






# Shipping Company


*Always Here to Take Care Of Your Carrying*


# Business Plan [YEAR]

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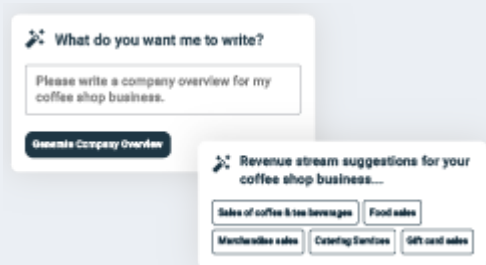
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# 1.

## Executive Summary

Business Overview

Management

Customers

Business Target



## REMEMBER

Before you think about how to start a Drop Shipping service, you must create a detailed Drop Shipping 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 :: Del-Bird

Del-Bird Online is the United States-based international drop – shipping cum online shopping website that offers a wide range of quality products such as electronics, computers, groceries, fashion, home appliances, and kid’s items. Our head office will be located in New York City.

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## Management

Ex :: Del-Bird

Our inventory management of products is automated, our portal is designed such that it reports get generated instantly when required and our product inventory management is very efficient and easy to maintain.

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## Customers

Ex :: Del-Bird

Del-Bird Online will ensure that all our customers are given first-class treatment irrespective of the number of products they purchase or the part of the world they reside in.

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# Business Target

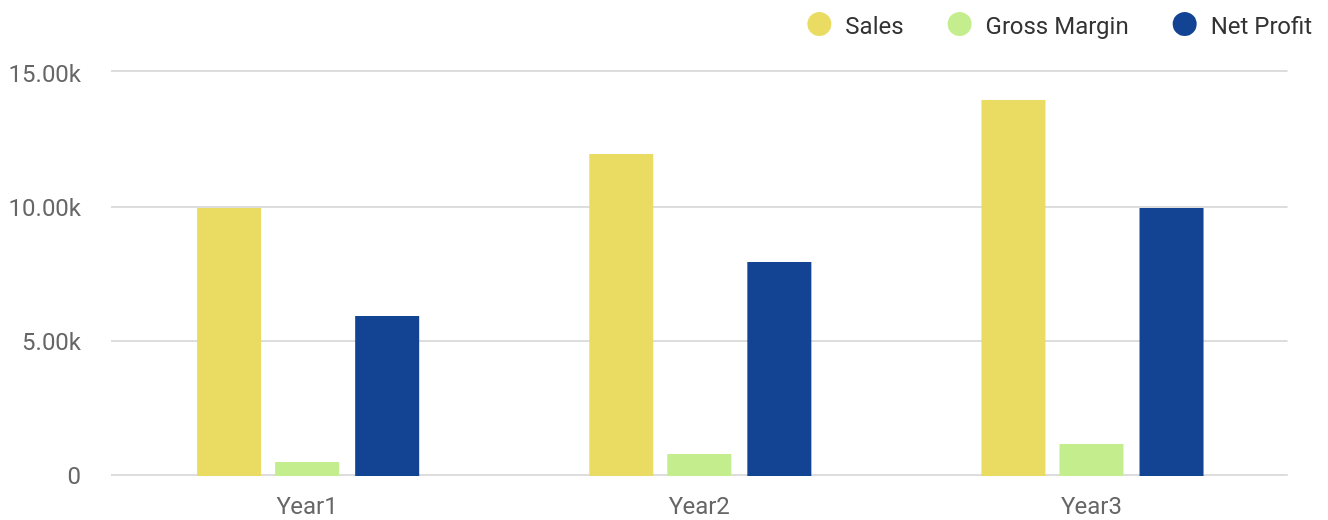
Ex :: Del-Bird

The company's three-year targets are outlined as follows:

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## 3 Year profit forecast



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

# 2.

## Company Summary

Company Owner

Why the Business is being started

How the Business will be started

Funding Required



# Company Owner

Ex :: Del-Bird

Del-Bird Online is owned by Clara Davidson and her immediate family members. Clara Davidson has a Diploma in eCommerce and a degree in Business Administration. She will run the business with other experienced team members who have worked in

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# Why the Business is being started

Ex :: Del-Bird

The business is being started with the aim of making profits in the online retail industry while also adding value to the customers through excellent drop shopping services.

