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# Business Plan

[YEAR]

Prepared By

John Doe



# We make small and big repairs

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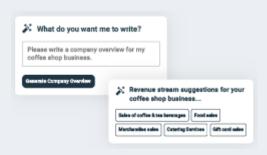
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# **Executive summary**

**Market Validation** 

**Objectives** 

**SMART Goal** 

Mission statement

Keys to success

Financial Highlights

→ Fixit

Fixit is a provider of building maintenance and handyman services. The company will be based in Jacksonville, Florida, whence it will extend a portfolio of specialized services to property owners, both residential and commercial. The focus will initially be on To unlock help try Upmetrics!

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#### **Market Validation**

→ Fixit

According to the U.S. Census Bureau, 6 out of every 10 homeowners have at least seven home projects on their "to-do" list. Helping busy homeowners knock these important tasks off their schedule creates a tremendous business opportunity. To unlock help try Upmetrics! 🔓

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# **Objectives**

→ Fixit

- To enhance customer service and after-sale services by establishing a representative office in Florida in 2022
- To build a market reputation for quality products and services d

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### Short Term (1 -3 Years)

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#### → Fixit

- To expand by opening more satellite offices across the US towards the end of the forecast period.
- To hire 30 employees in the first year and grow to 200 employed

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### Long Term (3-5 years)

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# **SMART Goal**







#### **Specific**

To become the most sought after handyman service provider in the US

#### Measurable

To launch operations in Florida in 2022 and expand across the US by the end of the forecast period

#### **Achievable**

To offer customer centric services in order to increase client satisfaction and gain repeat business



#### Relevant

To gain at least 5% of the market share within the forecast period



#### Time-Based

To achieve business goals within the five years of the forecast period

#### Mission statement

→ Fixit

The mission of Fixit is to enrich the life of each customer by providing unique services to our customers and exceptional craftsmanship, all while maintaining a pleasant work environment.

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### Keys to success



#### **Economies of Scope**

Offering the right mix of indoor and outdoor technical and maintenance services will allow Fixit to win large contracts and increase their revenue.



#### **Expertise**

Founders will indicate their history of providing related services, complete with endorsements of satisfied clientele, in order to generate brand equity for Fixit.



#### Location

Fixit will take advantage of the associated benefits, networking capabilities and the vast cluster of residential and commercials establishments offered by the region.



#### **Price Advantage**

Fixit will ensure hiring the best contract workers for its projects. Keeping a low margin, the company will ensure its handyman services are offered at a market competitive price point.



#### Reputation

It is important for Fixit to develop a reputation locally through the provision of high quality services that embody value-for-money and seasoned expertise.



#### **Multi-Skilled Workforce**

As Fixit intends to service a wide variety of customers across multiple services of varying technicalities, the company needs to employ workers that carry suitable experience on flexible terms (so as to minimise fixed costs).

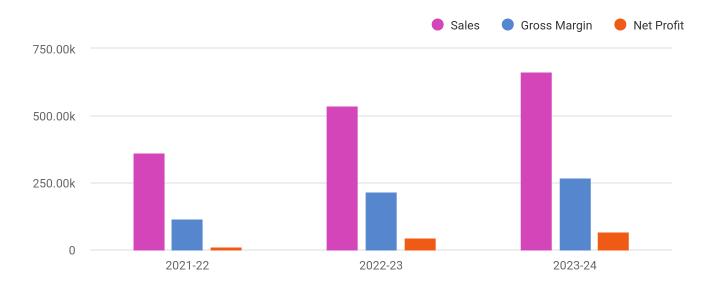
# **Financial Highlights**



The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used for the setup and launch of the company in the US. The company expects to steadily grow its revenues through active efforts in marketing, network To unlock help try Upmetrics! 🔒

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Fixit - 3 Year Revenue Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	360,723	114,289	13,038
2022-23	538,041	216,784	44,360
2023-24	665,012	269,869	65,638

# **Business overview**

Company Ownership/Legal Entity

Location

**Interior Operating Facilities** 

**Hours of Operation** 

Startup summary

Fixit is a service start-up based in Jacksonville, Florida, offering a complete handyman solution.

