

# BUSINESS PLAN [YEAR]



## Home Health Care

A family of hospitals for your family



**John Doe**



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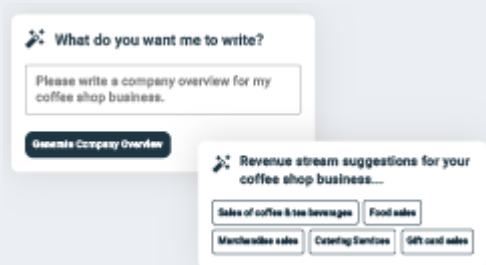
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1.

# Executive Summary

Mission Statement

Vision Statement

Keys to Success

Financial summary

Financing Needed



## REMEMBER

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

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### Carewell

Carewell Home Healthcare Services is a standard and certified healthcare service provider that will be located in will be based in Detroit, Michigan –the United States of America and we will cover other cities such as Green – acres City, Detroit, Jacksonville, Cle

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## Mission Statement

### Carewell

- Carewell Home Healthcare Services is in business is to establish a first-class home health care service company that will take care of both highly placed clients and lowly placed clients as long as they can afford our services.

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## Vision Statement

### Carewell

Our vision is to become the number one choice when it comes to home healthcare service delivery in the whole of Michigan and also to be amongst the top 20home health care service providers in the United States of America within the next 10 years.

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## Keys to Success

Carewell

Our keys to success:

- Professional quality of services offered

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## Financial summary

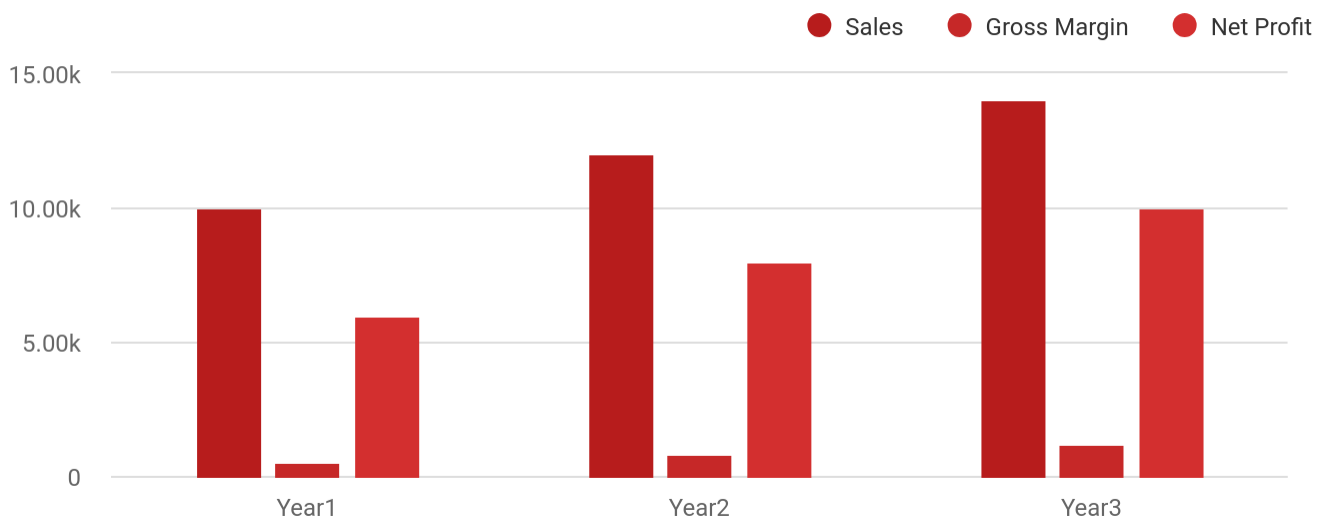
Carewell

We are projecting growth and total annual sales very conservatively, with high projected expenses. Our cost of sales is relatively low, as this is a service agency and the primary costs involved in providing the services are those related to payroll. The cost

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## 3 Year profit forecast



Carewell

Financial Summary

Year 1

Year 2

Year 3

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## Financing Needed

Carewell

We will use \$70,000: \$50,000 five year loan and \$20,000 cash from Jane Moore

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# 2.

