



Gift Shop

Business Plan

[YEAR]

A place where you buy emotions

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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.

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TIP

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 kind of gift shop that we intend to launch.

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Vision Statement



TIP

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 opening our first gift shop.

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Mission Statement



TIP

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 ensure that we hold ourselves accountable to the highest standards by meeting our client's needs pre

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Keys to Success



TIP

- Acquire and personally design a product line of "one-of-kind" handcrafted and unique products.
- Provide customized products and services that are "tailor-made" to each customer's personal style.

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The Business



TIP

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 Baton Rouge – Louisiana, there is a plan to open other outlets all around key cities in the United States of America.

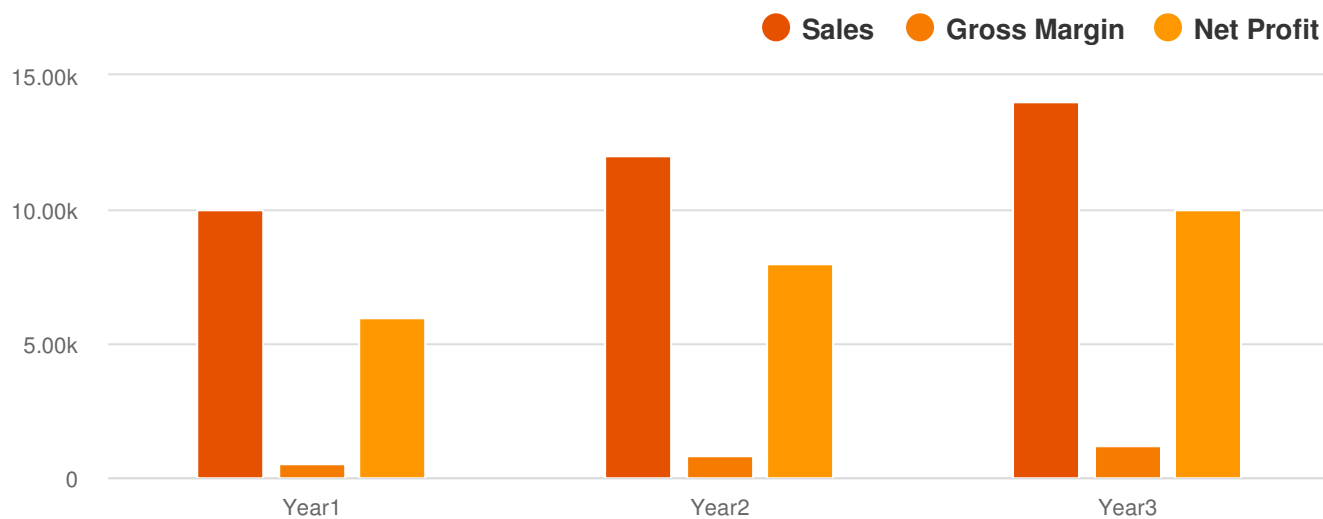
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Target of the Company

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



Financial Year	Sales	Gross Margin	Net Profit
Year1	10000	500	6000
Year2	12000	800	8000
Year3	14000	1200	10000

2.

Company Summary

The Purpose of starting a business

Company Ownership

Start-up Summary

Funding Required



TIP

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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The Purpose of starting a business



TIP

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 on businesses that can link her directly to people she is starting a gift shop business.