By developing a reputation as a qualified, affordable, and trusted service provider, Fixit will aim to gather a sizeable market share in Florida and across the US.

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# Company Ownership/Legal Entity

→ Fixit

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in Florida, it will also register with the local county. The business will be wholly owned and managed by the Foundation of State. Further, since the company envisions setting up operations in Florida, it will also register with the local county. The business will be wholly owned and managed by the Foundation of State.

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#### Location

→ Fixit

The company will establish a business in Florida by the end of 2022. The region is considered an epicenter for food innovation, design trends, and innovative developments in manufacturing.

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# **Interior Operating Facilities**

□ Fixit

The company will begin operations from rented office space at the heart of Florida's commercial hub. Initial investments in setting up the interior facilities, consumables, and repair equipment will be set up. The company will also have a dedicated ser

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# **Hours of Operation**

□ Fixit

Fixit will operate on an appointment basis. Taking calls through email, calls, and the website, the company will schedule services based on slots and availability of technicians. The company envisions opening the office at 10 am and remain open till 7

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## Startup summary

→ Fixit

A portion of the capital investment of \$50,000 will be utilized to finance a range of expenses incurred prior to the launch of the company as indicated in the table below. Accordingly, approximately \$11,500 will be spent on a range of start-up expenses (

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# **Products & Services**

Handyman Services

**Customer Service** 

→ Fixit

Fixit is a home improvement and handyman service, provider. The company's team of contractors provides a suite of handyman services, so clients can get their renovations, fixes, and improvements completed, all in one fell swoop.

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## Handyman Services

#### Fixit will offer the following services



**Plumbing Repair** 

From leaking pipes to full installation Fixit can handle it all



**Drywall Installation** 

Drywall repair whether its a scratch or a hole



**Electrical Installation** 

From switches to light fittings



**Carpentry Services** 

Make a piece from scratch or repair and existing furniture



**Appliance Installation** 

Air conditioners, heaters or coolers



**Flooring Installation** 

Tiling, cementing or wood panelling



**Roofing Repair** 

Repair a leak or replace a section of the roof



**Gutter Cleaning** 

Clean clogged gutters



Kitchen Makeover

Fix a cupboard to a complete makeover



#### **Bathroom Remodel**

Fix a sink or give the bathroom a whole new look



#### **Attic Insulation**

Winters can be devastating in unprotected houses, Fixit insulates the attic



**Deck Repair** 

Outdoor repairs and reinstallation



**Door Installation** 

Broken or replaced doors



#### **Fence Repair**

Broken or replace fence or build one from scratch

#### **Customer Service**



Fixit prides itself on the quality of service extended to its customers. As a part of good faith and to maintain a healthy and robust customer relationship, the company will cater to the client's specific needs even if it does not form a part of a package. To unlock help try Upmetrics! 🔒

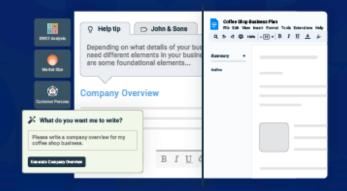
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# Market Analysis

Market segmentation

**Market Trends** 

Target market

→ Fixit Home services is a term that is used encompasses various intangible assets that are provided by businesses for residential homes. There are several businesses that are provided by home services that span across various sectors of business such as repairs To unlock help try Upmetrics! Start writing here.. Market segmentation

The United States Home Services Market is segmented on the deployment, repairs & maintenance, home improvement type, and geography.

