



Gift Shop

Business Plan

[YEAR]

A place where you buy emotions

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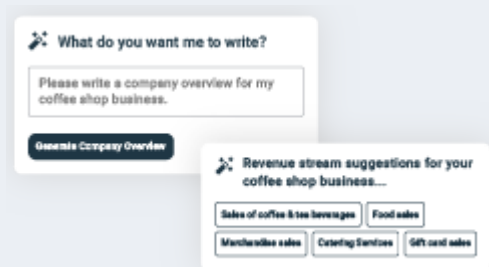
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1.

Executive Summary

Vision Statement

Mission Statement

Keys to Success

The Business

Target of the Company



REMEMBER

Before you think about how to start a Gift Shop services, you must create a detailed Gist Shop 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!

Ex :: Wellington

Wellington Gifts & Cards Shop, LLC is a registered gift and card shop business that will be located in one of the busiest market districts in Baton Rouge – Louisiana. We have been able to lease a shop facility along a major road that is big enough to fit into the

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Start writing here..

Vision Statement

Ex :: Wellington

Our plan is to position Wellington Gifts & Cards Shop, LLC to become the leading brand in the industry in the whole of Louisiana, and also to be amongst the top 10 gift and card shops in the whole of the United States of America within the first 10 years of operation.

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Start writing here..

Mission Statement

Ex :: Wellington

Wellington Gifts & Cards Shop, LLC will at all times demonstrate her commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating sustainable business practices wherever possible. We will


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Keys to Success

Ex :: Wellington

- Acquire and personally design a product line of "one-of-kind" handcrafted and unique products.
- Provide customized products and services that are "tailor-made"

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The Business

Ex :: Wellington

Wellington Gifts & Cards Shop, LLC is owned by Mrs. Dora Wellington. She has the experience, qualification, and skill that will help grow the business to profitability within the shortest time frame. Although the business is launching out with just one outlet in B

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Target of the Company

Our target is to be the best and the most popular business of our type in Las Vegas and to earn a profit margin of \$10 k per month by the end of the first year.

3 Year profit forecast



2.

Company Summary

The Purpose of starting a business

Company Ownership

Start-up Summary

Funding Required

Ex :: Wellington

Wellington Gifts & Cards Shop, LLC is a privately owned shop. Wellington Gifts & Cards Shop specializes in a variety of unique merchandise ranging from specialty cards and personalized printing services to specialty handcrafted gifts and customized apparel.

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Start writing here..

The Purpose of starting a business

Ex :: Wellington

What started out as a hobby for us soon evolved into a promising business venture. People and society are a subject for Mrs. Dora. After working for eight years as a management counselor, she wanted to do something different and interesting. After research


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Start writing here..

Company Ownership

Ex :: Wellington

Wellington Gifts & Cards Shop, LLC is owned by Mrs. Dora who is involved in the operation and management of the company. In August of last year, the business became incorporated and is structured as a privately owned "S" Corporation.

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Start writing here..