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# How the Business will be started

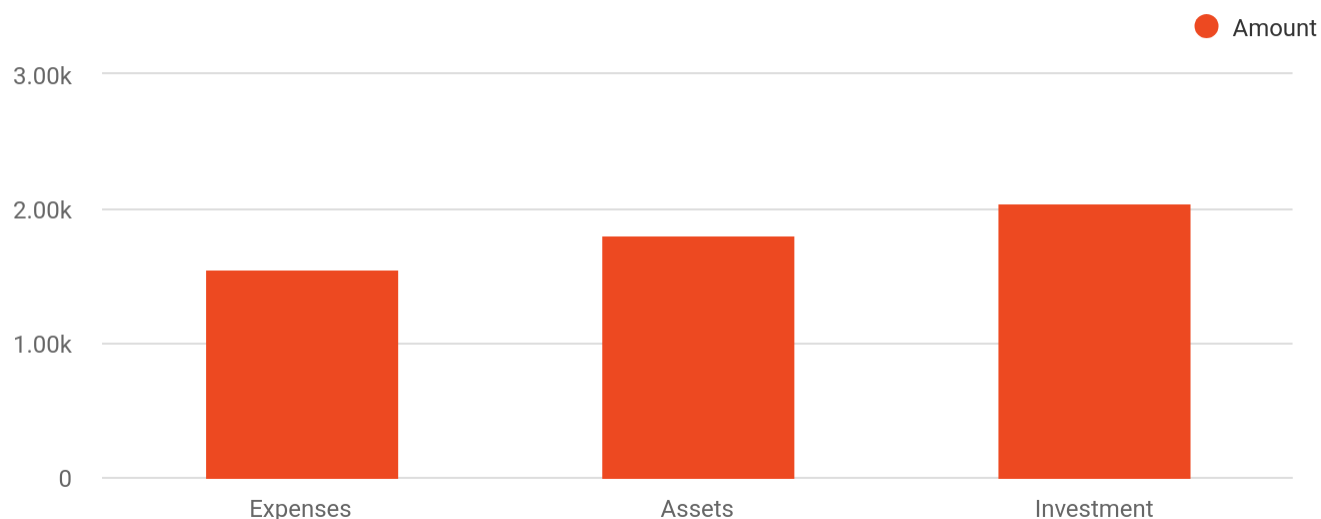
Ex :: Del-Bird

The business will be located in a small office located in San Diego but will operate across the United States. In addition to the usual inventory, the company will procure business internet connection along with computers, servers, peripherals, and other office

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## Startup cost



### Cost distribution

### Amount

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

## Funding Required

The detailed start-up requirements are 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
Dog Chambers	\$27,500

<b>Start-up Expenses</b>	<b>Amount</b>
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>
Capital	\$0

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

## Products and Services

Products and services



## REMEMBER

If you are starting a Drop Shipping Business, you must focus on the services, you will provide to your customers. This sample business plan of Drop Shipping will guide you on how to start your own do

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### Ex :: Del-Bird

You must decide what products you will provide to your customers before thinking about how to set up a dropshipping business because the planning of other subsequent components (such as finding relevant suppliers) depends on your products. Del-Bird

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## Products and services



### Phones, Computers & Accessories

This category includes smartphones, laptops, tablets and other related accessories such as chargers, earphones, data devices etc.



### Men's Fashion

This category includes men clothing, shoes, wrist watches and other wearable.



### Women's Fashion

This category includes women clothing, shoes, handbags, cosmetics, artificial jewellery and other wearable.



### Home & Living

This category includes household items.

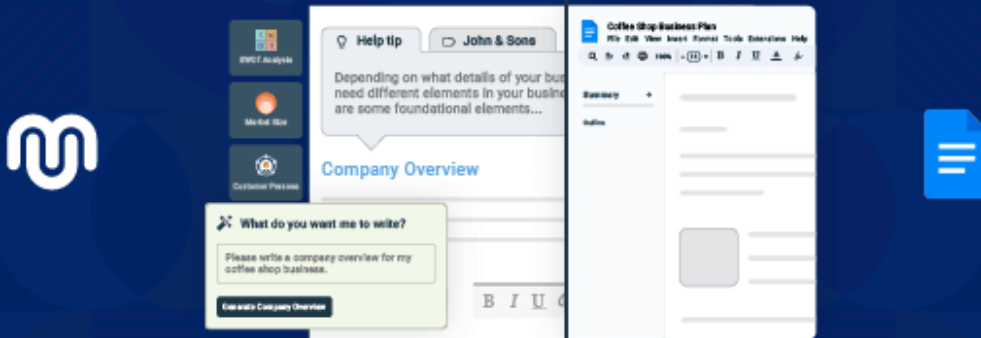


### Baby, Toys & Kids

This category includes all kinds of baby products and toys.

