

BUSINESS PLAN [YEAR]



Excavation

We get you out in a pinch!



John Doe



10200 Bolsa Ave, Westminster, CA, 92683



(650) 359-3153



info@example.com



<http://www.example.com>

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the Company

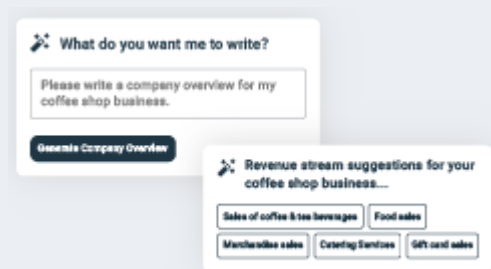
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Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

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1.

Executive Summary

Mission Statement

Vision Statement

Financial Summary



REMEMBER

Before you think about how to start an Excavation services business, you must create a detailed Excavation services business plan. It will not only guide you in the initial phases of your startup but will

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Maxwell Excavation

Maxwell Excavation Contractors, LLC is a standard and registered excavation company that will be based in Detroit. We will provide essential services such as earthmoving, excavating, ground dewatering, land clearing, leveling, and grading, removing overburden,

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Mission Statement

Maxwell Excavation

Our mission is to ensure that we build an excavation company that will operate in the whole of the United States of America and Canada; a company that will boast of having some of the best and reliable earthmoving machine operators and truck drivers in the w

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Vision Statement

Maxwell Excavation

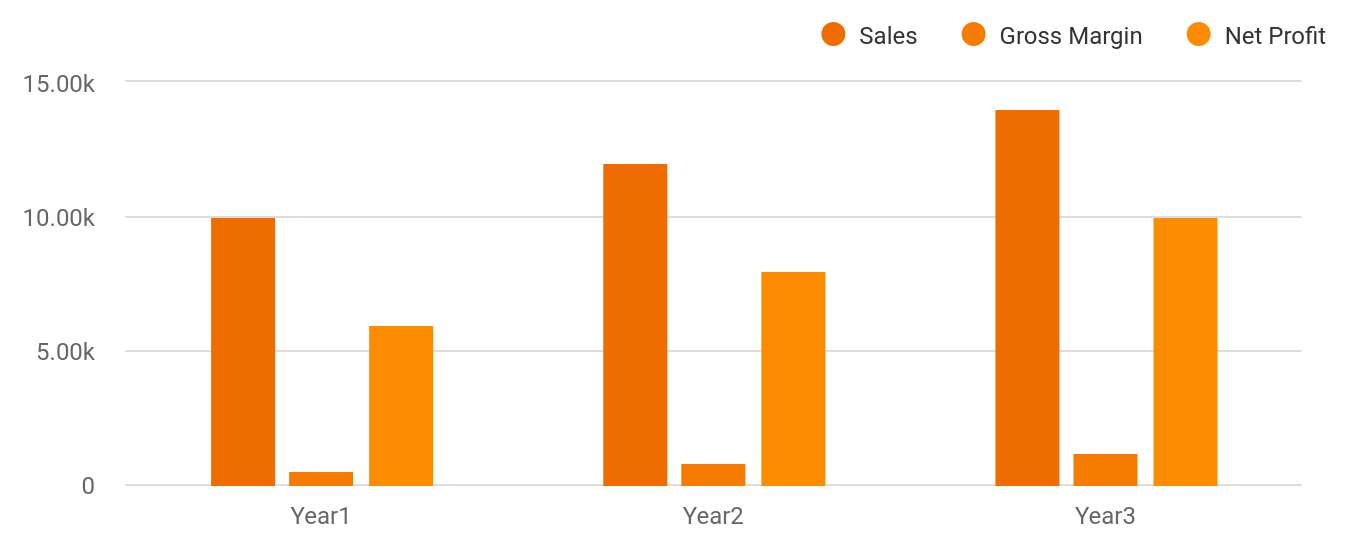
Our Vision is to become one of the preferred choices of players in the construction industry and other relevant industries when it comes to the demand for excavation services in the whole of the United States of America.