## Company Summary

Management Team

Personnel Table

Startup Summary

Carewell

Dr. John Moore is going to be the Chief Executive Officer of the business; He is a qualified and well-trained Medical Doctor with well over 15 years of experience working as a medical doctor and medical researcher with the United States government. He will be

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## Management Team

Carewell

Carewell's initial team will consist of one Administrative Director, one Clinical Director, three employees, and a contracted agency to fulfill the need for Physical Therapists, Occupational Therapists, and Speech Therapists. Initially, both managers will also p

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## Personnel Table

Carewell

|  | Year1 | Year2 | Year3 |
|--|-------|-------|-------|
|--|-------|-------|-------|


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## Startup Summary

Carewell

Total start-up capital and expenses (including legal costs, logo design, stationery, and related expenses) came to approximately \$41,700. Start-up assets required and utilized included brewing plants and machinery, pick-ups, office furniture, personal com

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## Startup cost



### Cost distribution

### Amount

|                   |        |
|-------------------|--------|
| <b>Expenses</b>   | 50,000 |
| <b>Assets</b>     | 80,000 |
| <b>Investment</b> | 35,000 |

| Start-up Expenses              | Amount           |
|--------------------------------|------------------|
| Legal                          | \$75,500         |
| Consultants                    | \$0              |
| Insurance                      | \$62,750         |
| Rent                           | \$22,500         |
| Research and Development       | \$42,750         |
| Expensed Equipment             | \$42,750         |
| Signs                          | \$1,250          |
| <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        |

| <b>Start-up Expenses</b>                  | <b>Amount</b> |
|---|---------------|
| Long-term Assets                          | \$125,000     |
| TOTAL ASSETS                              | \$121,875     |
| Total Requirements                        | \$245,000     |
| START-UP FUNDING                          | \$0           |
| START-UP FUNDING                          | \$273,125     |
| Start-up Expenses to Fund                 | \$121,875     |
| Start-up Assets to Fund                   | \$195,000     |
| TOTAL FUNDING REQUIRED                    | \$0           |
| Assets                                    | \$203,125     |
| Non-cash Assets from Start-up             | \$118,750     |
| Cash Requirements from Start-up           | \$0           |
| Additional Cash Raised                    | \$118,750     |
| Cash Balance on Starting Date             | \$121,875     |
| TOTAL ASSETS                              | \$0           |
| Liabilities and Capital                   | \$0           |
| Liabilities                               | \$0           |
| Current Borrowing                         | \$0           |
| Long-term Liabilities                     | \$0           |
| Accounts Payable (Outstanding Bills)      | \$0           |
| Other Current Liabilities (interest-free) | \$0           |
| TOTAL LIABILITIES                         | \$0           |
| Capital                                   | \$0           |
| Planned Investment                        | \$0           |
| Investor 1                                | \$312,500     |
| Investor 2                                | \$0           |
| Other                                     | \$0           |
| Additional Investment Requirement         | \$0           |
| TOTAL PLANNED INVESTMENT                  | \$695,000     |

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

# 3.

## Products and services

Carewell Home Healthcare Services is in the business of ensuring that our patient/clients are well treated and taken care of and our services will be carried out by highly trained professional physicians, nurses, nurse's aides, mental health counselors, chiropractors