Start-up Summary

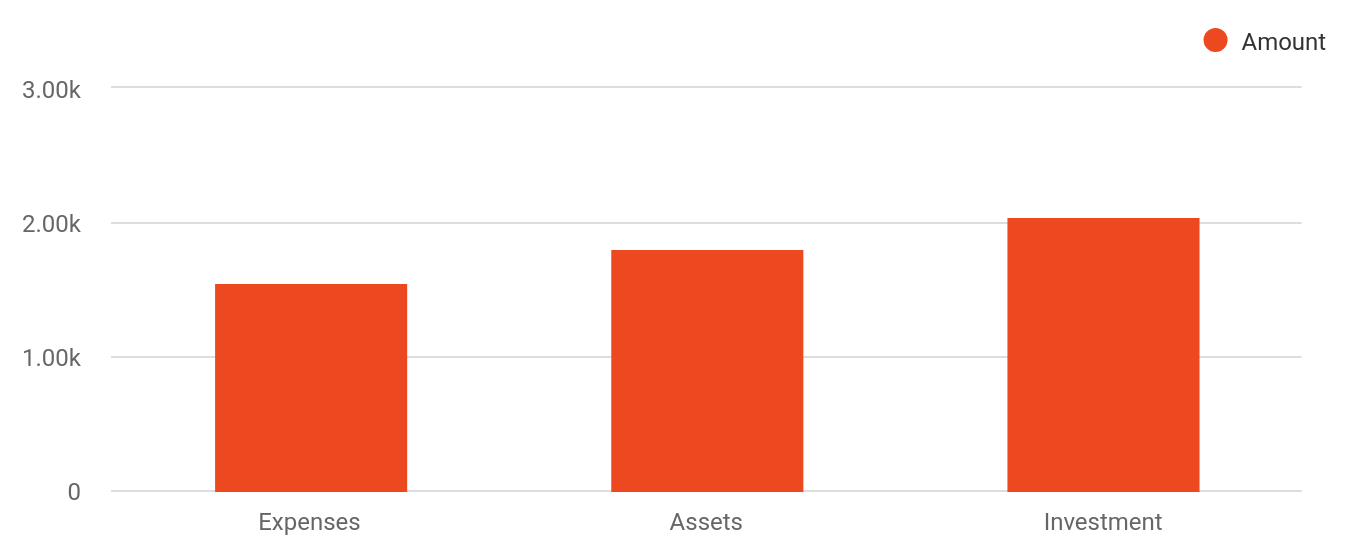
Ex :: Wellington

These figures are based on monthly and start-up expenses needed to open and functionally operate the gift store. The capital needed will come from both owner's personal finances.

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Start writing here..

Startup cost



Cost distribution	Amount
Expenses	1,550
Assets	1,800
Investment	2,050

Funding Required

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

Startup Expenses	Amount
Legal	\$55 300
Consultants	\$0

Startup Expenses	Amount
Insurance	\$32 750
Rent	\$32 500
Research and Development	\$32 750
Equipment Expenses	\$32 750
Signs	\$1 250
TOTAL START-UP EXPENSES	\$187 300
Start-up Assets	\$220 875
Cash Required	\$332 500
Start-up Inventory	\$32 625
Other Current Assets	\$232 500
Long-term Assets	\$235 000
TOTAL ASSETS	\$121 875
Total Requirements	\$245 000
START-UP FUNDING	
START-UP FUNDING	\$273 125
Start-up Expenses to Fund	\$151 875
Start-up Assets to Fund	\$123 000
TOTAL FUNDING REQUIRED	\$0
Assets	\$23 125
Non-cash Assets from Start-up	\$18 750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$18 750
Cash Balance on Starting Date	\$21 875
TOTAL ASSETS	\$373 125
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0

Startup Expenses	Amount
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$620 125
Planned Investment	\$620 125
Investor 1	\$0
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$620 125
Loss at Start-up (Start-up Expenses)	\$313 125
TOTAL CAPITAL	\$251 875
TOTAL CAPITAL AND LIABILITIES	\$251 875
Total Funding	\$255 000

3.

Products and Services

Product Description

Service Description



REMEMBER

Before starting a Gift Shop business, you must take many things into consideration such as you must consider what types of services will you be providing to your customers. Deciding your services

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Ex :: Wellington

We'll be providing our services by hand to hand manually and through our online site. So, even if you are looking for an online gift shop business plan, you can take help from here.

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Start writing here..

Product Description

The following is an overview of our product line by category:

Ex :: Wellington

The printing products are just an extension of Wellington Gifts & Cards Shop's visually artistic and creative ideas that we offer clients to engage in. Price-points in this category range from \$5 - \$250+.

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Printing Products

Start writing here..

Ex :: Wellington

Our offering of personalizing a client's favorite garment to reflect a special occasion or individual style will surely enhance their wardrobe. We use graphic imagery along with decorative studs and rhinestones to create a personal style. Price-point

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Customized Apparel

Start writing here..

Ex :: Wellington

Our product line of home accessories is a collection of modern accents that customers can certainly connect with. Price-points in this category range from \$5 - \$100.

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Home Accessories

Start writing here..

Ex :: Wellington

This category is very popular with customers when it comes to gift-giving or personal use. Price-points in this category range from \$6 - \$15.

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Personal Care Accents

Start writing here..

Ex :: Wellington

This trendy category will be very popular with potential customers and convenient for 80% of residential tenants in the complex who own a pet. Price-points in this category range from \$5 - \$25.


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Pet Products

Start writing here..

Ex :: Wellington

This gift-giving merchandise line will allow customers to express their personal sentiments for special occasions and the gift recipient. Price-points in this category range from \$10 - \$250.

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Specialty Gifts

Start writing here..

Service Description

Ex :: Wellington

To distinguish ourselves from surrounding specialty retailers, we provide numerous customized services that offer customers a satisfying and unique shopping experience.

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Start writing here..

