



Hookah Lounge

ADDRESS

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

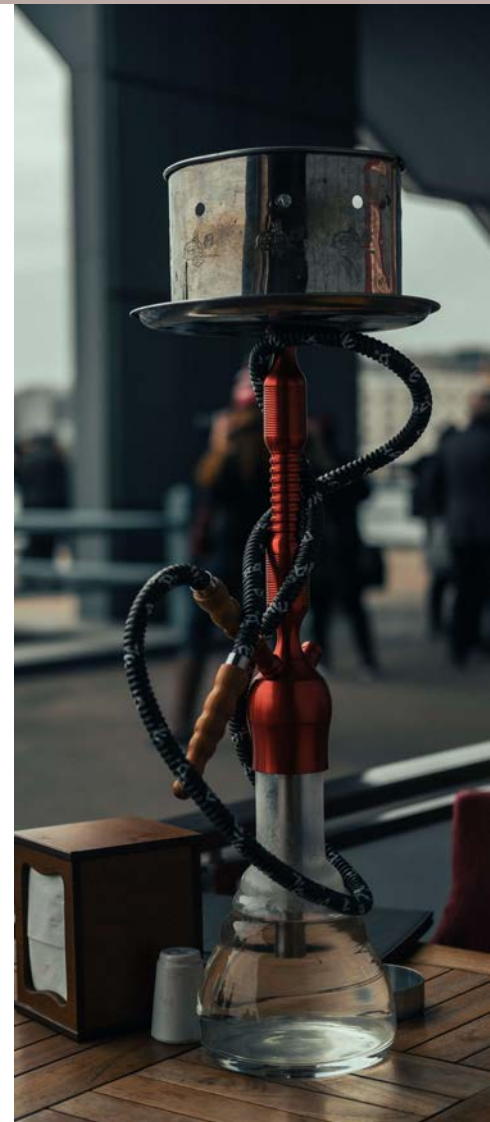
CONTACT

(650) 359-3153
info@upmetrics.co

Business Plan

[YEAR]

Prepared By
John Doe



A Moments of Chill Air

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

Table of Contents

Executive summary	4
Problem Definition & Validation	5
Solution	5
Objectives	5
Strategic Objectives	5
Operational Objectives	6
Mission statement	6
Keys to success	6
Financial Highlights	7
Shisha - 3 Year Revenue Highlights	8
Chart	8
Business overview	9
Company Ownership/Legal Entity	10
Location	10
Interior Operating Facilities	10
Hours of Operation	10
Startup summary	11
Products & Services	12
Hookah Menu	13
Other menu Listing	13
Staff Training	13
Sourcing Ingredients	13
Market Analysis	15
Hookah Industry	16
Cafe Industry	16
Market segmentation	16
Market Trends	16
Target market	17
Major Target Market	17
Minor Target Market	17
Competitive Advantage	17
SWOT analysis	19
Strategy & implementation	22
Distribution Strategy	23

Marketing and Promotions Strategy.....	23
Positioning Statement	24
The planned positioning of Shisha's Market.....	24
Sales strategy	24
Post- Opening Marketing Channels.....	25
Pricing strategy	25
Operational Plan	26
Organization chart	27
Chart	27
Thomas Green	27
Amanda Doe	27
Jane Doe	27
John Doe	27
Management Team	27
Personnel Plan	28
JANE DOE	28
AMANDA DOE	28
JOHN GREEN	28
Milestones	29
SHISHA	29
Financial plan	30
Important Assumptions	31
Brake-even Analysis	31
Projected Profit and Loss	31
Profit Yearly	33
Chart	33
Gross Margin Yearly	33
Chart	33
Projected Cash Flow	34
Projected Balance Sheet	35
Business Ratios	36

Easy to use Business Plan Software

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

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



200+ Sample business plans

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

[View Sample Business Plans](#)



Step-By-Step Guide

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

[See How It Works](#)



Conduct accurate financial projections

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

[See How It Works](#)



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

Create your business plan today!



1.