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**Skilled Nursing**



**Nursing Aide**



**Social Work**



**Occupational, Physical, and  
Speech Therapy**



**Personal Injury Case  
Management**



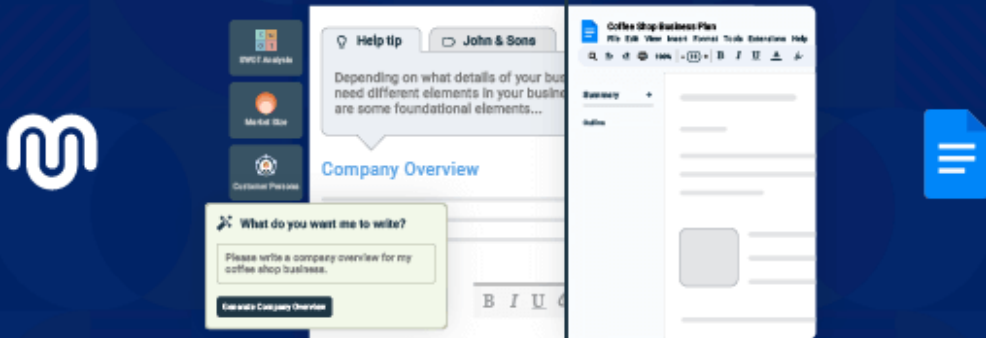
**Home Medication Management**



**Personal Assistance Services**

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# 4.

## Market Analysis

Market Trends

Target Market

Market Segments



## REMEMBER

The most important component of an effective Home Healthcare 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 Upmetrics.

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## Market Trends

### Carewell

The health industry is indeed a thriving and dynamic industry; with the aid of technology, it is becoming easier to treat, manage and cure some ailments that before now are not easy to handle. No doubt there are many ways of providing healthcare services.

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## Target Market

### Carewell

Carewell Home Healthcare Services is in business to service a wide range of customers in Detroit Beach, Michigan – the United States of America and other cities such as Green – Acres City, Detroit, Jacksonville, Clearwater, Tampa, Fort Lauderdale, North D

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## Market Segments

### Carewell

The population base in Southeastern Kansas is aging, and more individuals are opting to stay in their own homes longer and return home following hospitalization, rather than proceeding to a nursing home. Our primary market segment includes those patients –

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# 5.

## Strategy & Implementations

Advertising Strategy

Pricing Strategy

Sales Plan

Milestones



## 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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## Advertising Strategy

### Carewell

We in the home health care services business -to become one of the market leaders and also to maximize profits hence we are going to explore all available conventional and non – conventional means to promote our home healthcare services busine

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## Pricing Strategy

### Carewell

Carewell Home Healthcare Services will work towards ensuring that all our services are offered at highly competitive prices compare to what is obtainable in The United States of America.

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## Sales Plan

### Carewell


Sales in our business mean quality patient service and utmost satisfaction from referring physicians and health care facilities. It is a perpetual business. One doesn't sell home health care and personal injury case management; rather one sells excellent


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# Milestones

Carewell



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# 6.

## Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



## REMEMBER

The last component of a Home Healthcare business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will

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### Carewell

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

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## Important Assumptions

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

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

## Brake-even Analysis

|                                |           |
|--------------------------------|-----------|
| Monthly Units Break-even       | 5530      |
| Monthly Revenue Break-even     | \$159 740 |
| <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

|                                   | 2024                | 2025                  | 2026                  |
|-----------------------------------|---------------------|-----------------------|-----------------------|
| <b>Revenue</b>                    | <b>\$761,728.17</b> | <b>\$1,640,308.26</b> | <b>\$3,702,302.24</b> |
| Home Care Services                | \$455,454           | \$1,146,890           | \$2,887,992           |
| Unit Sales                        | 2,277               | 5,734                 | 14,440                |
| Unit Price                        | \$200               | \$200                 | \$200                 |
| Specialized Nursing Care          | \$198,977.50        | \$357,340             | \$641,730             |
| Unit Sales                        | 796                 | 1,429                 | 2,567                 |
| Unit Price                        | \$250               | \$250                 | \$250                 |
| Medical Equipment Rental          | \$107,296.67        | \$136,078.26          | \$172,580.24          |
| <b>Cost Of Sales</b>              | <b>\$125,790.09</b> | <b>\$223,453.92</b>   | <b>\$451,319.05</b>   |
| General Costs                     | \$125,790.09        | \$223,453.92          | \$451,319.05          |
| Medical Supplies                  | \$40,851.83         | \$67,749.24           | \$130,165.27          |
| Medication and Medical Equipment  | \$18,000            | \$18,540              | \$19,096.20           |
| Medical Consumables               | \$22,851.83         | \$49,209.24           | \$111,069.07          |
| Health Care Professional Services | \$84,938.26         | \$155,704.68          | \$321,153.78          |
| Nursing Staff Salaries            | \$60,938.26         | \$131,224.68          | \$296,184.18          |
| Specialist Consultation Fees      | \$24,000            | \$24,480              | \$24,969.60           |
| Revenue Specific Costs            | \$0                 | \$0                   | \$0                   |
| Personnel Costs (Direct Labor)    | \$0                 | \$0                   | \$0                   |
| <b>Gross Margin</b>               | <b>\$635,938.08</b> | <b>\$1,416,854.34</b> | <b>\$3,250,983.19</b> |
| <b>Gross Margin (%)</b>           | <b>83.49%</b>       | <b>86.38%</b>         | <b>87.81%</b>         |