Ex :: Wellington

Gift cards are available to customers when purchasing for gift recipients may become a little difficult. We offer \$25 gift cards.

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Plastic Gift Cards

Start writing here..

Ex :: Wellington

To further enhance the customer's shopping experience, we provide customers with the option of customizing almost any item of our product line. Whether it is printing products, specialty gifts, or home accessories customers can choose to have certain items customized.

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Customization Services

Start writing here..

Ex :: Wellington

In recognition of our "loyal" customers, we will provide them with V.I.P. cards. V.I.P. cardholders will receive a special discount on all merchandise for a specified time period

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V.I.P. Customer Appreciation

Start writing here..

Ex :: Wellington

Wellington Gifts & Cards Shop would like to branch out and explore business-to-business ventures. We will offer a 15% discount to businesses that purchase for their employees.

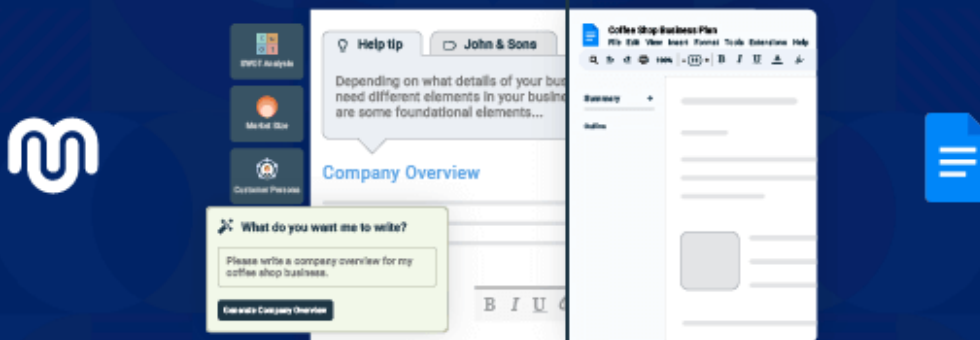
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Corporate Gift Program

Start writing here..

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4.

Market Analysis

Market Trends

Target Market

Marketing Segmentation

Market Analysis

Product Pricing



REMEMBER

After having decided on the products you'll provide in your shop, it's time now to develop a marketing plan for the gift basket business. Knowing just about how to start a souvenir business, is not enough to run a successful business.

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Market Trends

Ex :: Wellington

The Gift Shops & Card Stores industry has risen slowly over the last five years while combating lackluster consumer spending and changing preferences pattern. The introduction of technology and subsequently online retail store has indeed helped in

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Start writing here..

Target Market

Ex :: Wellington

When it comes to gift and card sales and delivery business, there is indeed a wide range of available customers. In essence, our target market can't be restricted to just a group of people, but all those who reside in the location where we intend to open our s

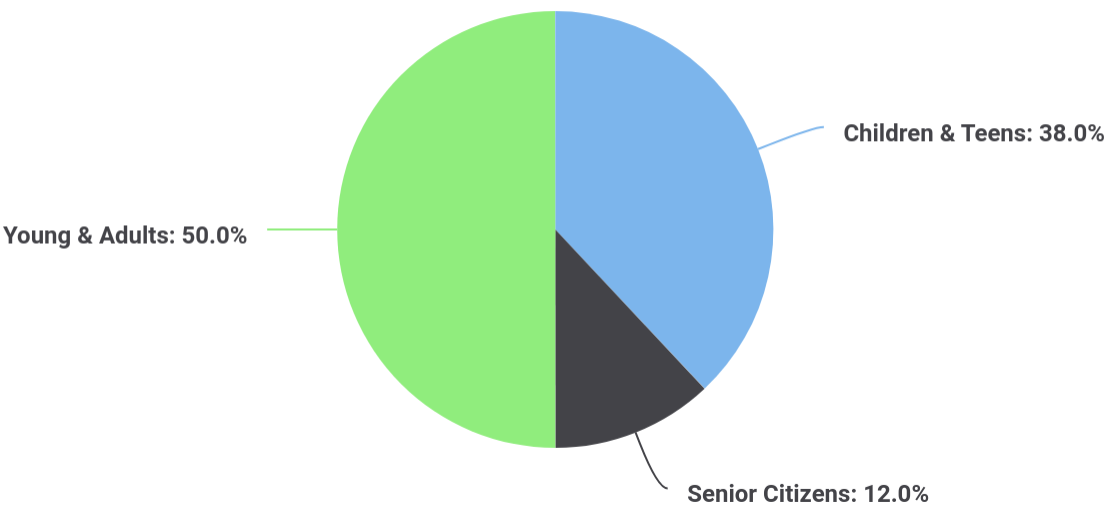
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Start writing here..