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# 4.

## Market Analysis

Market Trends

Marketing Segmentation

Market Analysis

Business Target

Product Pricing

Competitive Advantage





## REMEMBER

The most important component of an effective drop shipping business plan is its accurate marketing analysis. If you are starting this venture on small scale, you can take help from this drop shipping bus

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## Market Trends

Ex :: Del-Bird

Dropshipping or E-commerce industry is one of the largest industries in the United States as well as in the rest of the world. In the United States, E-commerce sales were estimated to be \$353.7 billion for 2017. The industry is growing at the forecasted rate

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## Marketing Segmentation

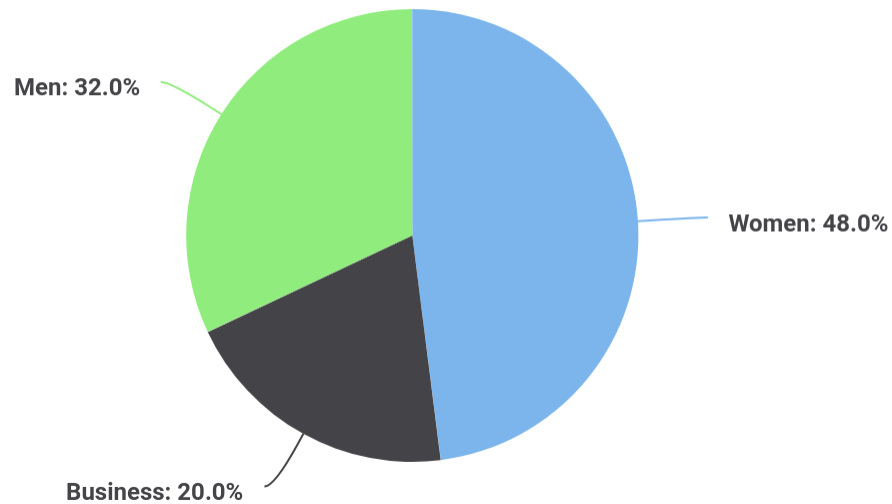
Ex ::Del-Bird

We will target all people living in the United States. Our experts have identified the following type of target audience which can become our future consumers:

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*Start writing here..*

## Market Share



Segments	Market share
Women	48
Business	20
Men	32

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

Ex :: Del-Bird

The biggest consumer of our services will be women in the United States. It has been established by various surveys and studies that women are more likely to make online purchases than men. That's why American women will be the biggest


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## Women

*Start writing here..*

Ex :: Del-Bird

The second-biggest consumer of our products will be men. Although their contribution to our revenue will be less than women still it will be of significant value.


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## Men

Start writing here..

Ex :: Del-Bird

We also hope to target the corporate sector for buying the products from our first category, computers, and accessories.

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## Businesses

Start writing here..

## Market Analysis


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

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Women	48%	22,334	32,344	43,665	52,544	66,432	10.00%
Businesses	18%	11,433	13,344	16,553	18,745	20,545	13.43%
Men	34%	18,322	19,455	20,655	22,867	24,433	15.32%
Total	100%	52,089	65,143	80,873	94,156	111,410	9.54%

## Business Target

Ex :: Del-Bird

- To achieve the net profit margin of \$10k/month by the first year, \$15k by the second year, and \$25k by the third year
- To add 3 more categories of electronic appliances, sports products

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*Start writing here..*

## Product Pricing

Ex :: Del-Bird

Considering the competition in the E-commerce industry, we have priced all our products in similar ranges as of our competitors. However, the delivery charges are kept slightly less as compared to our competitors.

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*Start writing here..*

## Competitive Advantage

Ex :: Del-Bird

A close study of the drop – shipping line of business and the overall eCommerce industry reveals that the market has become much more intensely competitive over the last decade. As a matter of fact, you have to be highly creative, customer-centric, pro

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# 5.