|                                    | 2024                  | 2025                  | 2026                  |
|------------------------------------|-----------------------|-----------------------|-----------------------|
| <b>Operating Expense</b>           | <b>\$1,037,608.07</b> | <b>\$1,092,504.40</b> | <b>\$1,183,765.25</b> |
| Payroll Expense (Indirect Labor)   | \$981,720             | \$1,009,614           | \$1,038,327.72        |
| Nursing Staff                      | \$563,400             | \$580,302             | \$597,711             |
| Registered Nurses                  | \$289,800             | \$298,494             | \$307,449             |
| Nursing Assistants                 | \$273,600             | \$281,808             | \$290,262             |
| Administrative Staff               | \$191,760             | \$198,220.80          | \$204,903.60          |
| Office Manager                     | \$70,800              | \$73,632              | \$76,577.28           |
| Administrative Assistants          | \$120,960             | \$124,588.80          | \$128,326.32          |
| Specialty Care Staff               | \$226,560             | \$231,091.20          | \$235,713.12          |
| Physical Therapists                | \$226,560             | \$231,091.20          | \$235,713.12          |
| General Expense                    | \$55,888.07           | \$82,890.39           | \$145,437.53          |
| Office and Administrative Expenses | \$21,600              | \$21,996              | \$22,399.56           |
| Office Rent                        | \$18,000              | \$18,360              | \$18,727.20           |
| Utilities                          | \$3,600               | \$3,636               | \$3,672.36            |
| Marketing and Advertising          | \$25,851.83           | \$52,239.24           | \$114,157.48          |
| Online Advertising                 | \$22,851.83           | \$49,209.24           | \$111,069.07          |
| Print Advertising                  | \$3,000               | \$3,030               | \$3,088.41            |
| Operational Expenses               | \$8,436.24            | \$8,655.15            | \$8,880.49            |
| Insurance                          | \$6,000               | \$6,120               | \$6,242.40            |
| Maintenance                        | \$2,436.24            | \$2,535.15            | \$2,638.09            |
| Bad Debt                           | \$0                   | \$0                   | \$0                   |
| Amortization of Current Assets     | \$0                   | \$0                   | \$0                   |