Executive summary

Problem Definition & Validation

Solution

Objectives

Mission statement

Keys to success

Financial Highlights



TIP

Shisha is a cafe and hookah lounge located in the thriving city of New York. Shisha plans to offer a holistic cafe experience complete with food and beverage. In addition to myriad hookah flavors, Shisha's menu will feature healthy all-day breakfast and lunch options along with freshly baked goods, iced desserts, and non-alcoholic beverages.

To unlock help try Upmetrics!

Start Writing here...

Problem Definition & Validation



TIP

Hookah lounges or bars are generally frequented by youth looking to mingle with friends and "hang." The presence of smoking hookah and the youth culture seemingly make it an inappropriate place for families and children. While hookah smoking is said to be enjoyed by families and women alike, it is important to make the environment feel welcoming to all.

To unlock help try Upmetrics!

Start Writing here...

Solution



TIP

Shisha is a family and children-friendly place. By eliminating alcoholic beverages from the menu and including all-day breakfast and other food options, the company aims to create an environment that is conducive to families. Furthermore, the founders of the company recognize the harmful effects of smoking hookah, and will thus maintain a

To unlock help try Upmetrics!

Start Writing here...

Objectives



TIP

- To build a brand reputation within the first five years of operations as a cafe that provides a differentiated yet localized experience that is also synonymous with quality food and exceptional customer service
- To build mutually beneficial relationships with local suppliers for procuring products and ingredients within the

To unlock help try Upmetrics!

Strategic Objectives

Start writing here...



TIP

- To begin commercial operations in New York by October 2022
- To hire one full-time assistant in Year 1 and add an additional helper by Year 3 to assist the founder in running the café
- To lease a retail location prior to the commencement of operations on a popular high street in New York due to its proximity to the city center.

To unlock help try Upmetrics!

Operational Objectives

Start writing here...

Mission statement



TIP

To become an uplifting presence in the local community by weaving the Shisha brand into the fabric of positive relationships and experiences through delicious, gourmet, healthy beverages with a side of comforting food.

To unlock help try Upmetrics!

Start Writing here...

Keys to success



Established Brand

As the company facilitates the value proposition of a recognisable brand that is known for its distinct quality and taste globally, it will be able to quickly achieve a strong foothold within the US.



Extended Offering

Along with the ever popular and flavorful hookahs, Shisha will also serve a variety of beverages along with all day breakfast and meal options making it a fulfilling 'eating out' experience for customers who patronise the cafe.



Product Quality

Consistent with the brand's mantra of "You only get out what you put in", Shisha will ensure quality ingredients sourced from local suppliers across all its menu preparations.



Untapped Market

Shisha will be the first non-alcoholic hookah lounge in New York. Being located at the heart of the city would help generate a high footfall, supported by nearby shops, thriving retail landscape, and transit options.



Efficient Operations

Shisha will put forth a clear management control system to gauge the performance of organisational resources, including financial, human and operational as well as evaluate the effectiveness of devised and executed organisational strategies in order to achieve efficiency and optimise the bottom line.



Superior Customer Support

Exceptional customer service will play a pivotal role in the success of Shisha as it will not only be aligned with the café's aim to bring a smile on its customers but also enable repeat business and customer loyalty by ensuring that workers are polite, friendly and professional.