## Strategy

Competitive Analysis

Sales Strategy



## REMEMBER

Like marketing analysis, sales strategy is also an important component of a drop shipping business plan so it must be planned before you think about how to start a drop-shipping business.

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## Competitive Analysis

Ex :: Del-Bird

The biggest problem you will face while starting this venture is the intensely competitive environment created by giants like Amazon, eBay, Alibaba, etc. In addition to that, there are tons of other drop shipping business with ranging magnitudes. That's why,

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## Sales Strategy

Ex :: Del-Bird

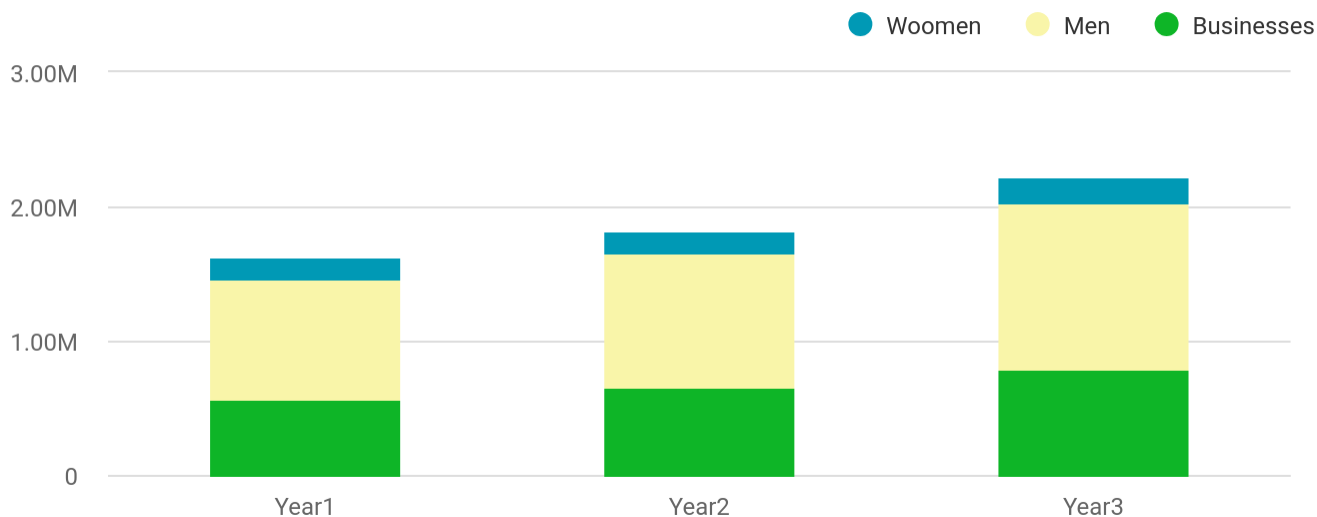
We will carry out a large scale paid social media advertising campaign.

We will use digital marketing strategies, SEO, and SEM practices for promoting our website and

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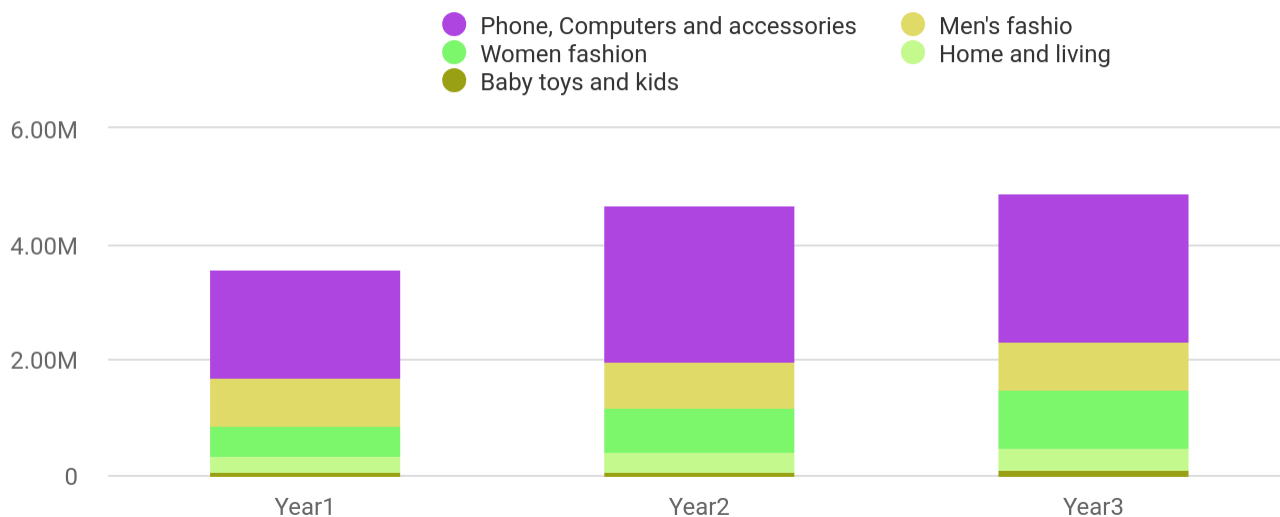
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## Sales Yearly