Marketing Segmentation

Our customers belong to every age group. To understand the needs of our customers, Wellington Gifts & Cards Shop has divided them into three groups, as given here:

Marketing share



Segments	Market share
Children & Teens	38
Senior Citizens	12
Young & Adults	50

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

Ex :: Wellington

The third category includes the young and adults, they are expected to purchase mostly the specialty gifts or little expensive gifts. As they can afford to give gifts on their own incomes.

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Young & Adults

Start writing here..

Ex :: Wellington

The second category will comprise of the elder citizens, men, and women who give small gifts to their partners, friends, and colleagues. We will be having a wide collection of gift items for this group so that they won't need to search for the desired item by visiting multiple stores.

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Senior Citizens

Start writing here..

Ex :: Wellington

The biggest group of our target customers will mostly comprise of the children, college going girls and boys who give small and normal priced gifts to their friends. We'll be having gifts at affordable prices for them to fulfill the need of giving gifts without dis

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Children & Teens

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
Children & Teens	48%	22 334	32 344	43 665	52 544	66 432	10,00%
Senior Citizens	32%	12 867	14 433	15 999	17 565	19 131	15,32%
Young & Adults	20%	11 433	13 344	16 553	18 745	20 545	13,43%
Total	100%	46 634	60 121	76 217	88 854	106 108	9,54%

Product Pricing

Ex :: Wellington

Product pricing structures will be based on cost-plus and competitive pricing. Cost-plus pricing is basing the price on the basis of all costs plus a mark-up to cover overhead costs. Our mark-up cost is 33%. All orders will require a 50% deposit upon receiving the

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Start writing here..

5.

Strategy and Implementation Summary

Competitive Analysis

Marketing Strategy

Sales 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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Competitive Analysis

Key Competitive Strategies



Customized Services

These "tailor-made" services offer the customer a personal connection to the product that he/she is purchasing. This type of service is not commonly offered in today's retail marketplace.



Printing Services

The added printing products service within the gift shop is unique for a gift shop. This will enable customers to bring in personal photographs and mementos or email digital images to create greeting cards, 12-month calendars or business cards. These types of items then become personal keep-sakes and one-of-a-kind type merchandise.



Handmade/Handcrafted Products

The handcrafted products will be designed by owner Mrs. Dora Wellington as well as outside entrepreneurs. We will showcase their crafts on consignment. This will also broaden our own product line.



Brand Identity

The proprietary products that we design will be distinguished from other products by brand labels. Our brand name merchandise makes up 50% of our present product line. Promoting "brand recognized" merchandise connects the customers to products that represent high-quality and dedicated customer service.

Key Competitive Weaknesses



Range of Product Line

Although Wellington Gifts & Cards Shop's present product line is unique and high-end merchandise, the range of our products is considered small in relation to more established businesses. Yet these items are engaging and personable.



Location of the Gift Shop

Because the area is in its developing stages of residential and commercial enterprise zones, business traffic is relatively slow. However with time, west midtown will undoubtedly generate a traffic-flow of curious residents and outside customers.

Marketing Strategy

Ex :: Wellington

Although Wellington Gifts & Cards Shop products are high-end and stylish, our pricing structure remains affordable and in-line with other specialty gift retailers. Our pricing structure is also based on the value the customers place on these products.

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Pricing Strategy

Start writing here..

Ex :: Wellington

Wellington Gifts & Cards Shop will host several seasonal open houses offering special discounts. This promotional strategy will showcase new products and liquidate slow-moving merchandise. The following illustrates the seasonal open houses:

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Promotion Strategy

Start writing here..

Ex :: Wellington

Existing customers as well as potential customers will be informed about new merchandise and savings utilizing the following marketing communications channels:

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Marketing Channels

Start writing here..