Financial Highlights



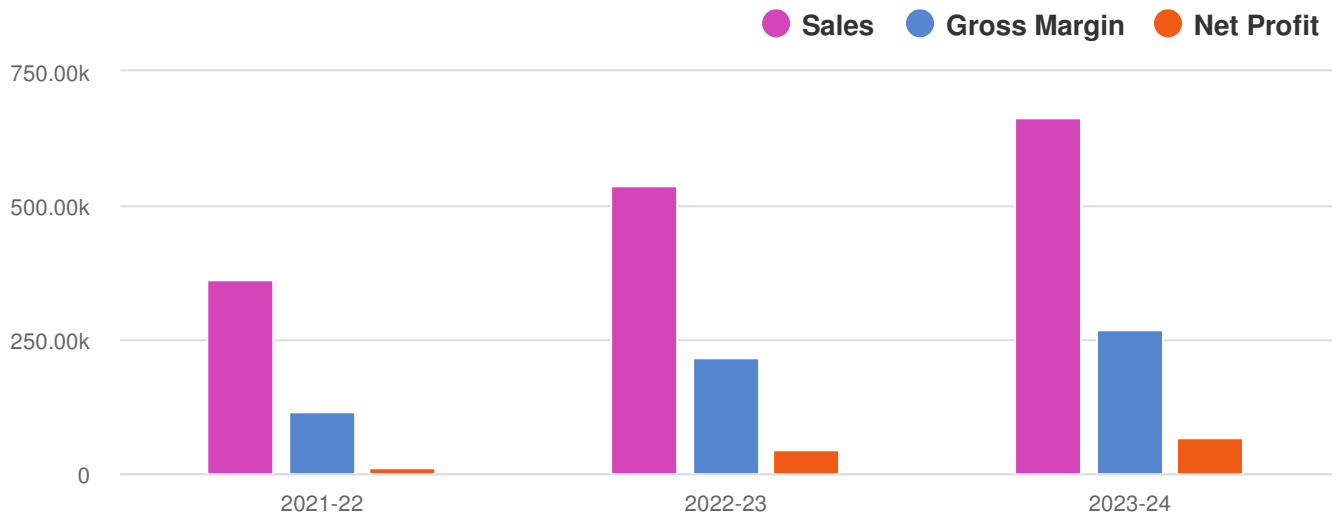
TIP

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 salon in the US. The company expects to steadily grow its revenues through active efforts in marketing, networking, excellent customer service, and quality products. Meanwhile, the company will establish a healthy net

To unlock help try Upmetrics!

Start Writing here...

Shisha - 3 Year Revenue Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	360723	114289	13038
2022-23	538041	216784	44360
2023-24	665012	269869	65638

2.

Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary



TIP

Hookah, also known as Shisha, involves adults smoking flavored tobacco from a water pipe in which they pass a hose and take a puff among family or friends. It centers around conversations and promotes a more connectedness among those participating. Hookah is deeply rooted in a cultural tradition that has been present throughout generations among Indian, Pers

To unlock help try Upmetrics!

Start Writing here...

Company Ownership/Legal Entity



TIP

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in New York, it will also register with the local county. The business will be wholly owned and Managed by Founder Mr. Thomas Green, who will also be the principal investor of the business.

To unlock help try Upmetrics!

Start Writing here...

Location



TIP

Shisha will begin operations from an office space in New York. Known as the "Fashion Capital," New York state is home to 2.1 million small businesses and 4 million small business employees, which is more than 50 percent of the private workforce. New York's economy is the third-largest in the country.

To unlock help try Upmetrics!

Start Writing here...

Interior Operating Facilities



TIP

The company will begin operations from a high street space enough to convert into a cafe with a dedicated section for hookah at the heart of LA's commercial hub. Initial investments in setting up the interior facilities, consumables, inventory, and client entertainment space will be set up. Additions to space will be made as the company expands operations.

To unlock help try Upmetrics!

Start Writing here...

Hours of Operation



TIP

Within the specialty independent coffee houses, Shisha will open for the highest number of hours per week (76 hours), followed by Playground Coffee House and Full Court Press. While Playground Coffee House operates for 65 hours per week in total, its operating hours at the beginning of the week are quite limited i.e. 10 AM to 5 PM from Mon-Wed (7 h

To unlock help try Upmetrics!

Start Writing here...

Startup summary



TIP

The founding team will infuse a capital sum of \$50,000 through long-term borrowings to meet the company's start-up requirements. The start-up expenses are estimated at \$18,500, primarily consisting of interior renovation, rent, and advertisement expenses. A further sum of \$15,000 will be used to purchase initial stocks, furniture, computer, and other

To unlock help try Upmetrics!

Start Writing here...

3.