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Company Ownership



TIP

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



TIP

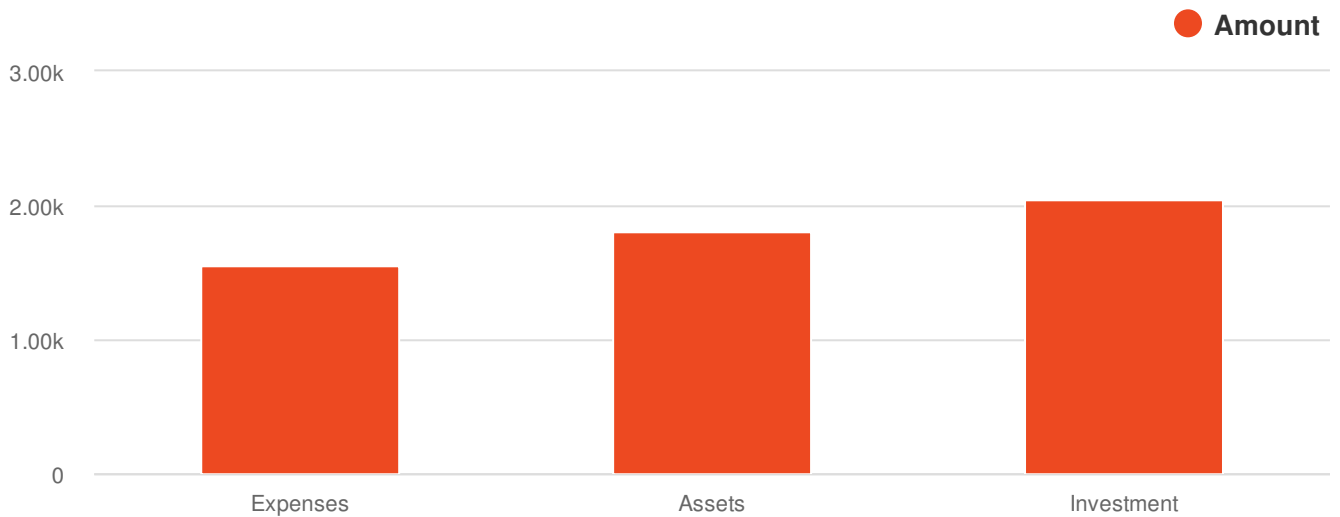
These figures are based on monthly and start-up expenses needed to open and functionally operate the gift store. The capital needed will come from both owner's personal finances.

Purchase of an additional computer, POS system, a

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Start Writing here...

Startup cost



Cost distribution

Amount

Expenses	1550
Assets	1800
Investment	2050

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
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

Startup Expenses	Amount
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
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

Startup Expenses	Amount
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 is extremely important since it helps you plan other components of your business so make sure to consider it before you think about how to start a Gift

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TIP

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:



TIP

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+.

- Brochures

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Printing Products

Start writing here...



TIP

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-points in this category range from \$20 - \$150.

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Customized Apparel

Start writing here...



TIP

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.

- Bamboo garden vase collection

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Home Accessories

Start writing here...



TIP

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.

- Scented body lotion
- Scented bath salt

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Personal Care Accents

Start writing here...



TIP

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.

- Gourmet snacks

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Pet Products

Start writing here...



TIP

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.

- Organza sheer gift bags

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Specialty Gifts

Start writing here...

Service Description



TIP

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...



TIP

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...



TIP

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 to fit their individual decorating style or personal needs.

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Customization Services

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TIP

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...



TIP

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...

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 your business successfully. To survive and achieve more than your competitors, you have to develop an accurate gift marketing strategy after analyzing your market.

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Market Trends



TIP

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 reshaping the industry.

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Start Writing here...



Target Market



TIP

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 shops. These are the groups of people we intend marketing our gift items and cards too;