Sales Strategy

Ex :: Wellington

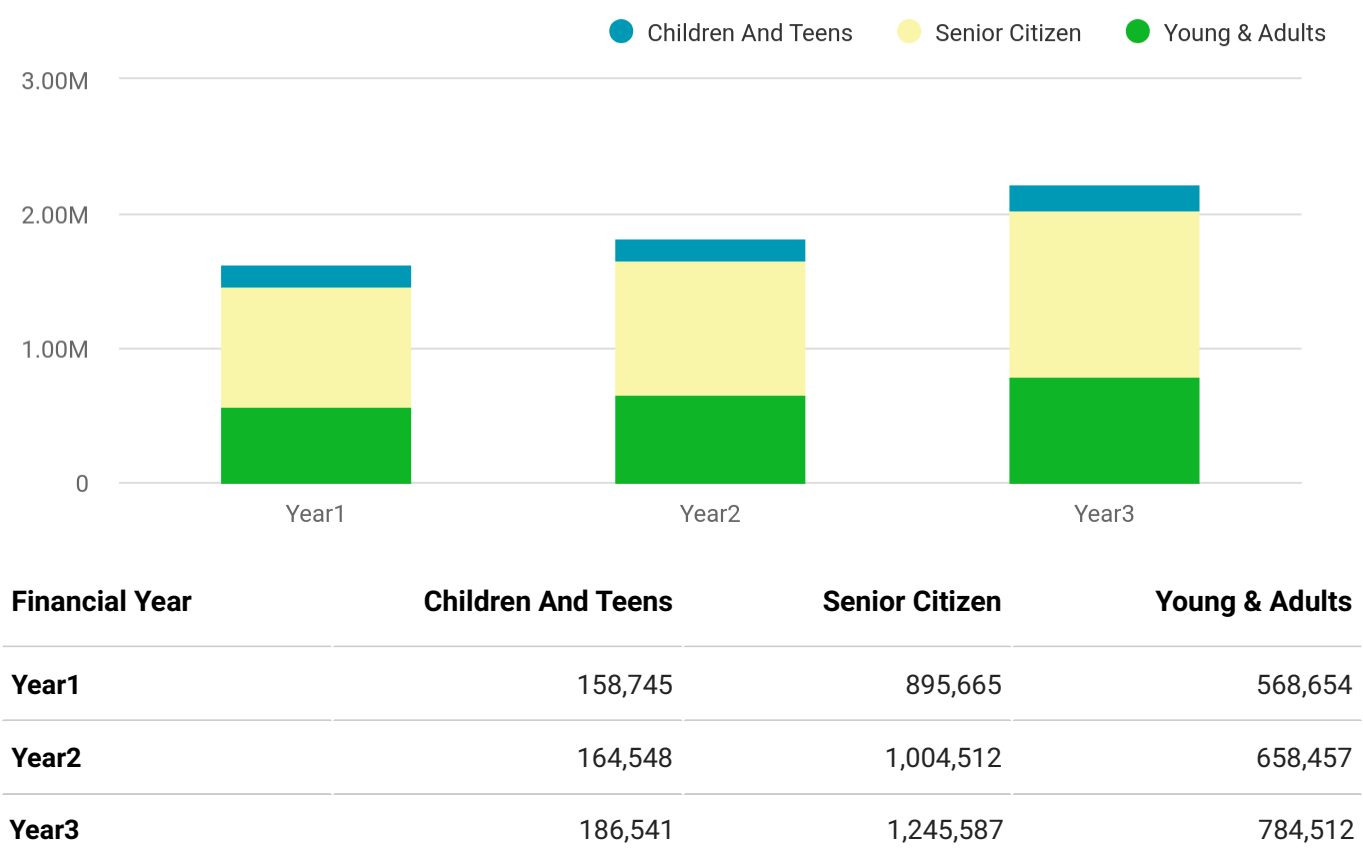
To advertise its services, Wellington Gifts & Cards Shop will follow the following techniques:

- We will carry out a social media campaign to get introduced to a wider audience.