Products & Services

Hookah Menu

Other menu Listing

Staff Training

Sourcing Ingredients



TIP

Once seen as an exotic pastime and cultural phenomenon in the Middle East, hookah smoking spread to Europe and North America in recent years. Hookah, also known as waterpipe smoking, is a unique method of smoking tobacco. It consists of a head (which holds the tobacco), a body, a chamber filled with water, a hose and a mouthpiece. Charcoal briquette

To unlock help try Upmetrics!

Start Writing here...

Hookah Menu



TIP



To unlock help try Upmetrics!

Start Writing here...

Other menu Listing



TIP

Apart from its signature Hookah, Shisha will have a range of other healthy and scrumptious breakfast and lunch options along with a variety of non-alcoholic beverages to round up the cafe offering and make it complete eating out experience. The preliminary menu has been provided below.

To unlock help try Upmetrics!

Start Writing here...

Staff Training



TIP

Aligning to the brand's aim to bring a smile to the customer's face, the staff will be trained to be friendly, efficient, conversant with menu items, as well as unobtrusive. The company will put in place adequate HR processes, including staff contracts, suggested staffing and rota methods, induction, and staff training manuals. Regular technical training at the c

To unlock help try Upmetrics!

Start Writing here...

Sourcing Ingredients



TIP

The hookah flavors will be procured from its cultural home, Morocco on an order basis as required. For the café's other food items, Shisha will procure fresh produce and baked goods from local sources. Standard as befitting a café and required by US regulations for operating food/drinks outlets shall be adhered to strictly. Agreements will be entered into

To unlock help try Upmetrics!

Start Writing here...

4.

Market Analysis

Hookah Industry

Cafe Industry

Market segmentation

Market Trends

Target market



TIP

While serving hookah is core to the Shisha, it will also serve all-day breakfast and non-alcoholic beverages. As such, the company will operate at the conflux of two industries. The hookah industry as well as the cafe industry in the US.

To unlock help try Upmetrics!

Start Writing here...

Hookah Industry



TIP

A hookah is a smoking device with a single or multi-stemmed instrument for vaporizing and smoking flavored tobacco, called shisha, whose vapor or smoke is passed through a water basin, often glass-based, before inhalation. There are two kinds of hookahs: the traditional ones that you see in hookah bars and newer hookah pens (e-hookahs). The types of hookah

To unlock help try Upmetrics!

Start Writing here...

Cafe Industry



TIP

The coffee shop industry in the U.S. includes 20,000 stores with combined annual revenue of about \$11 billion. Major companies include Starbucks, Dunkin' Donuts, Caribou, Coffee Bean, and Tea Leaf, and Diedrich (Gloria Jean's). The industry is highly concentrated at the top and fragmented at the bottom: the top 50 companies have over 70 percent

To unlock help try Upmetrics!

Start Writing here...

Market segmentation



TIP

The industry's growth is at present driven by both social and economic factors. The social trend of consumer preference for cafes over other venues for social gatherings has seen an increase in the last five years as has their interest in coffee blends. The trend towards increasing coffee drinkers in the traditionally non-coffee market of the United States influenced b

To unlock help try Upmetrics!

Start Writing here...

Market Trends



TIP

Consumer taste and personal income drive demand. The profitability of individual companies depends on the ability to secure prime locations, drive store traffic, and deliver high-quality products. Large companies have advantages in purchasing, finance, and marketing. Small companies can compete effectively by offering specialized products

To unlock help try Upmetrics!

Start Writing here...

Target market



TIP

Shisha's target market will be restricted to the locality and surrounding communities to the store's geographic location in Bristol, United Kingdom. Based on the selected location, Mr. Thomas experience, and the expert's advice, the target market has been segregated to:

To unlock help try Upmetrics!

Start Writing here...



TIP

1. Teenagers and students
2. University students
3. Working professionals
4. Residents

To unlock help try Upmetrics!

Major Target Market

Start writing here...



TIP

1. Owners/employees of stores in the surrounding areas
2. Tourists and visitors
3. Other passing trade

To unlock help try Upmetrics!

Minor Target Market

Start writing here...