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→ Fixit

### **Market Trends**

→ Fixit

The rise in the adoption of smartphones is significantly aiding in the growth of the home service market. Smartphone technology is developing in such a way that it is influencing the consumer's daily marketing strategies, business activities as well as li

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# Target market

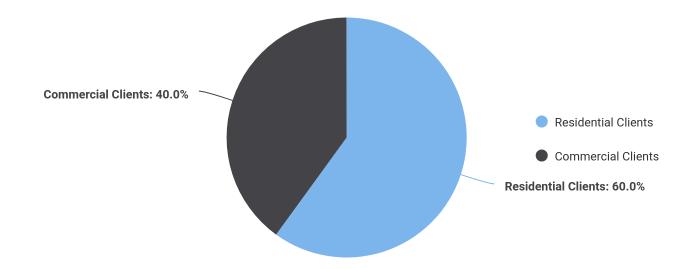


As a new entrant to the home improvement and handyman services cohort of the US, Fixit will follow a phased approach in engaging its primary target market. The company will initially focus on winning small- to medium-scale commercial and residential

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#### **Fixit Market Distribution**



Target Market	Share
Residential Clients	60
Commercial Clients	40

### Competitive Advantage



#### Value Added Services

Fixit will dedicate itself to the wellbeing of its customers. The company will extend specific client focused services based on their requirement.



#### Price

The company will consciously maintain a low margin for its services which allows it to control prices. Fixit will thus be able to secure and distribute services at market beating price points.



#### **Distribution Channels**

Fixit will distribute its products through both B2B as well as B2C channels.



#### **Effective Marketing**

Fixit will dedicate time and effort towards networking and gaining valuable insight into the prevailing market trends in the US which will allow the company to optimise its marketing strategies and effectively penetrate the market on launch.

SWOT analysis

#### → Fixit

A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is a useful tool for businesses to evaluate their position in the market against the potential internal and external factors that could assist or jeopardize their operations and existence. A SWOT has

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#### Strength

- Extensive experience of the Founders (more than 25 years)
- Prime business location in Florida amidst a growing construction/residential market
- · Lean organizational structure
- · Offers specialized technical and maintenance services with a focus on quality
- Experience-backed ability to take on larger projects

#### Weakness

- Is new and hence unknown in the market
- Distance between company location and
- A drop in specialized skills availability in Florida (e.g. engineering, construction & property, etc.) may affect Fixit's hiring plan
- Material purchase costs have risen over the years (e.g. paints, home improvement materials, equipment, etc.)

### Opportunity

- To expand reach across the US (e.g. by appointing remote teams, opening additional offices in other major cities, etc.)
- To expand services based on the founder's vast experience
- To continue to offer flexible ABC- pricing, avoiding fixed costs, to win more client patronage

#### Threat

- Low barriers to entry; increasing competition
- Customers defaults
- Slow economic growth in the future could stagnate the construction market in the US

# Strategy & implementation

**Distribution Strategy** 

**Positioning Statement** 

Sales strategy

**Pricing strategy** 

→ Fixit

The objectives for the company's early sales and marketing initiatives will be to generate awareness of Fixit as a new player in the market and to educate potential customers about its portfolio of services. Over time, as Fixit becomes more established an

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# **Distribution Strategy**

→ Fixit

The company will reach its customer through both online and offline channels. Fixit's comprehensive website will accept contracts online and schedule services according to the availability of handymen and the urgency of the client requirement. Cu To unlock help try Upmetrics! 🙃

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#### Marketing and Promotion Programs



#### Website

Launch an engaging and attractive website that is a source of promotional materials



#### **Feedback**

Create a healthy feedback loop to gauge shifting trends and align services to meet demand



#### **Email**

Compiling attractive market materials which feature service portfolio of Fixit to be sent as email blasts to prospects



#### Video

Crafting YouTube videos to provide a a before and after of the remodel and offer a sneak-peek into the company's activities and projects carried out

### **Positioning Statement**

→ Fixit

Fixit's marketing objective is to position its services as specialized, affordable, and flexible to cater to any type of setting. The company will facilitate both B2B business as well as a B2C business, targeting building owners, construction contractors, and cor

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## Sales strategy



→ Fixit

The company will leverage its existing client network and expand its client base by extending sampling and after-sales services. Employing social media advertising campaigns, e-mail marketing strategies, networking through community clusters, and cre

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## **Marketing Channels**



#### **Direct Mail Marketing**

Fixit will mail professionally designed materials with its value proposition to these companies and provide quotes for its services.



