


BUSINESS PLAN [YEAR]



Freight Brokerage

Moving your products across all borders

 **John Doe**

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Table of Contents

Executive Summary 5

Mission Statement	6
Vision Statement	6
Customer Focus	7
Management Team	7
Success Factors	7
Financial Summary	8
3 Year profit forecast	8

Company Summary 9

History	10
Products and Services	10
Startup Summary	10
Startup cost	11

Market Analysis 14

Industry Analysis	15
Market Trends	15
Target Market	15
Market Segmentation	16

Strategy & Implementations 18

Sales Strategy	19
Advertising Strategy	19
Billboards	19
Referrals	20
Local Publications	20
Customer Loyalty Programs	20
Direct Mail	20
Milestones	21
Pricing Strategy	21

Operations Plan

22

Functional Roles	23
Functional Roles	23
Administrative Functions	23
Personnel Plan	23
Milestones	24

Financial Plan

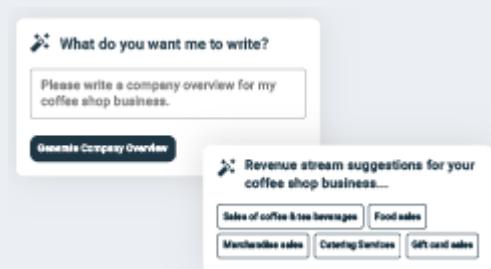
25

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

Management Team

Success Factors

Financial Summary



REMEMBER

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

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☐ Detroit Freight Brokerage

Detroit Freight Brokerage LLC is a leading and standard freight brokerage firm here in Detroit - Chicago as well as in the whole of the United States of America. Our vision is to ensure that we offer quality management services to all our long and short-distance

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Mission Statement

☐ Detroit Freight Brokerage

In order to achieve our stated vision, we will ensure that we provide customers with the most satisfying shipping experience. We will also build a business structure that will ensure we achieve our vision of not only attracting but maintaining our various c

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Vision Statement

☐ Detroit Freight Brokerage

Our vision is to become a recognized brand in the freight brokerage industry and create a service-based firm that will not only meet but exceed the expectations of our customers.

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Customer Focus

Detroit Freight Brokerage

Detroit Freight Brokerage will primarily serve manufacturers and distributors operating within a 100-mile radius of New York, as well as local households. The demographics of these customers are as follows:

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Management Team

Detroit Freight Brokerage

Detroit Freight Brokerage's most valuable asset is the expertise and experience of its founder, John Moore. With 10 years of experience as a freight broker and a degree in Business Administration from the University of Chicago, he is uniquely qualified

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Success Factors

Detroit Freight Brokerage

Detroit Freight Brokerage is well-positioned to succeed for the following reasons:

- We will be one of the few freight brokerage companies in the area. Furthermore, we have