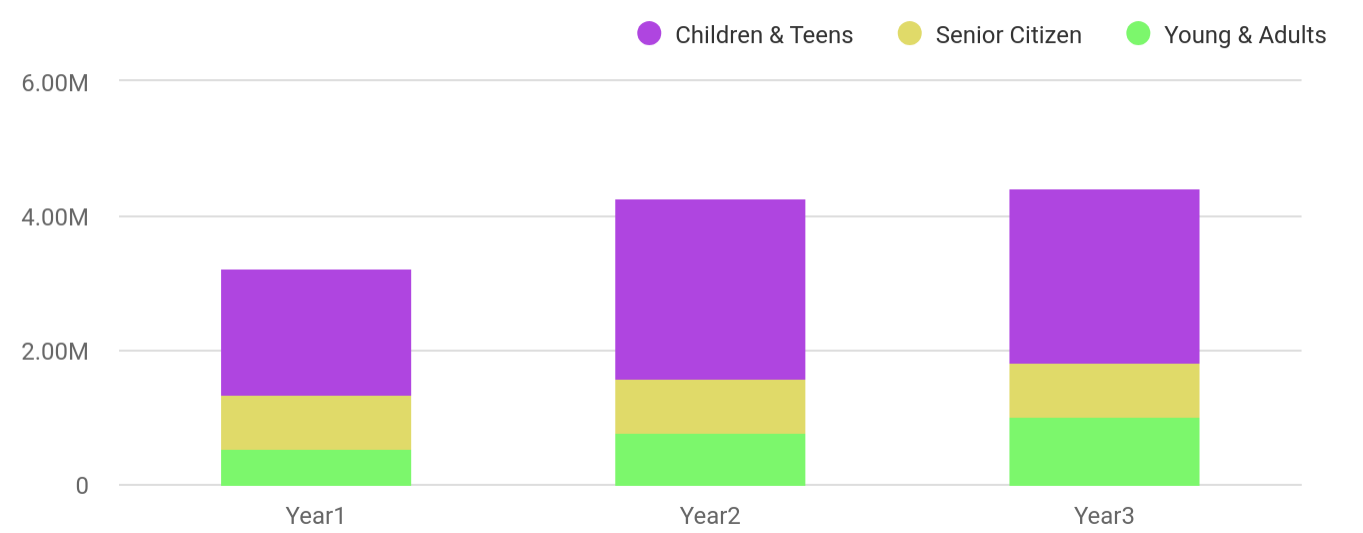
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Start writing here..

Sales Yearly



Sales Forecast



Financial Year	Children & Teens	Senior Citizen	Young & Adults
Year1	1,887,030	802,370	539,320
Year2	2,680,320	815,430	770,230
Year3	2,588,240	823,540	1,002,310

Detailed Sales Forecast

Start writing here..

	Year 1	Year 2	Year 3
Unit Sales			
General and Specialize Gifts	1 887 030	2 680 320	2 588 240
Decorative Artworks	802 370	815 430	823 540
Customized Apparel	539 320	770230	1 002 310
Accessories	265 450	322 390	393 320
TOTAL UNIT SALES	3 494 170	4 588 370	4 807 410
Unit Prices			
General and Specialize Gifts	\$140,00	\$150,00	\$160,00
Decorative Artworks	\$600,00	\$800,00	\$1 000,00
Customized Apparel	\$700,00	\$800,00	\$900,00
Accessories	\$650,00	\$750,00	\$850,00

	Year 1	Year 2	Year 3
Sales			
General and Specialize Gifts	\$2 149 800	\$2 784 000	\$3 383 200
Decorative Artworks	\$120 050	\$194 500	\$268 500
Customized Apparel	\$50 110	\$71 600	\$93 000
Accessories	\$139 350	\$194 600	\$249 850
Direct Unit Costs			
General and Specialize Gifts	\$0,70	\$0,80	\$0,90
Decorative Artworks	\$0,40	\$0,45	\$0,50
Customized Apparel	\$0,30	\$0,35	\$0,40
Accessories	\$3,00	\$3,50	\$4,00
Direct Cost of Sales			
General and Specialize Gifts	\$989 300	\$1 839 000	\$2 679 700
Decorative Artworks	\$66 600	\$119 900	\$173 200
Customized Apparel	\$17 900	\$35 000	\$52 100
Accessories	\$19 400	\$67 600	\$115 800
Subtotal Direct Cost of Sales	\$1 294 100	\$1 699 400	\$2 104 700

6.

Management Summary

Personnel plan

Average Salary of Employees

Ex :: Wellington

Owner Mrs. Dora Wellington will initially manage the day-to-day operations of the boutique. Dora has five-years of retail and accounting experience that she has applied to the business. Both owners have also taken entrepreneurial classes through the local

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Start writing here..

Personnel plan



REMEMBER

You can start a gift shop business with a little or no staff, for if you are starting on a smaller scale. Dora will be opening her shop on larger scales and, has decided to provide online services as well,

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Ex :: Wellington

Dora will act as the General Manager, and will initially hire the following people:

- 1 Co-Manager to help in managing the shop

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Start writing here..