#### Social Media

Millennials and consumers in general spend a considerable time browsing social media platforms. Reaching to them through this channel will be and effective way to capture attention and position its services.



#### **Google Ad Campaigns**

The advertising will target specific keywords relevant to Fixit's offering

# **Pricing strategy**

→ Fixit

The company will price its services based on the number of hours spent on the service. Ensuring low direct input costs, the company will optimize its sourcing and project delivery techniques to maintain and offer services at a low price point.

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# Operational Plan

**Management Team** 

Personnel Plan

Milestones

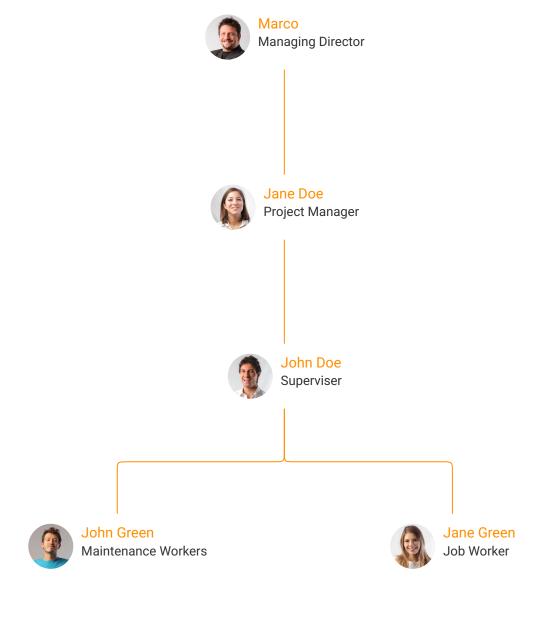
□ Fixit

The team will be headed by Managing Director Mr. Ashton who will also oversee project operations. Joining Mr. Ashton in the Management Team will be sales and marketing executives and an office manager.

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# Organization chart



# **Management Team**

→ Fixit

Mr. Ashton will serve as the Managing Director of Fixit. A highly motivated and dynamic individual, Thomas boasts vast experience in the field of aesthetics having spent a career spanning 14 years essaying various white-collar roles for construction

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### Personnel Plan



→ Fixit

The company plans to create five full-time equivalent jobs in addition to the management team within the first three years of operations. Salaries for each employee are in line with the industry's benchmark.

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## Hiring plan

Filled

Hired

Open

Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Maintenance Workers	1 of 20	10 days	121 days	100%
Supervisors	3 of 23	30 days	21 days	80%
Job Worker	4 of 15	158 days	127 days	0%
Project Managers	4 of 15	158 days	127 days	40%



Jane Doe
Project Manager - Jane@example.com

Ability to cope with fast-paced and pressured work, accuracy, strong attention to detail and a strong analytical mind, ability to notice patterns within statistics, an interest in psychology and behavior, good organizational skills, excellent (spoken and written) communication skills.



John Doe Supervisor - john@example.com

Preferably bilingual with ability to speak English and French fluently, problemsolving, ability to convert leads into sales, active listener, patience, and understanding of the company's products and services. Additionally, skills in social media marketing, search engine optimization, newsletter marketing, other forms of digital marketing will also be required

#### **Milestones**

## **Fixit**

#### **Establish**

Fixit will rent a showroom space at the heart of Florida's commercial hub alongside developing a fully optimized and informative website. During this period, the company will also acquire equipment and consumables. Marketing activities will also begin during this stage to build awareness and launch the brand into the market.