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Financial Summary

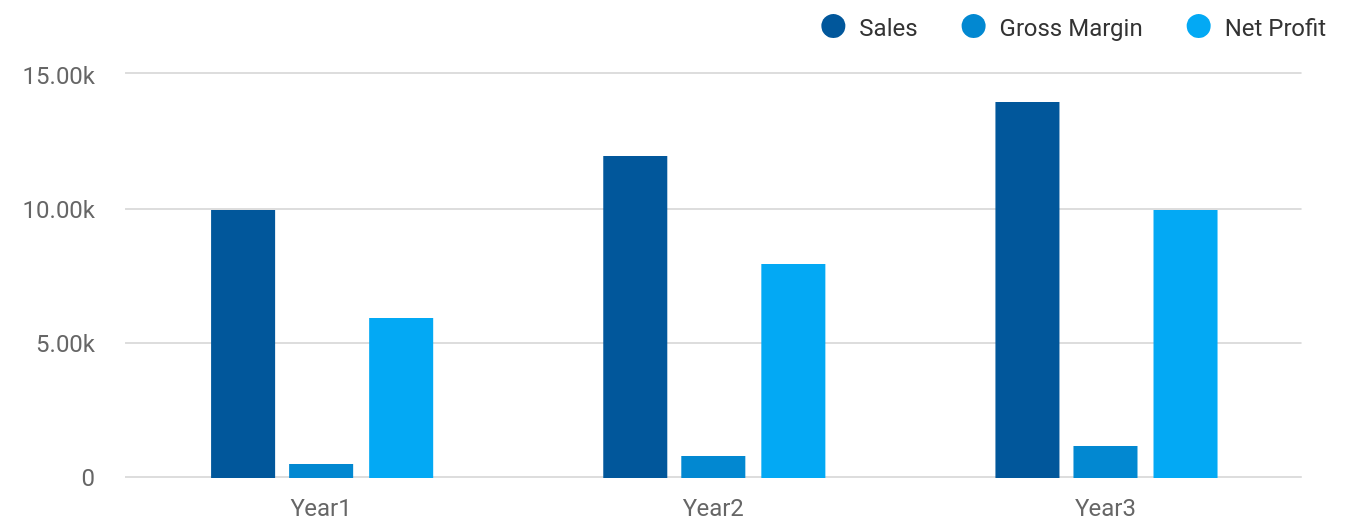
Detroit Freight Brokerage

Detroit Freight Brokerage is seeking total funding of \$260,000 of debt capital to launch. 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



Detroit Freight Brokerage

Financial Summary	Year 1	Year 2	Year 3
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2.

Company Summary

History

Products and Services

Startup Summary

Detroit Freight Brokerage

Detroit Freight Brokerage LLC is owned and run by John and Jane Moore, two siblings who have over 25 years of experience in the freights brokerage industry. Their experience in this industry will allow us to achieve our goals and objectives on time.


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History

Detroit Freight Brokerage

Detroit Freight Brokerage has been Detroit's leading freight broker for 10 years. It was in 2020 when John established the company's first office in Detroit. Having worked in progressively responsible positions in the industry throughout his early career, John

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Products and Services

Detroit Freight Brokerage

At Detroit Freight Brokerage, LLC, our intention is to provide management service for long and short distance freight services in an efficient and effective manner to our customers both corporate and domestic in our target market.

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Startup Summary

Detroit Freight Brokerage

Detroit Freight Brokerage start-up costs include all the equipment needed for an office. Additionally, there will be legal fees, marketing fees, accounting fees, trade association dues, and deposits for the lease.

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Startup cost



Cost distribution	Amount
Expenses	50,000
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

Start-up Expenses	Amount
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

Start-up Expenses	Amount
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

3.

Market Analysis

Industry Analysis

Market Trends

Target Market

Market Segmentation



REMEMBER

The most important component of an effective Freight Brokerage 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 a professional.

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Industry Analysis

Detroit Freight Brokerage

The Freight Brokerage industry has increased over the past five years, as rising economic activity led to bolstered consumer spending. E-commerce sales and industrial output levels have each increased, boosting domestic freight volumes as a result and increasing the demand for freight brokers.

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Market Trends

Detroit Freight Brokerage

Most of the goods that are transported in the United States of America are carried via trucks. According to statistics, 60% of the annual gross tonnage moved in the United States in the transportation network out of sea, land, and air, are moved by trucks.

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Target Market

Detroit Freight Brokerage

Even though it might look like the target market is a bit limited to certain individuals and companies for freight businesses, the target market is wider than what might be presumed by us, which is why we have decided to conduct a thorough market survey to identify the target market.

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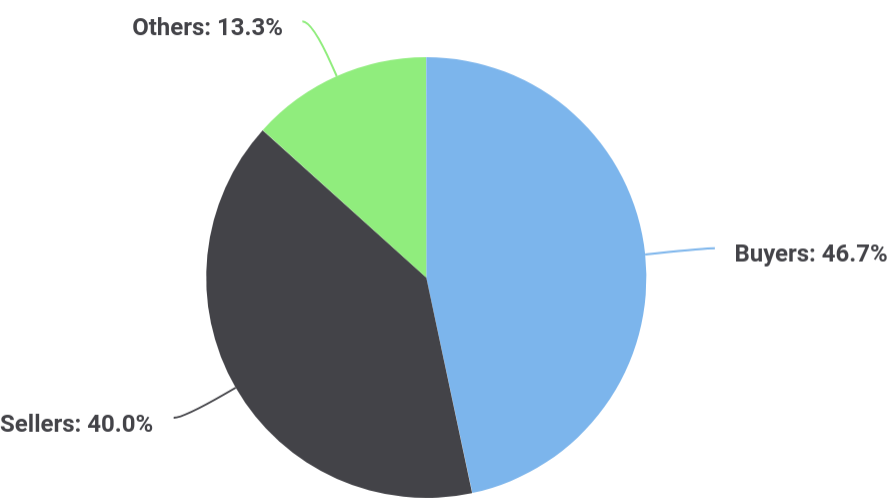
Market Segmentation

Detroit Freight Brokerage

Detroit Freight Brokerage will be focusing solely on the freight brokerage of silicon chips. There are two distinct customers in this niche market, manufacturers of the chips, and the buyers of the chips who are processor manufacturers.

