



# Gas Station

---

## ADDRESS

10200 Bolsa Ave, Westminster, CA, 92683  
<https://upmetrics.co>

## CONTACT

(650) 359-3153  
[info@upmetrics.co](mailto:info@upmetrics.co)

# Business Plan

[YEAR]

Prepared By

**John Doe**



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.

# Table of Contents

---

<b>Executive Summary</b>	<b>4</b>
Objectives	5
Keys to Success	5
Mission	6
Financial Summary	6
3 Year profit forecast	6
Chart	6
<b>Company Summary</b>	<b>8</b>
History	9
Startup Summary	9
Startup cost	10
Chart	10
<b>Products and Services</b>	<b>13</b>
Features	14
<b>Market Analysis</b>	<b>15</b>
Industry Analysis	16
Market Trends	16
Market Segmentation	16
<b>Strategy &amp; Implementations</b>	<b>17</b>
Advertising Strategy	18
Pricing Strategy	18
Sales Strategy	18
Sales Forecast	19
Chart	19
<b>Operations Plan</b>	<b>20</b>
Service Functions	21
Administrative Functions	21
Milestones	21
<b>Financial Plan</b>	<b>22</b>
Important Assumptions	23
Break-even Analysis	23
Projected Profit and Loss	24
Profit Yearly	25
Chart	25

Gross Margin Yearly .....	25
Chart .....	25
Projected Cash Flow .....	26
Projected Balance Sheet .....	28
Business Ratios .....	29

# Easy to use Business Plan Software

Get started using a business plan template is always the fastest way to write your business plan, but as you know, you can't just fill in the blanks along with a template. You will need a collaborative tool that guides you on every step of your planning.

**Upmetrics** can help. With Upmetrics, you can easily bring your team to write a professional business plan with automated financial forecasts. You can also do:



## 200+ Sample business plans

Get access to hundreds of sample business plans covering almost all industries to kick start your business plan writing. This helps you to get an idea how the perfect business plan should look like.

[View Sample Business Plans](#)



## Step-By-Step Guide

You'll receive step-by-step instruction as soon as you select any business plan template. We made business planning easy with prompt help and examples on every step of your business plan writing.

[See How It Works](#)



## Conduct accurate financial projections

Do not worry about not having accounting skills. With Upmetrics, Simply enter your sales and costs figures, and we'll prepare all of your monthly/quarterly and yearly financial projections.

[See How It Works](#)



**Need professional business plans faster?**  
Upmetrics is easy to use business planning tool for over 50K businesses

**Create your business plan today!**



# 1.

## Executive Summary

Objectives

Keys to Success

Mission

Financial Summary



#### REMEMBER

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

To unlock help try Upmetrics!



#### TIP

Maxwell Gas Station is a fully registered and licensed standard gas station that will be located along a busy highway in Detroit – Michigan, U.S. Our chains of gas stations that will be scattered all around major cities in the United States of America will adopt full service, minimum service, and self-service as it suits the location.

To unlock help try Upmetrics!

*Start Writing here...*

## Objectives



#### TIP

- To capture an increasing share of the commuter traffic passing through Detroit.
- To offer our customers superior products, at an affordable price.

To unlock help try Upmetrics!

*Start Writing here...*

## Keys to Success



#### TIP

- Good quality products at competitive prices.
- Excellent customer service that will promote customer loyalty.
- A location that will assure that commuters will

To unlock help try Upmetrics!

*Start Writing here...*

## Mission



TIP

The mission of Maxwell Gas Station is to offer commuters on Highway 310 competitive gas prices and great food. The company will make a healthy profit for its owners and provide a rewarding work environment for its employees.

To unlock help try Upmetrics!

Start Writing here...