Competitive Advantage



Homelike Atmosphere

Shisha's simple and welcoming interior design will provide customers a homelike experience with quiet, calm and cosy atmosphere to either have chat with friends and family over a cup of coffee, take a respite from the hustle and bustle of the city, or connect with the café's fast speed wi-fi internet to carry on the work in a relaxed environment. The tranquillity of the café's interior will encourage them to frequent the store on a regular basis.



Events and Venue Rental

Among the coffee houses in the town, there are very few independent stores that offer a blend of quality food and spacious venues for meetings, events or venue rental for local small businesses, groups, and community. Shisha will be a great venue for casual meetings, networking events and exclusive hire.



Reputation

Shisha will primarily leverage the reputation of hookah as a traditional socialising factor in the New York market to attract patrons.



Operating Hours

Within the speciality independent coffee houses, Shisha will open for the highest number of hours per week (76 hours),

5.

SWOT analysis



TIP

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 been conducted for PYT and is presented below.

To unlock help try Upmetrics!

Start Writing here...



upmetrics.co

Strengths

- Founders entrepreneurial spirit and financial acumen
- Founder's passion for the coffee business to share with the local community
- Founder's capital reserves (self-funding of business)
- Strong support from Licensor
- Founder's City and Guilds Barista certificate on coffee knowledge
- Flexibility to change the business model to suit the location of operation
- Offering a range of products
- Planned extensions for service offerings such as a loyalty card
- Changing menu options to keep the freshness of offerings

S

Weaknesses

- Shisha is a relatively new brand amidst more popular chain and independent outlets so effective local marketing will be needed to enhance the store footfall
- Shisha customers will be the first-time customer of the brand, hence it has to offer above par customer service to ensure repeat visits
- The founder has limited knowledge of New York, its people, and culture, which could be overcome by doing the market research, participating in community events, and engaging with customers through social media

W

Opportunities

- Extending services – meeting rooms special events
- Expanding product and menu options – healthy menus, Tea Latte
- Increasing consumer demand for coffee houses and cafes
- The café becoming a social hub
- The industry is in a growth phase
- The industry is relatively stable
- The industry has limited revenue volatility

O

Threats

- Low barriers to entry
- Increasing industry competition
- Existing competition in Bristol
- Potential economic downturn resulting from Brexit
- High expectations for differentiated coffee house experiences
- Substitutes for Coffee becoming more popular
- Other quick-service restaurants becoming more popular

T

6.

Strategy & implementation

Distribution Strategy

Marketing and Promotions Strategy

Positioning Statement

Sales strategy

Pricing strategy



TIP

Shisha is a café-styled hookah lounge to be established in New York, United States. It will hold a Franchise agreement with a popular hookah brand Morocco, which will enable the business to cultivate its strategy based on the Franchisor's operating blueprints, offerings, and marketing strategies. The café will serve a range of hookah flavors and variants. A

To unlock help try Upmetrics!

Start Writing here...

Distribution Strategy



TIP

Shisha's target market will be restricted to the locality and surrounding communities to the outlet's geographic location in New York. Based on the proposed location in which Shisha will be established, its target market will consist of residents and tourists.

To unlock help try Upmetrics!

Start Writing here...

Marketing and Promotions Strategy



TIP

In its first year of operations, Shisha's main focus will be to attract its major target market audiences through appropriate marketing and advertising strategies. However, 'owners/employees of stores in the surrounding areas' although a part of the minor target market will also be focused within the first year of operations. By the company's second year of

To unlock help try Upmetrics!

Start Writing here...

Positioning Statement

The planned positioning of Shisha's Market



Teenagers & Students

an 'ideal place for meeting and hanging out with friends



University Students

a laid-back atmosphere for study & completing assignments



Working Professionals

a place to pick up your morning coffee (or tea) fix and for having informal meetings



Owners/Employees

your place for a quick break or quality coffee take-away



Residents

a pit-stop for a break or a hangout place for friends and meet-ups



Tourists & Visitors

the place to relax between shopping and sight-seeing

Sales strategy



TIP

According to the recent market survey, most customers discover coffee shops mainly through seeing the physical outlet and word of mouth, while a small proportion of customers find a coffee shop through social media. The company will undertake a 'pre-opening promotional campaign' in consultation with an expert to boost the visibility of the new store. Some

To unlock help try Upmetrics!