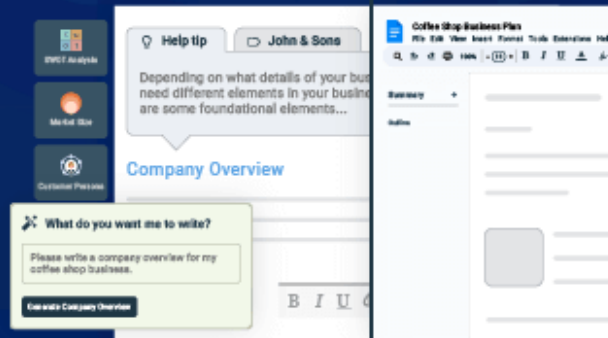
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4.

Strategy & Implementations

Sales Strategy

Advertising Strategy

Milestones

Pricing Strategy



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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

Detroit Freight Brokerage

The sales strategy will be a two-prong approach, the first prong deals with establishing strategic relationships with the carriers to have a basic portfolio of carriers who excel at moving silicon chips. The second prong deals with closing deals with

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Advertising Strategy

Detroit Freight Brokerage

Detroit Freight Brokerage's promotions strategy to reach its market includes:

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Detroit Freight Brokerage

Detroit Freight Brokerage will secure a billboard in the area that captures the attention of residents and local businesses. The billboard will draw attention to the new business and its service offering.

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Billboards

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Detroit Freight Brokerage

Detroit Freight Brokerage understands that the best promotion comes from satisfied customers. The Company will encourage its clients to refer other businesses by providing economic or financial incentives for every new client produced.

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Referrals

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Detroit Freight Brokerage

Detroit Freight Brokerage will run regular advertisements to maintain exposure to relevant markets. Community newspapers and publications, and similar channels will be a major promotion effort.

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Local Publications

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Detroit Freight Brokerage

Detroit Freight Brokerage will send out direct mail pieces to households and businesses within its target area. These pieces will provide general information on Detroit Freight Brokerage and offer discounts.


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Customer Loyalty Programs

Start writing here..

Detroit Freight Brokerage

Detroit Freight Brokerage will create a winning customer loyalty program to keep its best clients coming back again and again. Long-term customers will have the opportunity to participate in the loyalty program, and referrals will be rewarded as well.

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Direct Mail

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Milestones

Detroit Freight Brokerage

D&L Freight Brokers will have several milestones early on:

1. Business plan completion. This will be done in the first month.

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Pricing Strategy

Detroit Freight Brokerage

Setting the price for intangible services can be very different from that of physical goods and products; however, setting our own price will be determined on a whole lot of factors as we intend to conduct research that will allow us to know what price is right

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5.

Operations Plan

Functional Roles

Personnel Plan

Milestones

Functional Roles

Detroit Freight Brokerage

In order to execute on Detroit Freight Brokerage’s business model, the Company needs to perform several functions. Detroit Freight Brokerage anticipates hiring 10 employees, divided into the following roles.

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Functional Roles

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Detroit Freight Brokerage

- General & administrative functions including marketing, bookkeeping, etc.
- Sourcing transport companies/couriers, General liaison

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Administrative Functions

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Personnel Plan

Detroit Freight Brokerage

The staff will consist of Steve working full time for DFB in the capacity of the owner and licensed broker.