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Financial Summary

3 Year profit forecast



Maxwell Excavation

Financial Summary

Year 1

Year 2

Year 3

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2.

Company Summary

Business Structure

Startup summary

Maxwell Excavation

Maxwell Excavation Contractors, LLC is a family business; it is owned by John Moore and his immediate family members. John Moore has a BSc in Business Administration and also a Diploma in Transport and Logistics Management with over 10 years of experience.

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Business Structure

Maxwell Excavation

At Maxwell Excavation Contractors, LLC, our business structure will be designed in such a way that it can accommodate but full – time employees and part-time/contract staff; those who just want to take some time off to generate additional incomes.

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Startup summary

Startup cost



Cost distribution

Amount

Expenses

50,000

Cost distribution	Amount
Assets	80,000
Investment	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
TOTAL START-UP EXPENSES	\$247,500
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
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

Start-up Expenses	Amount
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
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

Maxwell Excavation

Maxwell Excavation Contractors, LLC is a company that looks forward to delivering excellent services in terms of helping our customers carry out excavation jobs in a professional manner from one destination to another destination. We want to be known as

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Earthmoving

Excavation work, land clearing
(Residential Building)



Foundation Digging



Trenching contractor



No building construction excavation



Ground dewatering



Land clearing



Leveling and grading



Removing overburden



Trench digging



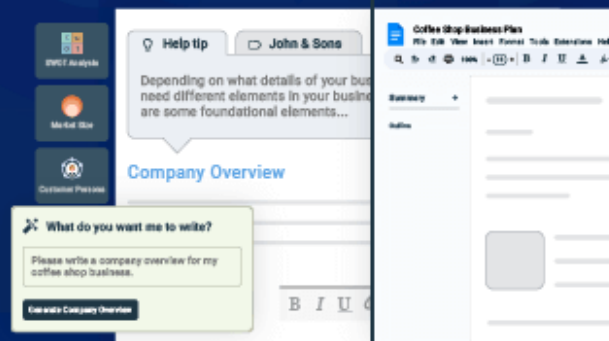
Foundation drilling



Drilling of shafts

Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

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4.

Market Analysis

Market Trends

Target Market



REMEMBER

The most important component of an effective Excavation services 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 Upmetrics.

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Market Trends

Maxwell Excavation

The market trends as it involves the Excavation Contractors industry especially in the United States of America and Canada are indeed dynamic and at the same time highly competitive and challenging. But one thing is certain, once an excavation company

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Target Market

Maxwell Excavation

Our target market is basically construction companies and of course the government of the United States of America and Canada. We cover both short distances (interstates) and long-distance (intrastates). We are in business to move stuff and anyone who

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5.

SWOT Analysis

Maxwell Excavation

Our intention of starting Maxwell Excavation Contractors, LLC in Detroit with operations center around construction sites in and around South Dakota, Detroit, Southern Illinois; St Louis, Missouri; Southeast Missouri; Evansville, IN; Nashville, Tennessee; Me

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Strength

Our core strength lies in the power of our team; our workforce. We have a team that can go all the way to give our clients value for their money; a team that is trained and equipped to pay attention to details and to deliver excellent jobs. We are well-positioned and we have standard and reliable earthmoving machines and tippers (trucks). We know we will attract loads of clients from the first day we open our door for business.

Weakness

Our weakness could be lack of finance, high debt burden, cost structure, lack of scale compared to our peers who have already gained ground in the construction industry.

Opportunity

The opportunities that are available to us as an excavation company operating both in the United States of America and Canada are the online market, new services, new technology, and of course the opening of new markets within our target locations.

Threat

Some of the threats that we are likely going to face are mature markets, a bad economy (economy downturn), stiff competition, volatile costs, and rising fuel prices. Basically, just like any other business, one of the major threats that we are likely going to face is an economic downturn.

It is a fact that the economic downturn affects purchasing/spending power. Another threat that may likely confront us is the arrival of an excavation company in the same location where ours is located. unfavorable government policies can also pose a major threat to businesses such as ours.

6.