Average Salary of Employees

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

	Year 1	Year 2	Year 3
Co-Manager	\$85 000	\$95 000	\$105 000
Accountant	\$50 000	\$55 000	\$60 000
Sales Executives	\$187 000	\$194 000	\$201 000
Decorators	\$55 000	\$60 000	\$65 000
Drivers	\$85 000	\$95 000	\$105 000
Customer Care Officer	\$50 000	\$55 000	\$60 000
Salesman	\$245 000	\$252 000	\$259 000
IT Experts	\$85 000	\$95 000	\$105 000
Front Desk Officer	\$50 000	\$55 000	\$60 000
Security Officer	\$85 000	\$95 000	\$105 000
Total Salaries	\$435 000	\$462 000	\$489 000

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 Gift Shop 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

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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	\$468,459.71	\$685,043.86	\$1,021,750.56
Souvenir Sales	\$119,378.55	\$214,386.90	\$385,007.40

	2024	2025	2026
Unit Sales	7,959	14,292	25,667
Unit Price	\$15	\$15	\$15
Custom Gift Orders	\$177,405	\$252,932	\$360,615
Unit Sales	3,548	5,059	7,212
Unit Price	\$50	\$50	\$50
Online Merchandise Sales	\$171,676.16	\$217,724.96	\$276,128.16
Unit Sales	10,730	13,608	17,258
Unit Price	\$16	\$16	\$16
Cost Of Sales	\$133,681.48	\$174,211.22	\$233,779.25
General Costs	\$133,681.48	\$174,211.22	\$233,779.25
Souvenir Purchases	\$84,893.50	\$111,377.23	\$150,485.19
Bulk Souvenir Purchases	\$38,047.52	\$42,872.83	\$48,310.14
Custom Souvenir Orders	\$46,845.98	\$68,504.40	\$102,175.05
Online Merchandise	\$48,787.98	\$62,833.99	\$83,294.06
Online Merchandise Purchase	\$25,364.99	\$28,581.81	\$32,206.53
Shipping Costs	\$23,422.99	\$34,252.18	\$51,087.53
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$334,778.23	\$510,832.64	\$787,971.31
Gross Margin (%)	71.46%	74.57%	77.12%
Operating Expense	\$372,206.42	\$395,073.77	\$425,259.07

	2024	2025	2026
Payroll Expense (Indirect Labor)	\$307,800	\$315,414	\$323,224.08
Store Staff	\$157,200	\$160,944	\$164,780.88
Store Manager	\$60,000	\$61,800	\$63,654
Sales Assistants	\$97,200	\$99,144	\$101,126.88
Online Operations	\$82,488	\$84,599.76	\$86,767.68
E-Commerce Manager	\$46,200	\$47,586	\$49,013.64
Social Media Specialist	\$36,288	\$37,013.76	\$37,754.04
Administration	\$68,112	\$69,870.24	\$71,675.52
Administrative Assistant	\$28,512	\$29,082.24	\$29,663.88
Accountant	\$39,600	\$40,788	\$42,011.64
General Expense	\$63,906.62	\$79,659.77	\$102,034.99
Store Operations	\$31,706.23	\$35,727.15	\$40,258.05
Rent	\$25,364.99	\$28,581.81	\$32,206.53
Utilities	\$6,341.24	\$7,145.34	\$8,051.52
Marketing and Advertising	\$27,227.69	\$38,539.31	\$55,918.26
Online Advertising	\$23,422.99	\$34,252.18	\$51,087.53
Promotional Materials	\$3,804.70	\$4,287.13	\$4,830.73
Administrative and General	\$4,972.70	\$5,393.31	\$5,858.68
Office Supplies	\$2,536.46	\$2,858.16	\$3,220.59
Insurance	\$2,436.24	\$2,535.15	\$2,638.09
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$499.80	\$0	\$0
EBITDA	(\$37,428.19)	\$115,758.87	\$362,712.24

	2024	2025	2026
Additional Expense	\$6,173.48	\$5,206.38	\$4,179.63
Long Term Depreciation	\$3,600	\$3,600	\$3,600
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$41,028.19)	\$112,158.87	\$359,112.24
Interest Expense	\$2,573.47	\$1,606.38	\$579.64
EBT	(\$43,601.67)	\$110,552.49	\$358,532.61
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$512,061.38	\$574,491.37	\$663,217.95
Net Income	(\$43,601.67)	\$110,552.49	\$358,532.61
Net Income (%)	(9.31%)	16.14%	35.09%
Retained Earning Opening	\$0	(\$61,601.67)	\$30,950.82
Owner's Distribution	\$18,000	\$18,000	\$18,000
Retained Earning Closing	(\$61,601.67)	\$30,950.82	\$371,483.43