## Financial Summary



TIP

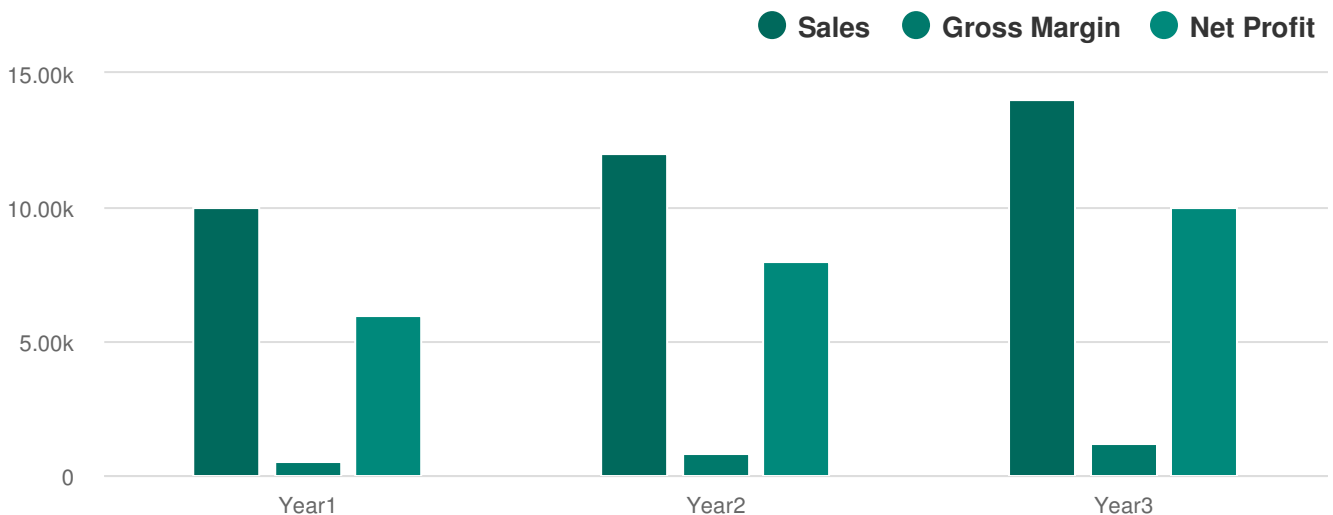
### Capital Requirements and Use of Funds

Maxwell is seeking total funding of \$260,000 of debt capital to launch its gas station. The capital will be used for funding capital expenditures and location build-out, hiring initial employees, marketing expenses

To unlock help try Upmetrics!

Start Writing here...

## 3 Year profit forecast





**TIP**

Financial Summary	Year 1	Year 2	Year 3
Revenue	\$965,742	\$1,878,611	\$2,718,300

To unlock help try Upmetrics!

*Start Writing here...*



# 2.

## Company Summary

History

Startup Summary



TIP

Maxwell is engaged in selling and marketing gasoline and diesel products. We are committed to better, safer, cleaner, more efficient, more innovative, and more accessible energy. We offer refined petroleum products and lubricants for retail and commercial channels.

To unlock help try Upmetrics!

*Start Writing here...*

## History



TIP

For 12 years, Maxwell has been City's leading company for crude oil and gas production. It was in 2015 when Mr. James Moore first established his first gas station. He decided to open up a small gas station after seeing that there is no existing gas station within 5 miles from his location. It quickly gathered patrons until it expanded its operations. Today, Mr. James M

To unlock help try Upmetrics!

*Start Writing here...*

## Startup Summary



TIP

John Moore will invest \$60,000 in Maxwell Gas Station. Robert aims to secure an SBA of \$150,000 to finance the remainder of the start-up costs.

The following chart and table show projected initial start-up costs for Maxwell Gas Station.

To unlock help try Upmetrics!