Year 1

Year 2

#### **Gain Market Traction**

The company will begin expanding its services beyond Rhode Island to cover other regions around the United States

## **Diversify**

Having externally established the business, the company will begin internally expanding its range of products

Year 3

# Grow

>Year 3

- · Begin expanding across the US
- · Consider market expansion beyond US

# Financial plan

**Important Assumptions** 

Brake-even Analysis

**Projected Profit and Loss** 

**Projected Cash Flow** 

**Projected Balance Sheet** 

**Business Ratios** 



If you are going to start your own handyman services business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you mana

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# **Important Assumptions**

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

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

# Brake-even Analysis

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

# **Projected Profit and Loss**

	2024	2025	2026
Revenue	\$1,399,093.25	\$2,289,358	\$3,789,277
General Repairs	\$596,892.75	\$1,071,934.50	\$1,925,037
Unit Sales	7,959	14,292	25,667
Unit Price	\$75	\$75	\$75
Installation Services	\$201,172.50	\$255,151.50	\$323,580
Unit Sales	1,341	1,701	2,157
Unit Price	\$150	\$150	\$150
Emergency Repairs	\$601,028	\$962,272	\$1,540,660
Unit Sales	3,005	4,811	7,703
Unit Price	\$200	\$200	\$200
Cost Of Sales	\$492,856.03	\$580,311.36	\$696,244.40
General Costs	\$492,856.03	\$580,311.36	\$696,244.40
Direct Labor Costs	\$408,457.01	\$474,516.13	\$558,887.99
Technician Salaries	\$380,475.10	\$428,728.93	\$483,102.41
Training Costs	\$27,981.91	\$45,787.20	\$75,785.58
Material and Supplies Costs	\$84,399.02	\$105,795.23	\$137,356.41
Tools and Equipment	\$63,412.61	\$71,454.86	\$80,517.26
Consumables	\$20,986.41	\$34,340.37	\$56,839.15
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$906,237.22	\$1,709,046.64	\$3,093,032.60

	2024	2025	2026
Gross Margin (%)	64.77%	74.65%	81.63%
Operating Expense	\$976,449.67	\$1,055,969.52	\$1,168,009.83
Payroll Expense (Indirect Labor)	\$830,400	\$855,756	\$881,925.84
Technicians	\$432,000	\$444,960	\$458,308.80
Handyman Technicians	\$432,000	\$444,960	\$458,308.80
Customer Service Team	\$177,000	\$180,540	\$184,150.80
Customer Service Team	\$177,000	\$180,540	\$184,150.80
Management Team	\$221,400	\$230,256	\$239,466.24
Management Team	\$221,400	\$230,256	\$239,466.24
General Expense	\$146,049.67	\$200,213.52	\$286,083.99
Office and Administrative Expenses	\$38,047.55	\$42,872.74	\$48,309.92
Office Rent	\$31,706.31	\$35,727.40	\$40,258.40
Utility Bills	\$6,341.24	\$7,145.34	\$8,051.52
Marketing and Advertising	\$82,637.19	\$128,759.01	\$205,567.28
Digital Marketing	\$69,954.66	\$114,467.91	\$189,463.84
Print Advertising	\$12,682.53	\$14,291.10	\$16,103.44
Operational Costs	\$25,364.93	\$28,581.77	\$32,206.79
Vehicle Maintenance	\$10,145.95	\$11,432.68	\$12,882.69
Equipment Leasing	\$15,218.98	\$17,149.09	\$19,324.10
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$70,212.45)	\$653,077.12	\$1,925,022.77

\$524,957.06

Additional Expense	\$19,499.05	\$18,408.56	\$17,250.82
Long Term Depreciation	\$13,980	\$13,980	\$13,980
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$84,192.45)	\$639,097.12	\$1,911,042.77
Interest Expense	\$5,519.05	\$4,428.56	\$3,270.82
EBT	(\$89,711.50)	\$634,668.56	\$1,907,771.95
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Evnonco	¢1 400 004 75	¢1 654 690 44	¢1 991 505 05