|                                  | 2024                  | 2025                  | 2026                  |
|----------------------------------|-----------------------|-----------------------|-----------------------|
| <b>EBITDA</b>                    | <b>(\$401,669.99)</b> | <b>\$324,349.93</b>   | <b>\$2,067,217.94</b> |
| <b>Additional Expense</b>        | <b>\$14,665.54</b>    | <b>\$13,118.20</b>    | <b>\$11,475.44</b>    |
| Long Term Depreciation           | \$10,548              | \$10,548              | \$10,548              |
| Gain or loss from Sale of Assets | \$0                   | \$0                   | \$0                   |
| <b>EBIT</b>                      | <b>(\$412,217.99)</b> | <b>\$313,801.93</b>   | <b>\$2,056,669.94</b> |
| Interest Expense                 | \$4,117.55            | \$2,570.21            | \$927.44              |
| <b>EBT</b>                       | <b>(\$416,335.53)</b> | <b>\$311,231.73</b>   | <b>\$2,055,742.50</b> |
| Income Tax Expense / Benefit     | \$0                   | \$0                   | \$0                   |
| <b>Total Expense</b>             | <b>\$1,178,063.70</b> | <b>\$1,329,076.53</b> | <b>\$1,646,559.74</b> |
| <b>Net Income</b>                | <b>(\$416,335.53)</b> | <b>\$311,231.73</b>   | <b>\$2,055,742.50</b> |
| <b>Net Income (%)</b>            | <b>(54.66%)</b>       | <b>18.97%</b>         | <b>55.53%</b>         |
| Retained Earning Opening         | \$0                   | (\$436,335.53)        | (\$135,103.80)        |
| Owner's Distribution             | \$20,000              | \$10,000              | \$10,000              |
| <b>Retained Earning Closing</b>  | <b>(\$436,335.53)</b> | <b>(\$135,103.80)</b> | <b>\$1,910,638.70</b> |

## Projected Cash Flow

|                                  | 2024                  | 2025                  | 2026                  |
|----------------------------------|-----------------------|-----------------------|-----------------------|
| <b>Cash Received</b>             | <b>\$761,728.17</b>   | <b>\$1,640,308.26</b> | <b>\$3,702,302.24</b> |
| <b>Cash Paid</b>                 | <b>\$1,167,515.70</b> | <b>\$1,318,528.53</b> | <b>\$1,636,011.74</b> |
| COS & General Expenses           | \$181,678.16          | \$306,344.33          | \$596,756.58          |
| Salary & Wages                   | \$981,720             | \$1,009,614           | \$1,038,327.72        |
| Interest                         | \$4,117.55            | \$2,570.21            | \$927.44              |
| Sales Tax                        | \$0                   | \$0                   | \$0                   |
| Income Tax                       | \$0                   | \$0                   | \$0                   |
| <b>Net Cash From Operations</b>  | <b>(\$405,787.53)</b> | <b>\$321,779.73</b>   | <b>\$2,066,290.50</b> |
| Assets Sell                      | \$0                   | \$0                   | \$0                   |
| Assets Purchase                  | \$70,000              | \$0                   | \$0                   |
| <b>Net Cash From Investments</b> | <b>(\$70,000)</b>     | <b>\$0</b>            | <b>\$0</b>            |
| <b>Amount Received</b>           | <b>\$130,000</b>      | <b>\$0</b>            | <b>\$0</b>            |
| Loan Received                    | \$80,000              | \$0                   | \$0                   |
| Common Stock                     | \$0                   | \$0                   | \$0                   |
| Preferred Stock                  | \$0                   | \$0                   | \$0                   |
| Owner's Contribution             | \$50,000              | \$0                   | \$0                   |
| <b>Amount Paid</b>               | <b>\$45,087.46</b>    | <b>\$36,634.80</b>    | <b>\$38,277.76</b>    |
| Loan Capital                     | \$25,087.45           | \$26,634.79           | \$28,277.76           |
| Dividends & Distributions        | \$20,000              | \$10,000              | \$10,000              |
| <b>Net Cash From Financing</b>   | <b>\$84,912.54</b>    | <b>(\$36,634.80)</b>  | <b>(\$38,277.76)</b>  |

|                    | 2024                  | 2025                  | 2026                  |
|--------------------|-----------------------|-----------------------|-----------------------|
| <b>Summary</b>     |                       |                       |                       |
| Starting Cash      | \$0                   | (\$390,874.99)        | (\$105,730.06)        |
| Cash In            | \$891,728.17          | \$1,640,308.26        | \$3,702,302.24        |
| Cash Out           | \$1,282,603.16        | \$1,355,163.33        | \$1,674,289.50        |
| Change in Cash     | (\$390,874.99)        | \$285,144.93          | \$2,028,012.74        |
| <b>Ending Cash</b> | <b>(\$390,874.99)</b> | <b>(\$105,730.06)</b> | <b>\$1,922,282.68</b> |