*Start Writing here...*

## Startup cost



### Cost distribution

### Amount

<b>Expenses</b>	50000
<b>Assets</b>	80000
<b>Investment</b>	35000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
<b>TOTAL START-UP EXPENSES</b>	<b>\$247,500</b>
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500
Long-term Assets	\$125,000

<b>Start-up Expenses</b>	<b>Amount</b>
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
Loss at Start-up (Start-up Expenses)	\$313,125
TOTAL CAPITAL	\$221,875

<b>Start-up Expenses</b>	<b>Amount</b>
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

# 3.

## Products and Services



TIP

Maxwell Gas Station is a fully registered and licensed standard gas station that is positioned in the gas station industry in the United States of America to maximize profits. Aside from the point that we will be retailing gasoline and diesel, we will also engage in other complimentary services that will help us maximize profits.

To unlock help try Upmetrics!

Start Writing here...

## Features



**Gas**



**Diesel**



**Automotive services**

e.g. repairs, car washes and general parts



**Non Automotive fuel**



**Retailing automotive fuels**

e.g. diesel fuel and gasoline



**Selling automotive-related goods**



**Automotive-repair services**



**Wheel related services**

- Providing Wheel Alignment, Wheel Balancing and Vulcanizing Services
- 



**Retailing of Groceries and soft drinks**

# 4.

## Market Analysis

Industry Analysis

Market Trends

Market Segmentation





**REMEMBER**

The most important component of an effective Gas Station 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 this Gas Station business plan sample or other Gas Station business plans available online.

To unlock help try Upmetrics!

## Industry Analysis



**TIP**

The Gas Stations industry has experienced growth over the past five years to 2020. Since the majority of the industry’s business is generated from consumers rather than commercial businesses, consumer spending plays a major role in determining industry performance. Consumer spending has increased over the five years, boosting spending.

To unlock help try Upmetrics!

*Start Writing here...*



## Market Trends



**TIP**

There is hardly anyone who doesn’t have a need for gas, this is why it is really vital that one key into this industry. One of the trends in the gas station industry is that, in the bid to stay afloat in the highly competitive gas station industry, owners of gas stations now go the extra mile to ensure that they make their facility welcoming and conducive for customers.

To unlock help try Upmetrics!

*Start Writing here...*

## Market Segmentation



**TIP**

The target customers of Maxwell Gas Station are the commuters that use Highway 310.

**Potential**

**Growth**

**Year1**

**Year2**

**Y**

To unlock help try Upmetrics!

*Start Writing here...*

# 5.

## Strategy & Implementations

Advertising Strategy

Pricing Strategy

Sales Strategy

Sales Forecast



**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, sales strategy is also an important component of a Gas Station business startup and must be properly planned before you think about starting your own Gas Station.

To unlock help try Upmetrics!

## Advertising Strategy



**TIP**

Despite the fact that our gas station is a standard one with a wide range of other complimentary services and products that can favorably compete with other leading brands in the gas station industry, we will still go ahead to intensify publicity for all our products and brand. We are going to explore all available means to promote Maxwell Gas Station.

To unlock help try Upmetrics!

*Start Writing here...*



## Pricing Strategy



**TIP**

It is the wish of all businesses to have a pricing system that will yield loads of profits for them; as such we are working on having very competitive pricing. At Maxwell Gas Station, our pricing system is going to be based on what is obtainable in the industry, we don't intend to charge more (except for premium and customized services) and we don't intend to charge less.

To unlock help try Upmetrics!

*Start Writing here...*

## Sales Strategy



**TIP**

Maxwell Gas Station will keep its gas prices competitive with other stations in a fifty-mile radius of the station in order to attract commuters. Customers that purchase more than \$10 worth of gas will be given a 15% coupon on purchases in the store during the first month of operation, to encourage purchases and to introduce them to the concept of kiosk.

To unlock help try Upmetrics!