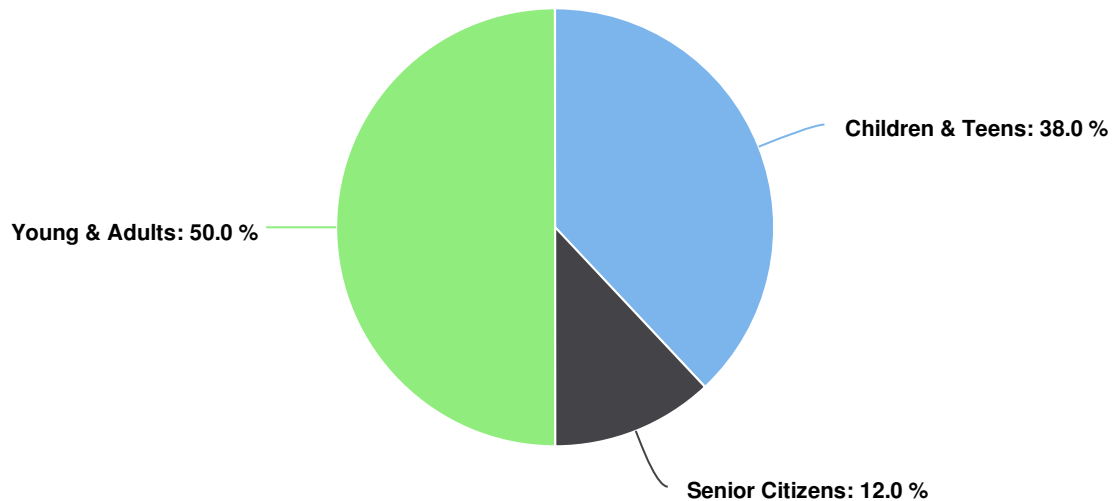
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Start Writing here...

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:



TIP

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...



TIP

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 many shops.

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Senior Citizens

Start writing here...



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 disturbing their budget.

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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



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 final shipment. For bulk orders, a 50% deposit is required and a 15% discount will be given to custom

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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, sales strategy is also an important component of a mobile auto detailing business startup and must be properly planned before you think about starting your business.

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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



TIP

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...



TIP

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...



TIP

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

- Direct-Mail Postcards: Advertising postcards

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Marketing Channels

Start writing here...

Sales Strategy



TIP

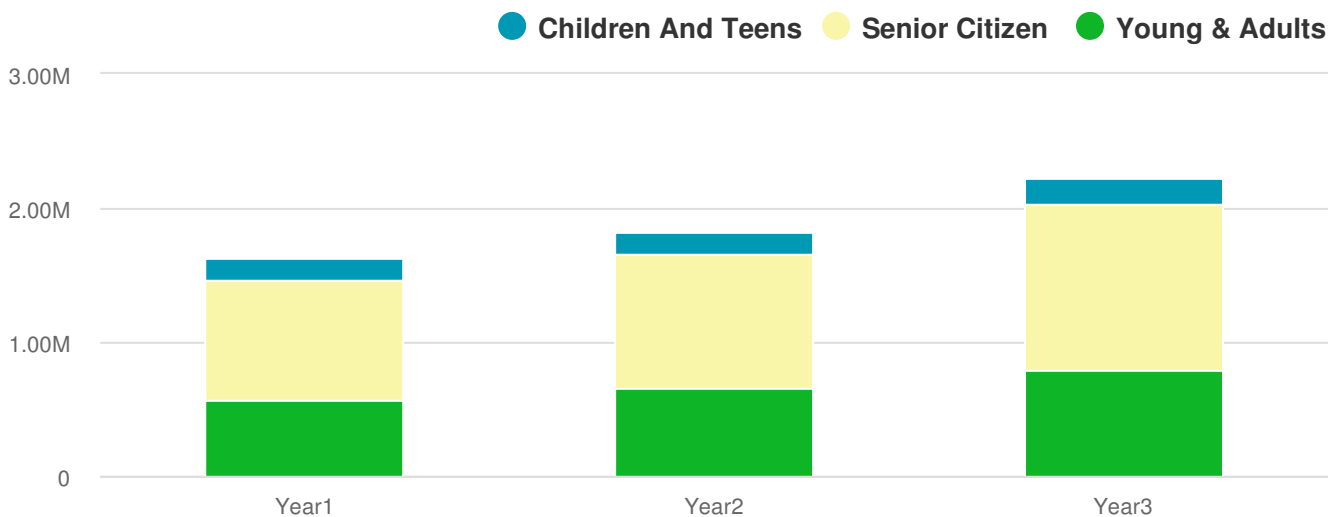
To advertise its services, Wellington Gifts & Cards Shop will follow the following techniques:

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

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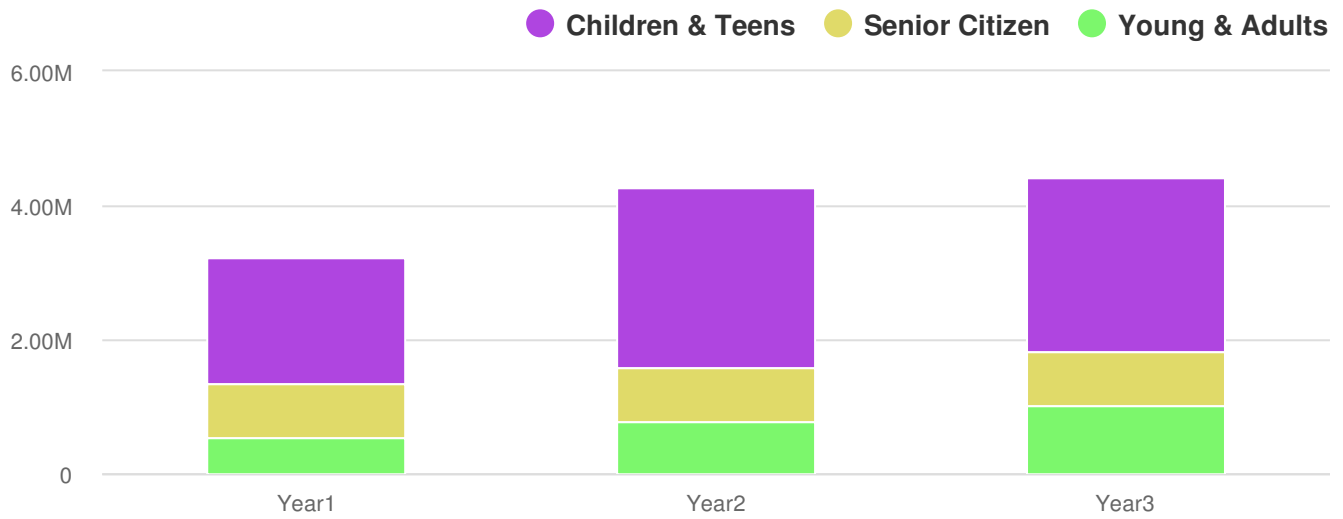
Start Writing here...

Sales Yearly



Financial Year	Children And Teens	Senior Citizen	Young & Adults
Year1	158745	895665	568654
Year2	164548	1004512	658457
Year3	186541	1245587	784512

Sales Forecast



Financial Year	Children & Teens	Senior Citizen	Young & Adults
Year1	1887030	802370	539320
Year2	2680320	815430	770230
Year3	2588240	823540	1002310

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
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



TIP

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 University SBDC (small business development center). Our experience and continuous education h

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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, so she will need additional staff to run her business smoothly.

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TIP

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

- 1 Co-Manager to help in managing the shop
- 1 Accountant to maintain financial records
- 2 Sales Executives responsible for marketing

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Average Salary of Employees

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

	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 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.

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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