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Milestones

Detroit Freight Brokerage

Detroit Freight Brokerage’s long-term goal is to become the most trusted freight brokerage company in the Detroit area. The following are a series of steps that lead to our vision of long-term success. Detroit Freight Brokerage expects to achieve the following milestones:

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6.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of a Freight Brokerage 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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Detroit Freight Brokerage

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 Freight Brokerage business start-up, no equity funding or outside loans will be required. With the h

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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	\$3,283,877.10	\$6,689,796.80	\$12,005,732.83
Freight Charges	\$1,920,000	\$1,989,272	\$2,350,544
Unit Sales	2,400	2,487	2,938
Unit Price	\$800	\$800	\$800
Brokerage Commissions	\$24,000	\$96,000	\$103,597.73
Ancillary Services	\$1,339,877.10	\$4,604,524.80	\$9,551,591.10
Users	1,286	3,199	6,133
Recurring Charges	\$170	\$170	\$170
Cost Of Sales	\$1,687,306.73	\$2,823,662.01	\$4,628,068.57
General Costs	\$1,687,306.73	\$2,823,662.01	\$4,628,068.57
Brokerage Costs	\$922,344.02	\$1,775,261.31	\$3,186,887.15
Freight Brokerage Commission	\$492,581.58	\$1,003,469.54	\$1,800,859.93
Vehicle Maintenance	\$429,762.44	\$771,791.77	\$1,386,027.22
Supply Chain Solutions	\$764,962.71	\$1,048,400.70	\$1,441,181.42
Third-Party Logistics	\$268,241.69	\$340,195.27	\$431,449.84
Warehousing	\$496,721.02	\$708,205.43	\$1,009,731.58
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$1,596,570.37	\$3,866,134.79	\$7,377,664.26
Gross Margin (%)	48.62%	57.79%	61.45%

	2024	2025	2026
Operating Expense	\$1,896,792.15	\$2,227,517.97	\$2,794,057.93
Payroll Expense (Indirect Labor)	\$809,760	\$834,112.80	\$859,226.40
Management Team	\$223,200	\$231,336	\$239,773.68
General Manager	\$144,000	\$149,760	\$155,750.40
Operations Manager	\$79,200	\$81,576	\$84,023.28
Brokerage Staff	\$382,320	\$393,789.60	\$405,603.48
Freight Brokers	\$283,200	\$291,696	\$300,447
Customer Service Representatives	\$99,120	\$102,093.60	\$105,156.48
Administrative Staff	\$204,240	\$208,987.20	\$213,849.24
Administrative Staff	\$138,000	\$140,760	\$143,575.20
: Accountants	\$66,240	\$68,227.20	\$70,274.04
General Expense	\$1,087,032.15	\$1,393,405.17	\$1,934,831.53
Administrative Expenses	\$485,021.93	\$659,835.21	\$900,576.78
Office Supplies	\$201,181.34	\$255,146.51	\$323,587.40
Utilities	\$283,840.59	\$404,688.70	\$576,989.38
Marketing and Advertising	\$596,010.22	\$727,341.96	\$1,027,788.79
Digital Marketing	\$581,818.14	\$707,107.36	\$998,939.14
Print Advertising	\$14,192.08	\$20,234.60	\$28,849.65
Technology and Communication	\$6,000	\$6,228	\$6,465.96
Software Subscriptions	\$3,600	\$3,780	\$3,969
Telecommunication	\$2,400	\$2,448	\$2,496.96
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
EBITDA	(\$300,221.79)	\$1,638,616.82	\$4,583,606.33
Additional Expense	\$23,560.80	\$21,317.24	\$18,911.49
Long Term Depreciation	\$17,544	\$17,544	\$17,544
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$317,765.79)	\$1,621,072.82	\$4,566,062.33
Interest Expense	\$6,016.82	\$3,773.25	\$1,367.48
EBT	(\$323,782.59)	\$1,617,299.58	\$4,564,694.84
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$3,607,659.69	\$5,072,497.22	\$7,441,037.99
Net Income	(\$323,782.59)	\$1,617,299.58	\$4,564,694.84
Net Income (%)	(9.86%)	24.18%	38.02%
Retained Earning Opening	\$0	(\$348,782.59)	\$1,258,516.99
Owner's Distribution	\$25,000	\$10,000	\$10,000
Retained Earning Closing	(\$348,782.59)	\$1,258,516.99	\$5,813,211.83

Projected Cash Flow

	2024	2025	2026
Cash Received	\$3,283,877.10	\$6,689,796.80	\$12,005,732.83
Cash Paid	\$3,590,115.69	\$5,054,953.22	\$7,423,493.99