*Start Writing here...*

# Sales Forecast



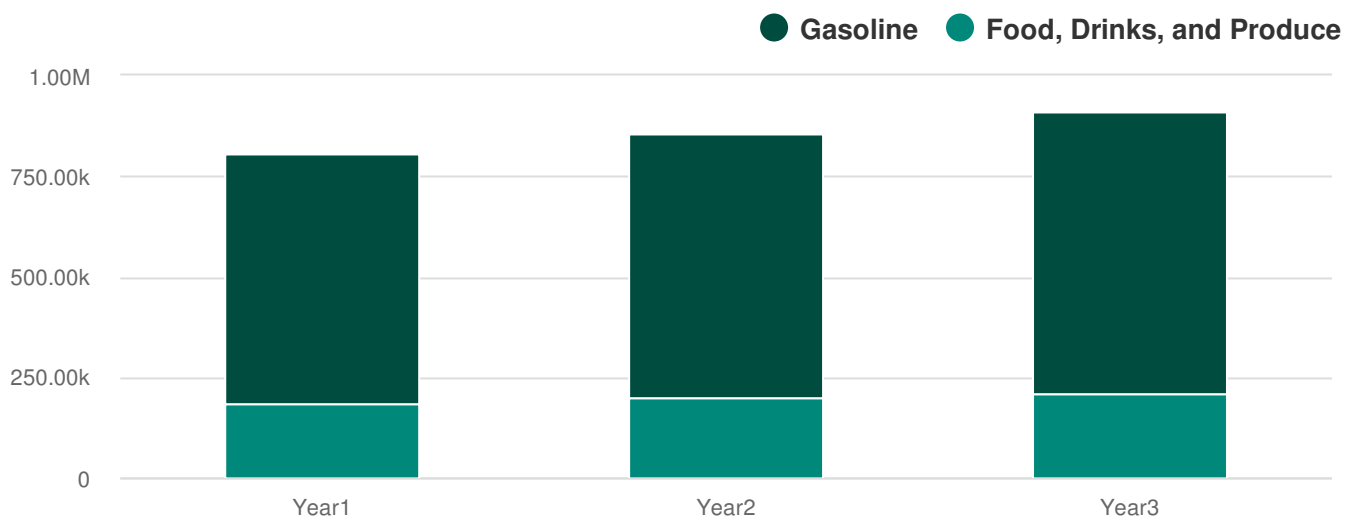
**TIP**

In order to maintain competitive gas prices, the cost of gas to the consumer will never exceed 15% of wholesale cost. Maxwell Gas Station will focus on increasing food sales in order to meet total sales forecast goals.

The following is the sales forecast for three years.

To unlock help try Upmetrics!

*Start Writing here...*



Financial Year	Gasoline	Food, Drinks, and Produce
Year1	623000	185000
Year2	660000	198000
Year3	700000	210000

# 6.

## Operations Plan

Service Functions

Administrative Functions

Milestones



TIP

Maxwell Gas Station will be open 24/7 so there is an assurance that the clients will be served whenever they arrive at the station.

The Company intends to employ 12 mechanics and 2 cashiers during peak hours and 8 mechanics and 1 cashier during off-peak

To unlock help try Upmetrics!

Start Writing here...

## Service Functions



TIP

- Mechanic
- Gas pump assistance
- Maintenance personnel

To unlock help try Upmetrics!

Start Writing here...

## Administrative Functions



TIP

- General & administrative functions including marketing, bookkeeping, etc.
- Sourcing products and taking inventory for the minimart

To unlock help try Upmetrics!

Start Writing here...

## Milestones



TIP

Maxwell Gas Station's long-term goal is to become the dominant provider of gas and related services and products in the city area. The following are a series of steps that lead to our vision of long-term success. Maxwell Gas Station expects to achieve the following milestones in the following 15 months:

To unlock help try Upmetrics!

Start Writing here...

# 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 a Gas Station 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 be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered for startup. To unlock help try Upmetrics!



### TIP

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 Gas Station business start-up, no equity funding or outside loans will be required. With the help of financial experts, John has developed the following financial plan for his start-up business, which outlines the financial strategy. To unlock help try Upmetrics!