Total Expense	\$1,488,804.75	\$1,654,689.44	\$1,881,505.05
Net Income	(\$89,711.50)	\$634,668.56	\$1,907,771.95
Net Income (%)	(6.41%)	27.72%	50.35%
Retained Earning Opening	\$0	(\$104,711.50)	\$524,957.06
Owner's Distribution	\$15,000	\$5,000	\$5,000

(\$104,711.50)

# **Projected Cash Flow**

**Retained Earning Closing** 

	2024	2025	2026
Cash Received	\$1,399,093.25	\$2,289,358	\$3,789,277
Cash Paid	\$1,474,824.75	\$1,640,709.44	\$1,867,525.05
COS & General Expenses	\$638,905.70	\$780,524.88	\$982,328.39
Salary & Wages	\$830,400	\$855,756	\$881,925.84

\$2,427,729.01

	2024	2025	2026
Interest	\$5,519.05	\$4,428.56	\$3,270.82
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$75,731.50)	\$648,648.56	\$1,921,751.95
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$70,000	\$0	\$0
Net Cash From Investments	(\$70,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$32,680.31	\$23,770.80	\$24,928.54
Loan Capital	\$17,680.31	\$18,770.80	\$19,928.54
Dividends & Distributions	\$15,000	\$5,000	\$5,000
Net Cash From Financing	\$117,319.69	(\$23,770.80)	(\$24,928.54)
Summary			
Starting Cash	\$0	(\$28,411.81)	\$596,465.95
Cash In	\$1,549,093.25	\$2,289,358	\$3,789,277
Cash Out	\$1,577,505.06	\$1,664,480.24	\$1,892,453.59
Change in Cash	(\$28,411.81)	\$624,877.76	\$1,896,823.41

	2024	2025	2026
Ending Cash	(\$28,411.81)	\$596,465.95	\$2,493,289.36

# **Projected Balance Sheet**

	2024	2025	2026	
Assets	\$27,608.19	\$638,505.95	\$2,521,349.36	
Current Assets	(\$28,411.81)	\$596,465.95	\$2,493,289.36	
Cash	(\$28,411.81)	\$596,465.95	\$2,493,289.36	
Accounts Receivable	\$0	\$0	\$0	
Inventory	\$0	\$0	\$0	
Other Current Assets	\$0	\$0	\$0	
Long Term Assets	\$56,020	\$42,040	\$28,060	
Gross Long Term Assets	\$70,000	\$70,000	\$70,000	
Accumulated Depreciation	(\$13,980)	(\$27,960)	(\$41,940)	
Liabilities & Equity	\$27,608.19	\$638,505.95	\$2,521,349.36	
Liabilities	\$82,319.69	\$63,548.89	\$43,620.35	
Current Liabilities	\$18,770.80	\$19,928.54	\$0	
Accounts Payable	\$0	\$0	\$0	
Income Tax Payable	\$0	\$0	\$0	
Sales Tax Payable	\$0	\$0	\$0	
Short Term Debt	\$18,770.80	\$19,928.54	\$0	
Long Term Liabilities	\$63,548.89	\$43,620.35	\$43,620.35	
Long Term Debt	\$63,548.89	\$43,620.35	\$43,620.35	
Equity	(\$54,711.50)	\$574,957.06	\$2,477,729.01	
Paid-in Capital	\$0	\$0	\$0	

	2024	2025	2026
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$104,711.50)	\$524,957.06	\$2,427,729.01

Check \$0 \$0 \$0

# **Business Ratios**

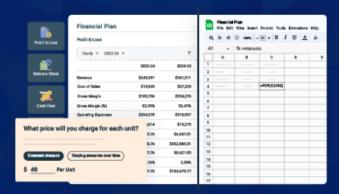
	Year 1	Year 2	Year 3	Industry profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%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

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Mariia Yevlash

★ ★ ★ ★

Student, Sumy State University – Ukraine

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