	2024	2025	2026
COS & General Expenses	\$2,774,338.89	\$4,217,067.18	\$6,562,900.10
Salary & Wages	\$809,760	\$834,112.80	\$859,226.40
Interest	\$6,016.82	\$3,773.25	\$1,367.48
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$306,238.59)	\$1,634,843.58	\$4,582,238.84
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$130,000	\$0	\$0
Net Cash From Investments	(\$130,000)	\$0	\$0
Amount Received	\$170,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$70,000	\$0	\$0
Amount Paid	\$56,035.72	\$43,279.28	\$45,685.02
Loan Capital	\$31,035.70	\$33,279.27	\$35,685.03
Dividends & Distributions	\$25,000	\$10,000	\$10,000
Net Cash From Financing	\$113,964.28	(\$43,279.28)	(\$45,685.02)
Summary			
Starting Cash	\$0	(\$322,274.31)	\$1,269,289.99
Cash In	\$3,453,877.10	\$6,689,796.80	\$12,005,732.83

	2024	2025	2026
Cash Out	\$3,776,151.41	\$5,098,232.50	\$7,469,179.01
Change in Cash	(\$322,274.31)	\$1,591,564.30	\$4,536,553.82
Ending Cash	(\$322,274.31)	\$1,269,289.99	\$5,805,843.81

Projected Balance Sheet

	2024	2025	2026
Assets	(\$209,818.31)	\$1,364,201.99	\$5,883,211.81
Current Assets	(\$322,274.31)	\$1,269,289.99	\$5,805,843.81
Cash	(\$322,274.31)	\$1,269,289.99	\$5,805,843.81
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$112,456	\$94,912	\$77,368
Gross Long Term Assets	\$130,000	\$130,000	\$130,000
Accumulated Depreciation	(\$17,544)	(\$35,088)	(\$52,632)
Liabilities & Equity	(\$209,818.30)	\$1,364,202.01	\$5,883,211.83
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
Long Term Liabilities	\$35,685.02	\$0	\$0
Long Term Debt	\$35,685.02	\$0	\$0

	2024	2025	2026
Equity	(\$278,782.59)	\$1,328,516.99	\$5,883,211.83
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$70,000	\$70,000	\$70,000
Retained Earnings	(\$348,782.59)	\$1,258,516.99	\$5,813,211.83
Check	\$0	\$0	\$0

Business Ratios

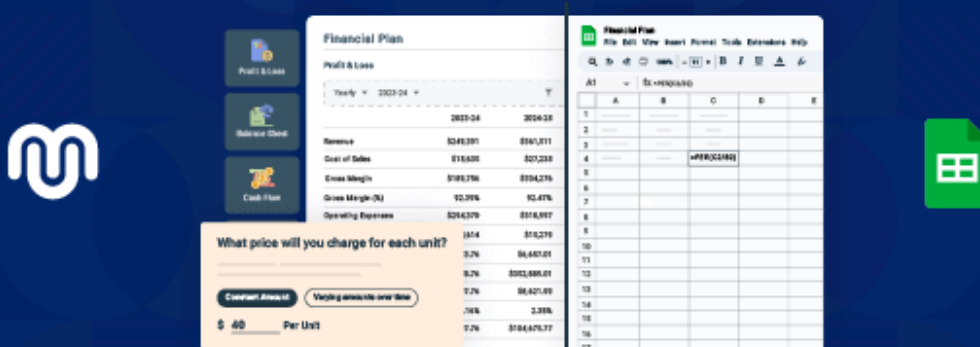
	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-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				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%

	Year 1	Year 2	Year 3	Industry Profile
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				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
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 the Upmetrics interface on the left with a Google Sheet on the right. The Upmetrics interface shows a 'Financial Plan' section with a 'Profit & Loss' table. The table has columns for '2023-04' and '2024-03'. The rows include 'Revenue', 'Cost of Sales', 'Gross Margin', 'Gross Margin (%)', and 'Operating Expenses'. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. The Google Sheet on the right shows a similar table structure with columns A, B, C, D, and E. The 'Varying amounts over time' button is highlighted in the Upmetrics interface.

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes – no more remembering complex formulas or fussing in the spreadsheet.

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Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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