Financial Year	Woomen	Men	Businesses
Year1	158,745	895,665	568,654
Year2	164,548	1,004,512	658,457
Year3	186,541	1,245,587	784,512

## Sales Forecast



Financial Year	Phone, Compu...	Men's fashion	Women fashion	Home and living	Baby toys and ...
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

## Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

Unit Sales	Year 1	Year 2	Year 3
Phones, Computers & Accessories	187,330	260,320	258,240
Men's Fashion	802,370	815,430	823,540
Women's Fashion	539,320	770,230	1,002,310
Home & Living	265,450	322,390	393,320
Baby, Toys & Kids	1,435,320	1,250,430	1,762,450
<b>TOTAL UNIT SALES</b>	<b>3,229,790</b>	<b>3,418,800</b>	<b>4,239,860</b>
Unit Prices	Year 1	Year 2	Year 3
Phones, Computers & Accessories	\$140.00	\$150.00	\$160.00
Men's Fashion	\$600.00	\$800.00	\$1,000.00
Women's Fashion	\$700.00	\$800.00	\$900.00
Home & Living	\$650.00	\$750.00	\$850.00
Baby, Toys & Kids	\$140.00	\$120.00	\$100.00
<b>Sales</b>			
Web hosting services	\$214,800	\$274,000	\$333,200
Phones, Computers & Accessories	\$120,050	\$194,500	\$268,500
Men's Fashion	\$50,110	\$71,600	\$93,000
Women's Fashion	\$139,350	\$194,600	\$249,850
Home & Living	\$62,350	\$72,300	\$82,250
Baby, Toys & Kids	\$40,890	\$75,550	\$90,000
<b>Direct Unit Costs</b>			
Phones, Computers & Accessories	\$0.70	\$0.80	\$0.90
Men's Fashion	\$0.40	\$0.45	\$0.50
Women's Fashion	\$0.30	\$0.35	\$0.40
Home & Living	\$3.00	\$3.50	\$4.00
Baby, Toys & Kids	\$0.70	\$0.75	\$0.80
<b>Direct Cost of Sales</b>			



<b>Unit Sales</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Phones, Computers & Accessories	\$98,300	\$183,000	\$267,700
Men's Fashion	\$66,600	\$119,900	\$173,200
Women's Fashion	\$17,900	\$35,000	\$52,100
Home & Living	\$19,400	\$67,600	\$115,800
Baby, Toys & Kids	\$27,700	\$69,200	\$110,700
Subtotal Direct Cost of Sales	\$294,100	\$699,400	\$1,104,700

# 6.

## Personnel plan

Average Salary of Employees



## REMEMBER

After knowing the basics of how to start a dropshipping 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 :: Del-Bird

Del-Bird Online Company is a player in the e-commerce industry that intends starting small in San Diego – California but hope to grow big in order to compete favorably with leading online stores and dropshipping companies both in the United States and on

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## Average Salary of Employees

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

Personnel Plan	Year 1	Year 2	Year 3
Chief Executive Officer / President	\$45,000	\$52,000	\$59,000
Human Resources and Admin Manager	\$145,000	\$152,000	\$159,000
Business Developer	\$410,000	\$440,000	\$480,000
Accountant	\$55,000	\$65,000	\$75,000
Information Technologist	\$60,000	\$63,300	\$70,000
Call Center Agent	\$20,000	\$23,300	\$30,000
<b>Total Salaries</b>	<b>\$745,000</b>	<b>\$807,600</b>	<b>\$888,000</b>