Start Writing here...

## Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

## Brake-even Analysis

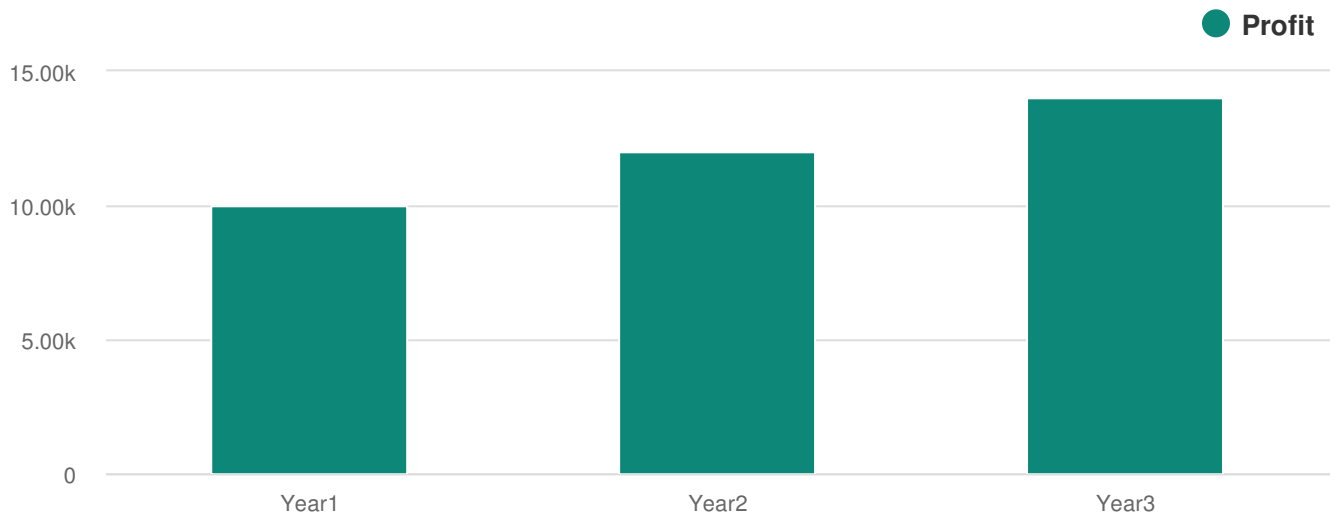
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410



## Projected Profit and Loss

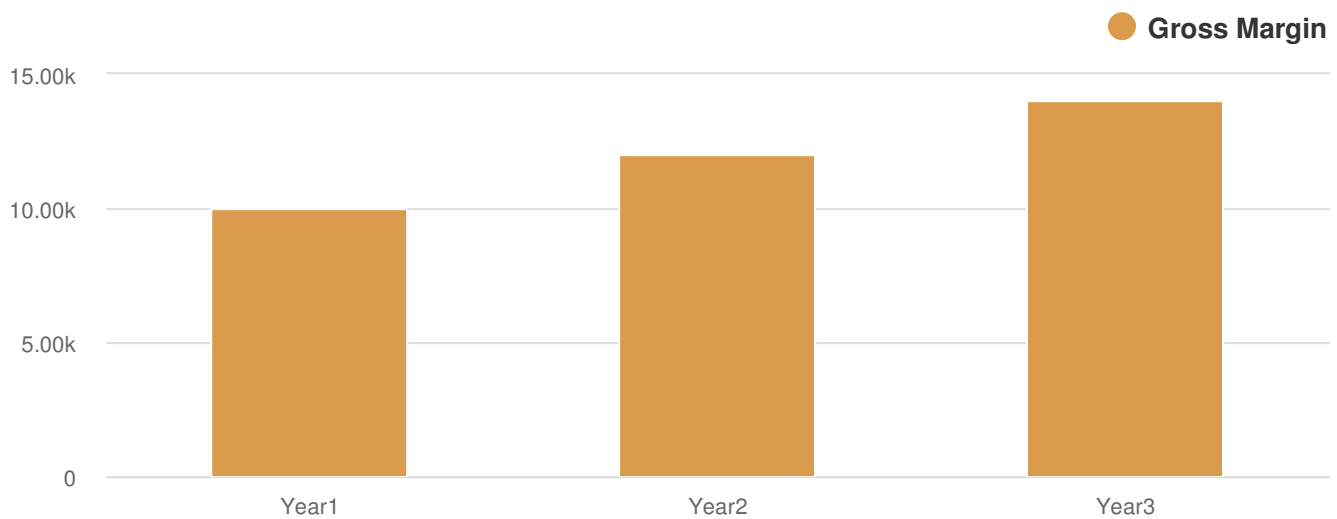
	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
<b>EBITDA</b>	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
<b>Net Profit/Sales</b>	30,00%	39,32%	48,64%

## Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

## Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

## Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
<b>Cash from Operations</b>			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$59 359</b>
<b>Additional Cash Received</b>			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$55 359</b>
<b>Expenditures from Operations</b>			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$35 296</b>	<b>\$39 549</b>	<b>\$43 582</b>
<b>Additional Cash Spent</b>			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
<b>SUBTOTAL CASH SPENT</b>	<b>\$35 296</b>	<b>\$35 489</b>	<b>\$43 882</b>
<b>Net Cash Flow</b>	<b>\$11 551</b>	<b>\$13 167</b>	<b>\$15 683</b>

<b>Cash Received</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Cash Balance</b>	\$21 823	\$22 381	\$28 239

## Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
<b>Current Assets</b>			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
<b>TOTAL CURRENT ASSETS</b>	<b>\$201 259</b>	<b>\$237 468</b>	<b>\$273 677</b>
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$980</b>	<b>\$610</b>	<b>\$240</b>
<b>TOTAL ASSETS</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Current Liabilities</b>			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Long-term Liabilities	\$0	\$0	\$0
<b>TOTAL LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
<b>TOTAL CAPITAL</b>	<b>\$189 360</b>	<b>\$222 190</b>	<b>\$255 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Net Worth</b>	<b>\$182 060</b>	<b>\$226 240</b>	<b>\$270 420</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%
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%
<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%
<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.

	Year 1	Year 2	Year 3	Industry Profile
<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.

# Want to make it more presentable?

## Want help tips on each section?

You'll save time and can write your professional business plan effectively and faster with Upmetrics' business plan software.

- Every feature you need to convert your great business idea into a reality.
- Write your plan easily and faster without any hassles.
- Structure your idea and create stunning pitches that awe your investors.
- Get access to Upmetrics software, invite your team members and start writing your business plan.

### 1. Get tried and tested tips

Upmetrics business plan builder gives you everything you need to stay in sync and guides you on every step of your business plan writing.

### 2. Write an interactive plan

Use our business plan sections - competitive Analysis, comparison tables, SWOT Analysis, charts, timelines, milestones, etc to create a visually impactful business plan.

### 3. Stunning business plan cover pages

Upmetrics business plan builder comes with beautifully designed cover pages. Choose professional, creative cover pages to make your business plan stand out.

### 4. Financial forecasting

With Upmetrics you don't have to worry about navigating complex spreadsheets. Just input your numbers and we'll provide you with well-structured financial reports that you and your investors understand.

### 5. Share easily with anyone

Upmetrics plans are easily shareable in pdf and word documents. And if either doesn't work, you can share it with a quick link too and track the reader's activity!

### 6. Real-time and Collaborative

Invite your team members to initiate conversations, discuss ideas and strategies in real-time, share respective feedback, and write your business plan.

Join over 100k+ entrepreneurs who have used Upmetrics to create their business plans.

Start writing your business plan today