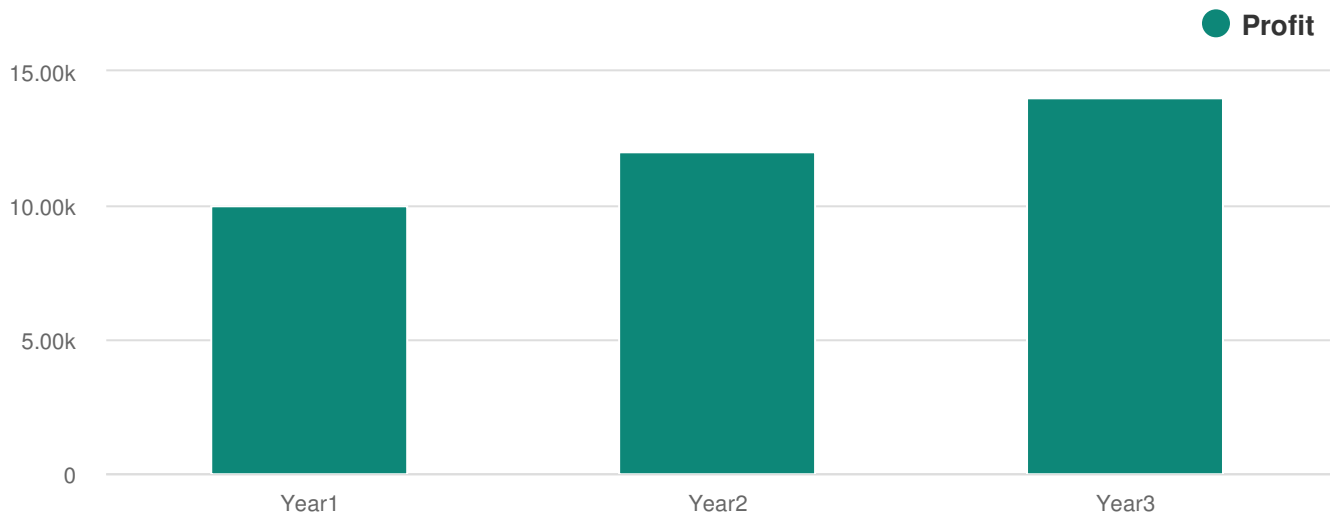
Break-even Analysis

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

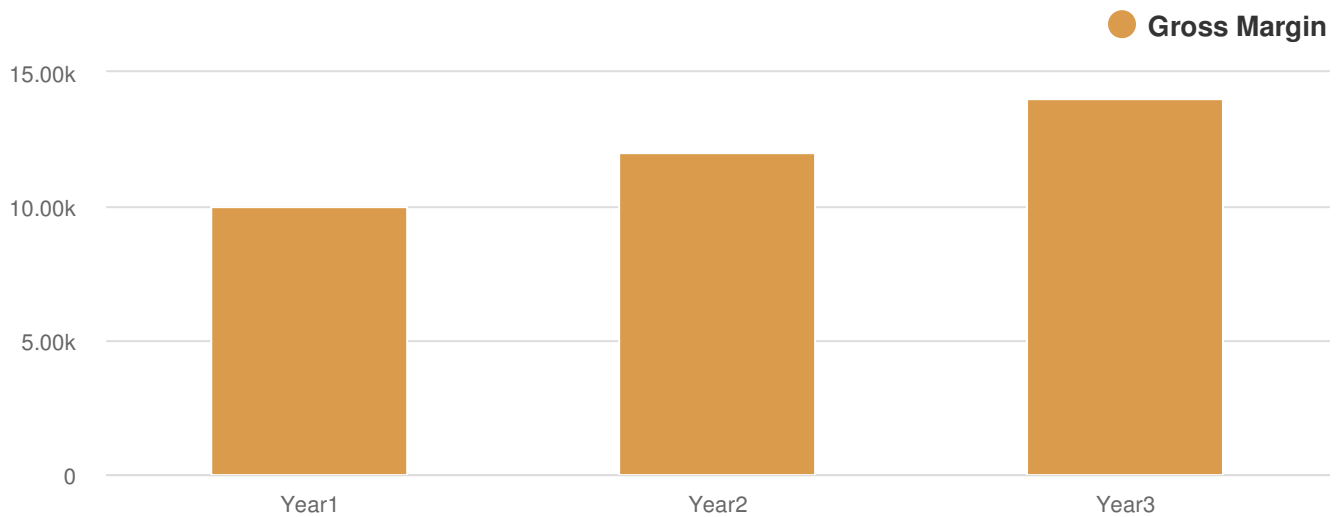
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales 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
EBITDA	\$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
Net Profit/Sales	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
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
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
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
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
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

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

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%
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.

	Year 1	Year 2	Year 3	Industry Profile
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.

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