Projected Cash Flow

	2024	2025	2026
Cash Received	\$468,459.71	\$685,043.86	\$1,021,750.56
Cash Paid	\$507,961.58	\$570,891.37	\$659,617.95
COS & General Expenses	\$197,588.10	\$253,870.99	\$335,814.24
Salary & Wages	\$307,800	\$315,414	\$323,224.08

	2024	2025	2026
Interest	\$2,573.47	\$1,606.38	\$579.64
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$39,501.87)	\$114,152.49	\$362,132.61
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$20,500	\$0	\$0
Net Cash From Investments	(\$20,500)	\$0	\$0
Amount Received	\$80,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$0	\$0
Amount Paid	\$33,679.72	\$34,646.82	\$35,673.45
Loan Capital	\$15,679.73	\$16,646.82	\$17,673.44
Dividends & Distributions	\$18,000	\$18,000	\$18,000
Net Cash From Financing	\$46,320.28	(\$34,646.82)	(\$35,673.45)
Summary			
Starting Cash	\$0	(\$13,681.59)	\$65,824.08
Cash In	\$548,459.71	\$685,043.86	\$1,021,750.56
Cash Out	\$562,141.30	\$605,538.19	\$695,291.40
Change in Cash	(\$13,681.59)	\$79,505.67	\$326,459.16

	2024	2025	2026
Ending Cash	(\$13,681.59)	\$65,824.08	\$392,283.24

Projected Balance Sheet

	2024	2025	2026
Assets	\$2,718.61	\$78,624.28	\$401,483.44
Current Assets	(\$13,681.39)	\$65,824.28	\$392,283.44
Cash	(\$13,681.59)	\$65,824.08	\$392,283.24
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0.20	\$0.20	\$0.20
Long Term Assets	\$16,400	\$12,800	\$9,200
Gross Long Term Assets	\$20,000	\$20,000	\$20,000
Accumulated Depreciation	(\$3,600)	(\$7,200)	(\$10,800)
Liabilities & Equity	\$2,718.59	\$78,624.26	\$401,483.43
Liabilities	\$34,320.26	\$17,673.44	\$0
Current Liabilities	\$16,646.82	\$17,673.44	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,646.82	\$17,673.44	\$0
Long Term Liabilities	\$17,673.44	\$0	\$0
Long Term Debt	\$17,673.44	\$0	\$0
Equity	(\$31,601.67)	\$60,950.82	\$401,483.43
Paid-in Capital	\$0	\$0	\$0

	2024	2025	2026
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$30,000	\$30,000
Retained Earnings	(\$61,601.67)	\$30,950.82	\$371,483.43
Check	\$0	\$0	\$0

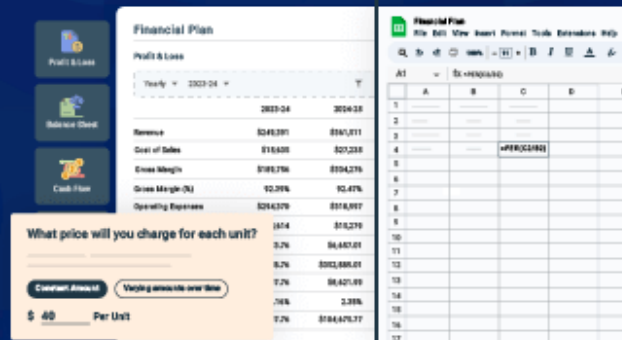
Business Ratios

	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%
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
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios	Year 1	Year 2	Year 3	
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
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 the Upmetrics software interface. On the left, there are three buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' with a 'Profit & Loss' statement for the year 2023-24. Below this, there is a pricing calculator asking 'What price will you charge for each unit?'. The calculator has two tabs: 'Constant Amount' and 'Varying amounts over time'. The 'Constant Amount' tab is selected, showing a price of '\$ 60 Per Unit'. The 'Varying amounts over time' tab shows a table of prices over 17 years.

	2023-24	2024-25
Revenue	\$241,391	\$161,311
Cost of Sales	\$16,600	\$27,338
Gross Margin	\$191,790	\$104,276
Gross Margin (%)	79.5%	64.6%
Operating Expenses	\$24,379	\$11,897
	\$14	\$12,279
	0.2%	\$6,857.01
	0.2%	\$102,605.01
	7.2%	\$6,821.00
	.76%	3.38%
	7.2%	\$184,757.77



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Mariia Yevlash



Student, Sumy State University – Ukraine

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