Strategy & Implementations

Advertising Strategy

Pricing Strategy



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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Advertising Strategy

Maxwell Excavation

Despite the fact that our excavation company will be well located, we will still go ahead to intensify publicity for the business. We are going to explore all available means to promote our business.

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Pricing Strategy

Maxwell Excavation

Maxwell Excavation Contractors, LLC has a lease arrangement with various companies, and the company's pricing is based on miles per thousands of tons of materials transported. We have perfected our plans to charge competitive rates since we have minimized the cost of materials.

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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 Excavation services 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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Maxwell Excavation

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 Excavation services business start-up, no equity funding or outside loans will be required.

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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
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	\$1,092,219	\$1,674,979	\$2,721,530
Excavation Services	\$397,955	\$714,680	\$1,283,460
Unit Sales	796	1,429	2,567
Unit Price	\$500	\$500	\$500
Site Preparation	\$334,264	\$600,299	\$1,078,070
Unit Sales	478	858	1,540
Unit Price	\$700	\$700	\$700
Equipment Rental	\$360,000	\$360,000	\$360,000
Total Hours	3,600	3,600	3,600
Hourly Price	\$100	\$100	\$100
Cost Of Sales	\$274,794.49	\$336,299.80	\$428,998.26
General Costs	\$274,794.49	\$336,299.80	\$428,998.26
Equipment and Material Costs	\$141,628.23	\$186,244.69	\$259,912.46
Equipment Purchase	\$76,095.09	\$85,745.95	\$96,620.66
Material Costs	\$65,533.14	\$100,498.74	\$163,291.80
Labor and Maintenance Costs	\$133,166.26	\$150,055.11	\$169,085.80
Labor Costs	\$126,825.01	\$142,909.63	\$161,034.10
Equipment Maintenance	\$6,341.25	\$7,145.48	\$8,051.70
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0

	2024	2025	2026
Gross Margin	\$817,424.51	\$1,338,679.20	\$2,292,531.74
Gross Margin (%)	74.84%	79.92%	84.24%
Operating Expense	\$851,303.03	\$931,088.14	\$1,051,996.95
Payroll Expense (Indirect Labor)	\$668,844	\$684,104.88	\$699,725.64
Management Team	\$158,700	\$163,461	\$168,364.80
Project Manager	\$82,800	\$85,284	\$87,842.52
Operations Manager	\$75,900	\$78,177	\$80,522.28
Field Workers	\$404,544	\$412,634.88	\$420,887.28
Excavator Operators	\$141,120	\$143,942.40	\$146,821.32
Site Workers	\$263,424	\$268,692.48	\$274,065.96
Administrative Staff	\$105,600	\$108,009	\$110,473.56
Administrative Assistant	\$46,200	\$47,124	\$48,066.48
Accountant	\$59,400	\$60,885	\$62,407.08
General Expense	\$160,459.43	\$222,983.25	\$328,271.31
Operational Expenses	\$47,209.37	\$62,081.39	\$86,637.13
Office Rent	\$25,364.99	\$28,581.81	\$32,206.53
Utility Bills	\$21,844.38	\$33,499.58	\$54,430.60
Marketing and Advertising	\$35,407.04	\$46,561.03	\$64,978.04
Online Advertising	\$19,023.72	\$21,436.34	\$24,155.06
Print Advertising	\$16,383.32	\$25,124.69	\$40,822.98
Vehicle and Equipment Maintenance	\$77,843.02	\$114,340.83	\$176,656.14
Vehicle Maintenance	\$39,795.50	\$71,468	\$128,346
Equipment Repair	\$38,047.52	\$42,872.83	\$48,310.14