## Projected Balance Sheet

|                                 | 2024                  | 2025                  | 2026                  |
|---------------------------------|-----------------------|-----------------------|-----------------------|
| <b>Assets</b>                   | <b>(\$331,422.99)</b> | <b>(\$56,826.06)</b>  | <b>\$1,960,638.68</b> |
| <b>Current Assets</b>           | <b>(\$390,874.99)</b> | <b>(\$105,730.06)</b> | <b>\$1,922,282.68</b> |
| Cash                            | (\$390,874.99)        | (\$105,730.06)        | \$1,922,282.68        |
| Accounts Receivable             | \$0                   | \$0                   | \$0                   |
| Inventory                       | \$0                   | \$0                   | \$0                   |
| Other Current Assets            | \$0                   | \$0                   | \$0                   |
| <b>Long Term Assets</b>         | <b>\$59,452</b>       | <b>\$48,904</b>       | <b>\$38,356</b>       |
| Gross Long Term Assets          | \$70,000              | \$70,000              | \$70,000              |
| Accumulated Depreciation        | (\$10,548)            | (\$21,096)            | (\$31,644)            |
| <b>Liabilities &amp; Equity</b> | <b>(\$331,422.98)</b> | <b>(\$56,826.04)</b>  | <b>\$1,960,638.70</b> |
| <b>Liabilities</b>              | <b>\$54,912.55</b>    | <b>\$28,277.76</b>    | <b>\$0</b>            |
| <b>Current Liabilities</b>      | <b>\$26,634.79</b>    | <b>\$28,277.76</b>    | <b>\$0</b>            |
| Accounts Payable                | \$0                   | \$0                   | \$0                   |
| Income Tax Payable              | \$0                   | \$0                   | \$0                   |

|                              | 2024                  | 2025                 | 2026                  |
|------------------------------|-----------------------|----------------------|-----------------------|
| Sales Tax Payable            | \$0                   | \$0                  | \$0                   |
| Short Term Debt              | \$26,634.79           | \$28,277.76          | \$0                   |
| <b>Long Term Liabilities</b> | <b>\$28,277.76</b>    | <b>\$0</b>           | <b>\$0</b>            |
| Long Term Debt               | \$28,277.76           | \$0                  | \$0                   |
| <b>Equity</b>                | <b>(\$386,335.53)</b> | <b>(\$85,103.80)</b> | <b>\$1,960,638.70</b> |
| Paid-in Capital              | \$0                   | \$0                  | \$0                   |
| Common Stock                 | \$0                   | \$0                  | \$0                   |
| Preferred Stock              | \$0                   | \$0                  | \$0                   |
| Owner's Contribution         | \$50,000              | \$50,000             | \$50,000              |
| Retained Earnings            | (\$436,335.53)        | (\$135,103.80)       | \$1,910,638.70        |
| <b>Check</b>                 | <b>\$0</b>            | <b>\$0</b>           | <b>\$0</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%           |

|  | Year 1    | Year 2    | Year 3    | Industry Profile |
|--|-----------|-----------|-----------|------------------|
| 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.             |
| <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.             |

|                           | Year 1 | Year 2 | Year 3 | Industry Profile |
|---------------------------|--------|--------|--------|------------------|
| 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.             |

## 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 illustrates the difference between Upmetrics and traditional spreadsheets. On the left, the Upmetrics interface is shown, featuring a clean, user-friendly design with a sidebar for navigation (Profit & Loss, Balance Sheet, Cash Flow) and a main area displaying a 'Financial Plan' with a 'Profit & Loss' summary table and a calculator for unit pricing. On the right, a screenshot of a traditional spreadsheet is shown, highlighting its complexity with a dense grid of cells, formulas, and a search bar, which can be intimidating and time-consuming to use.

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

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Mariia Yevlash



Student, Sumy State University – Ukraine

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