Margin (%)</b>	<b>93.23%</b>	<b>94.28%</b>	<b>94.94%</b>
<b>Operating Expense</b>	<b>\$191,580.40</b>	<b>\$201,199.20</b>	<b>\$214,923.16</b>
Payroll Expense (Indirect Labor)	\$172,764	\$176,219.28	\$179,743.56
Administrative Staff	\$52,260	\$53,305.20	\$54,371.28
Manager	\$33,000	\$33,660	\$34,333.20
Receptionist	\$19,260	\$19,645.20	\$20,038.08
Care staff	\$72,192	\$73,635.84	\$75,108.48
Dog Trainer	\$26,400	\$26,928	\$27,466.56
Caregiver	\$45,792	\$46,707.84	\$47,641.92
Support Staff	\$48,312	\$49,278.24	\$50,263.80
Cleaner	\$25,200	\$25,704	\$26,218.08
Maintenance Worker	\$23,112	\$23,574.24	\$24,045.72
General Expense	\$18,816.40	\$24,979.93	\$35,179.60
Facility-Related Expenses	\$10,710.97	\$13,328.53	\$17,362.92
Rent	\$8,877.70	\$10,003.71	\$11,272.57
Utilities	\$1,833.27	\$3,324.82	\$6,090.35
Operational Expenses	\$5,003.96	\$6,897.61	\$10,116.16
Insurance	\$3,170.69	\$3,572.79	\$4,025.81
Marketing	\$1,833.27	\$3,324.82	\$6,090.35
Miscellaneous	\$3,101.47	\$4,753.79	\$7,700.52
Office Supplies	\$1,268.20	\$1,428.97	\$1,610.17
Professional Services	\$1,833.27	\$3,324.82	\$6,090.35
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
<b>EBITDA</b>	<b>(\$20,658.89)</b>	<b>\$112,267.09</b>	<b>\$363,308.88</b>
<b>Additional Expense</b>	<b>\$17,038.93</b>	<b>\$15,104.77</b>	<b>\$13,051.31</b>
Long Term Depreciation	\$11,892	\$11,892	\$11,892
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$32,550.89)	\$100,375.09	\$351,416.88
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$37,697.82)	\$97,162.32	\$350,257.57
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$221,025.37</b>	<b>\$235,319.58</b>	<b>\$258,777.03</b>
<b>Net Income</b>	<b>(\$37,697.82)</b>	<b>\$97,162.32</b>	<b>\$350,257.57</b>
<b>Net Income (%)</b>	<b>(20.56%)</b>	<b>29.22%</b>	<b>57.51%</b>
Retained Earning Opening	\$0	(\$46,697.82)	\$41,464.50
Owner's Distribution	\$9,000	\$9,000	\$4,000
<b>Retained Earning Closing</b>	<b>(\$46,697.82)</b>	<b>\$41,464.50</b>	<b>\$387,722.07</b>

## Pro Forma Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$183,327.55</b>	<b>\$332,481.90</b>	<b>\$609,034.60</b>

	2024	2025	2026
<b>Cash Paid</b>	<b>\$209,133.37</b>	<b>\$223,427.59</b>	<b>\$246,885.05</b>
COS & General Expenses	\$31,222.44	\$43,995.54	\$65,982.18
Salary & Wages	\$172,764	\$176,219.28	\$179,743.56
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$25,805.82)</b>	<b>\$109,054.31</b>	<b>\$362,149.55</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$270,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$270,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
<b>Amount Paid</b>	<b>\$40,359.35</b>	<b>\$42,293.51</b>	<b>\$39,347.12</b>
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$9,000	\$9,000	\$4,000
<b>Net Cash From Financing</b>	<b>\$109,640.65</b>	<b>(\$42,293.51)</b>	<b>(\$39,347.12)</b>
<b>Summary</b>			
Starting Cash	\$0	(\$186,165.17)	(\$119,404.37)

	2024	2025	2026
Cash In	\$333,327.55	\$332,481.90	\$609,034.60
Cash Out	\$519,492.72	\$265,721.10	\$286,232.17
Change in Cash	(\$186,165.17)	\$66,760.80	\$322,802.43
<b>Ending Cash</b>	<b>(\$186,165.17)</b>	<b>(\$119,404.37)</b>	<b>\$203,398.06</b>

## Pro Forma Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>\$71,942.83</b>	<b>\$126,811.63</b>	<b>\$437,722.06</b>
<b>Current Assets</b>	<b>(\$186,165.17)</b>	<b>(\$119,404.37)</b>	<b>\$203,398.06</b>
Cash	(\$186,165.17)	(\$119,404.37)	\$203,398.06
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$258,108</b>	<b>\$246,216</b>	<b>\$234,324</b>
Gross Long Term Assets	\$270,000	\$270,000	\$270,000
Accumulated Depreciation	(\$11,892)	(\$23,784)	(\$35,676)
<b>Liabilities &amp; Equity</b>	<b>\$71,942.84</b>	<b>\$126,811.64</b>	<b>\$437,722.07</b>
<b>Liabilities</b>	<b>\$68,640.66</b>	<b>\$35,347.14</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$33,293.52</b>	<b>\$35,347.14</b>	<b>\$0</b>
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
<b>Long Term Liabilities</b>	<b>\$35,347.14</b>	<b>\$0</b>	<b>\$0</b>

	2024	2025	2026
Long Term Debt	\$35,347.14	\$0	\$0
<b>Equity</b>	<b>\$3,302.18</b>	<b>\$91,464.50</b>	<b>\$437,722.07</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$46,697.82)	\$41,464.50	\$387,722.07
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Business Ratio Analysis

	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%
<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>
Percent of Sales				
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%
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	Year 1	Year 2	Year 3	
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.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
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 shows two side-by-side screenshots. On the left is the Upmetrics software 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 year 2023-04. The data is presented in a clear, readable format. Below the main table, there is a section titled 'What price will you charge for each unit?' with a form to input 'Constant Amount' and 'Varying amounts over time'. On the right is a traditional spreadsheet interface, which is cluttered with many empty cells and complex formulas, making it difficult to navigate and understand.

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**Mariia Yevlash**



Student, Sumy State University – Ukraine

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