	2024	2025	2026
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$21,999.60	\$24,000	\$24,000
EBITDA	(\$33,878.52)	\$407,591.06	\$1,240,534.79
Additional Expense	\$29,956.80	\$27,713.24	\$25,307.49
Long Term Depreciation	\$23,940	\$23,940	\$23,940
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$57,818.52)	\$383,651.06	\$1,216,594.79
Interest Expense	\$6,016.82	\$3,773.25	\$1,367.48
EBT	(\$63,835.32)	\$379,877.82	\$1,215,227.30
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,156,054.32	\$1,295,101.18	\$1,506,302.70
Net Income	(\$63,835.32)	\$379,877.82	\$1,215,227.30
Net Income (%)	(5.84%)	22.68%	44.65%
Retained Earning Opening	\$0	(\$78,835.32)	\$286,042.50
Owner's Distribution	\$15,000	\$15,000	\$15,000
Retained Earning Closing	(\$78,835.32)	\$286,042.50	\$1,486,269.80

Projected Cash Flow

	2024	2025	2026
Cash Received	\$1,092,219	\$1,674,979	\$2,721,530
Cash Paid	\$1,110,114.72	\$1,247,161.17	\$1,458,362.69
COS & General Expenses	\$435,253.92	\$559,283.05	\$757,269.56
Salary & Wages	\$668,844	\$684,104.88	\$699,725.64
Interest	\$6,016.82	\$3,773.25	\$1,367.48
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$17,895.72)	\$427,817.83	\$1,263,167.31
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$174,000	\$24,000	\$24,000
Net Cash From Investments	(\$174,000)	(\$24,000)	(\$24,000)
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	\$46,035.72	\$48,279.28	\$50,685.02
Loan Capital	\$31,035.70	\$33,279.27	\$35,685.03
Dividends & Distributions	\$15,000	\$15,000	\$15,000
Net Cash From Financing	\$103,964.28	(\$48,279.28)	(\$50,685.02)
Summary			

	2024	2025	2026
Starting Cash	\$0	(\$87,931.44)	\$267,607.11
Cash In	\$1,242,219	\$1,674,979	\$2,721,530
Cash Out	\$1,330,150.44	\$1,319,440.45	\$1,533,047.71
Change in Cash	(\$87,931.44)	\$355,538.55	\$1,188,482.29
Ending Cash	(\$87,931.44)	\$267,607.11	\$1,456,089.40

Projected Balance Sheet

	2024	2025	2026
Assets	\$40,128.96	\$371,727.51	\$1,536,269.80
Current Assets	(\$85,931.04)	\$269,607.51	\$1,458,089.80
Cash	(\$87,931.44)	\$267,607.11	\$1,456,089.40
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$2,000.40	\$2,000.40	\$2,000.40
Long Term Assets	\$126,060	\$102,120	\$78,180
Gross Long Term Assets	\$150,000	\$150,000	\$150,000
Accumulated Depreciation	(\$23,940)	(\$47,880)	(\$71,820)
Liabilities & Equity	\$40,128.97	\$371,727.52	\$1,536,269.80
Liabilities	\$68,964.29	\$35,685.02	\$0
Current Liabilities	\$33,279.27	\$35,685.02	\$0
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

	2024	2025	2026
Long Term Liabilities	\$35,685.02	\$0	\$0
Long Term Debt	\$35,685.02	\$0	\$0
Equity	(\$28,835.32)	\$336,042.50	\$1,536,269.80
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	(\$78,835.32)	\$286,042.50	\$1,486,269.80
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%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				

	Year 1	Year 2	Year 3	Industry Profile
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.
Interest Coverage	0	0	0	N.A.
Additional Ratios				

	Year 1	Year 2	Year 3	Industry Profile
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' for 'Profit & Loss' with a table comparing 2023-24 and 2024-25. The table includes rows for Revenue, Cost of Sales, Gross Margin, and Operating Expenses. Below the table is a section titled 'What price will you charge for each unit?' with a 'Constant Assum.' button and a 'Varying amounts over time' button. On the right is a screenshot of an Excel spreadsheet, which is cluttered with many empty cells and complex formulas, making it difficult to navigate and understand.

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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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.

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

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Simply import a template from our library of sample plans into the editor and start customizing it to make it yours. It takes only a few clicks to get started.

Collaborate with team in real-time

Invite team members, initiate conversations, discuss ideas & strategies, share feedback, and work on a business plan in real-time.



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.**

Create winning Business Plans with our

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