# 7.

## 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 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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## 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>\$3,016,844.80</b>	<b>\$6,240,260.30</b>	<b>\$13,277,653.80</b>
Electronic Gadgets Sales	\$1,591,714	\$2,858,492	\$5,133,432

	2024	2025	2026
Unit Sales	7,959	14,292	25,667
Unit Price	\$200	\$200	\$200
Home Appliances	\$1,138,626	\$2,867,257.50	\$7,220,232
Unit Sales	7,591	19,115	48,135
Unit Price	\$150	\$150	\$150
Fitness Equipment	\$286,504.80	\$514,510.80	\$923,989.80
Unit Sales	4,775	8,575	15,400
Unit Price	\$60	\$60	\$60
<b>Cost Of Sales</b>	<b>\$1,690,020.87</b>	<b>\$2,898,639.15</b>	<b>\$5,452,349.39</b>
General Costs	\$1,690,020.87	\$2,898,639.15	\$5,452,349.39
Electronic Gadgets	\$905,053.44	\$1,872,078.09	\$3,983,296.14
Cost of Electronic Gadgets	\$905,053.44	\$1,872,078.09	\$3,983,296.14
Home Appliances	\$784,967.43	\$1,026,561.06	\$1,469,053.25
Purchase Cost of Appliances	\$634,125.17	\$714,548.02	\$805,170.55
Shipping and Handling Costs	\$150,842.26	\$312,013.04	\$663,882.70
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$1,326,823.93</b>	<b>\$3,341,621.15</b>	<b>\$7,825,304.41</b>
<b>Gross Margin (%)</b>	<b>43.98%</b>	<b>53.55%</b>	<b>58.94%</b>
<b>Operating Expense</b>	<b>\$1,450,448.33</b>	<b>\$1,839,305.30</b>	<b>\$2,631,897.48</b>

	2024	2025	2026
Payroll Expense (Indirect Labor)	\$1,096,200	\$1,133,613	\$1,172,416.68
Management Team	\$421,200	\$440,388	\$460,460.52
CEO	\$234,000	\$245,700	\$257,985
CFO	\$187,200	\$194,688	\$202,475.52
Sales Team	\$472,500	\$486,675	\$501,275.16
Sales Manager	\$135,000	\$139,050	\$143,221.56
Sales Representatives	\$337,500	\$347,625	\$358,053.60
Support Staff	\$202,500	\$206,550	\$210,681
Customer Support	\$157,500	\$160,650	\$163,863
Administrative Assistant	\$45,000	\$45,900	\$46,818
General Expense	\$354,248.33	\$705,692.30	\$1,459,480.81
Marketing and Advertising	\$243,013.40	\$493,988.02	\$1,032,104.68
Online Advertising	\$31,834.25	\$57,169.79	\$102,668.91
Social Media Campaigns	\$211,179.15	\$436,818.23	\$929,435.77
Operational Costs	\$98,552.49	\$197,413.39	\$411,272.72
Website Maintenance	\$8,047.15	\$10,205.58	\$12,943.09
Shipping Costs	\$90,505.34	\$187,207.81	\$398,329.63
Administrative Expenses	\$12,682.44	\$14,290.89	\$16,103.41
Office Supplies	\$5,072.96	\$5,716.24	\$6,441.23
Utilities	\$7,609.48	\$8,574.65	\$9,662.18
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
<b>EBITDA</b>	<b>(\$123,624.41)</b>	<b>\$1,502,315.86</b>	<b>\$5,193,406.92</b>

	2024	2025	2026
<b>Additional Expense</b>	<b>\$11,650.80</b>	<b>\$9,407.24</b>	<b>\$7,001.49</b>
Long Term Depreciation	\$5,634	\$5,634	\$5,634
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$129,258.41)	\$1,496,681.86	\$5,187,772.92
Interest Expense	\$6,016.82	\$3,773.25	\$1,367.48
EBT	(\$135,275.21)	\$1,492,908.62	\$5,186,405.43
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$3,152,120.01</b>	<b>\$4,747,351.68</b>	<b>\$8,091,248.37</b>
<b>Net Income</b>	<b>(\$135,275.21)</b>	<b>\$1,492,908.62</b>	<b>\$5,186,405.43</b>
<b>Net Income (%)</b>	<b>(4.48%)</b>	<b>23.92%</b>	<b>39.06%</b>
Retained Earning Opening	\$0	(\$165,275.21)	\$1,297,633.41
Owner's Distribution	\$30,000	\$30,000	\$30,000
<b>Retained Earning Closing</b>	<b>(\$165,275.21)</b>	<b>\$1,297,633.41</b>	<b>\$6,454,038.84</b>

## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$3,016,844.80</b>	<b>\$6,240,260.30</b>	<b>\$13,277,653.80</b>
<b>Cash Paid</b>	<b>\$3,146,486.01</b>	<b>\$4,741,717.70</b>	<b>\$8,085,614.37</b>
COS & General Expenses	\$2,044,269.21	\$3,604,331.46	\$6,911,830.20
Salary & Wages	\$1,096,200	\$1,133,613	\$1,172,416.68



	2024	2025	2026
Interest	\$6,016.82	\$3,773.25	\$1,367.48
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>(\$129,641.21)</b>	<b>\$1,498,542.60</b>	<b>\$5,192,039.43</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$35,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$35,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$250,000</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	\$150,000	\$0	\$0
<b>Amount Paid</b>	<b>\$61,035.72</b>	<b>\$63,279.28</b>	<b>\$65,685.02</b>
Loan Capital	\$31,035.70	\$33,279.27	\$35,685.03
Dividends & Distributions	\$30,000	\$30,000	\$30,000
<b>Net Cash From Financing</b>	<b>\$188,964.28</b>	<b>(\$63,279.28)</b>	<b>(\$65,685.02)</b>
<b>Summary</b>			
Starting Cash	\$0	\$24,323.07	\$1,459,586.39
Cash In	\$3,266,844.80	\$6,240,260.30	\$13,277,653.80
Cash Out	\$3,242,521.73	\$4,804,996.98	\$8,151,299.39
Change in Cash	\$24,323.07	\$1,435,263.32	\$5,126,354.41

	2024	2025	2026
<b>Ending Cash</b>	<b>\$24,323.07</b>	<b>\$1,459,586.39</b>	<b>\$6,585,940.80</b>

## Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>\$53,689.07</b>	<b>\$1,483,318.39</b>	<b>\$6,604,038.80</b>
<b>Current Assets</b>	<b>\$24,323.07</b>	<b>\$1,459,586.39</b>	<b>\$6,585,940.80</b>
Cash	\$24,323.07	\$1,459,586.39	\$6,585,940.80
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$29,366</b>	<b>\$23,732</b>	<b>\$18,098</b>
Gross Long Term Assets	\$35,000	\$35,000	\$35,000
Accumulated Depreciation	(\$5,634)	(\$11,268)	(\$16,902)
<b>Liabilities &amp; Equity</b>	<b>\$53,689.08</b>	<b>\$1,483,318.43</b>	<b>\$6,604,038.84</b>
<b>Liabilities</b>	<b>\$68,964.29</b>	<b>\$35,685.02</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$33,279.27</b>	<b>\$35,685.02</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,279.27	\$35,685.02	\$0
<b>Long Term Liabilities</b>	<b>\$35,685.02</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$35,685.02	\$0	\$0
<b>Equity</b>	<b>(\$15,275.21)</b>	<b>\$1,447,633.41</b>	<b>\$6,604,038.84</b>
Paid-in Capital	\$0	\$0	\$0

	2024	2025	2026
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$150,000	\$150,000	\$150,000
Retained Earnings	(\$165,275.21)	\$1,297,633.41	\$6,454,038.84
<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%
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%

	Year 1	Year 2	Year 3	Industry profile
<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.
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 screenshot displays the Upmetrics 'Financial Plan' interface. On the left, there are navigation buttons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area shows a 'Profit & Loss' statement for the year 2023-24, comparing 2023-24 and 2024-25 data. Below the table is a calculator for 'What price will you charge for each unit?' with a 'Calculate' button and a 'View your results over time' button. The results show a price of \$ 60 Per Unit.

	2023-24	2024-25
Revenue	\$245,391	\$161,211
Cost of Sales	\$166,020	\$27,238
Gross Margin	\$189,376	\$134,276
Gross Margin (%)	77.20%	83.27%
Operating Expenses	\$214,379	\$118,997
	1814	\$12,279
	0.7%	\$6,657.01
	0.7%	\$103,696.01
	7.7%	\$6,621.99
	.76%	3.38%
	7.7%	\$184,675.77



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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