Start Writing here...

Post- Opening Marketing Channels



Networking

Participate in leading consumers exhibitions and beauty events. Display a range of samples and distribute flyers at these events. The company will also keep a record of visitors to their stalls as leads for its email marketing campaigns.



Pop-Up Store

The company will also hold pop-up stalls at consumer exhibitions.



Walk-in

The showroom will be designed with attractive display of sample of products. Visually attractive hoardings and a high street presence will further attract prospects to walk-in and buy high quality cosmetic products.

Pricing strategy



TIP

As Shisha is a hookah lounge, the major portion of its offerings will consist of hookah. Based on the company's trading history, hookah will generate a higher margin (estimated at 75%) as relative to food (estimated at 50%). Shisha will also adopt this pricing strategy where hookah will be priced to generate a slightly higher gross margin than food. The low-price

To unlock help try Upmetrics!

Start Writing here...

7.

Operational Plan

Management Team

Personnel Plan

Milestones



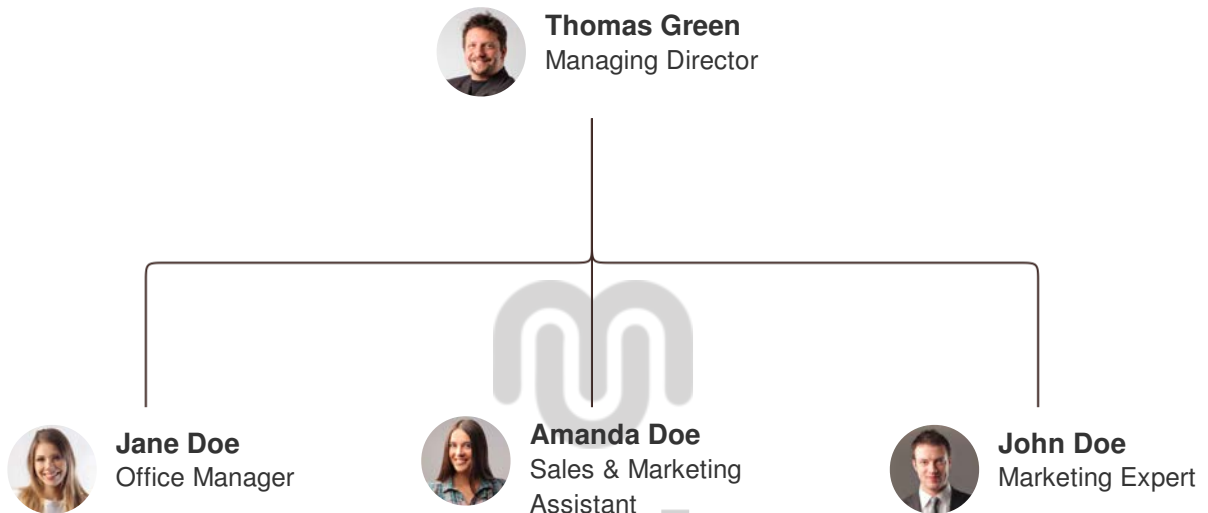
TIP

The team will be headed by Managing Director Mr. Thomas Green who will also oversee production operations. Joining Mr. Thomas in the Management Team, the company will onboard an office manager and a beauty advisor to help clients choose the best product for their skin type. The team will also be strengthened by a design and production manager a

To unlock help try Upmetrics!

Start Writing here...

Organization chart



upmetrics.co

Management Team



TIP

Mr. Thomas will serve as the Managing Director of Shisha. 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 aesthetic companies across America. His ability to multi-task and expertly weave through operational pitfalls equi

To unlock help try Upmetrics!

Start Writing here...

Personnel Plan



TIP

The company plans to create six 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.

To unlock help try Upmetrics!

Start Writing here...



JANE DOE

Office Manager

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.



AMANDA DOE

Sales Representatives

Preferably bilingual with ability to speak English and French fluently, problem-solving, 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

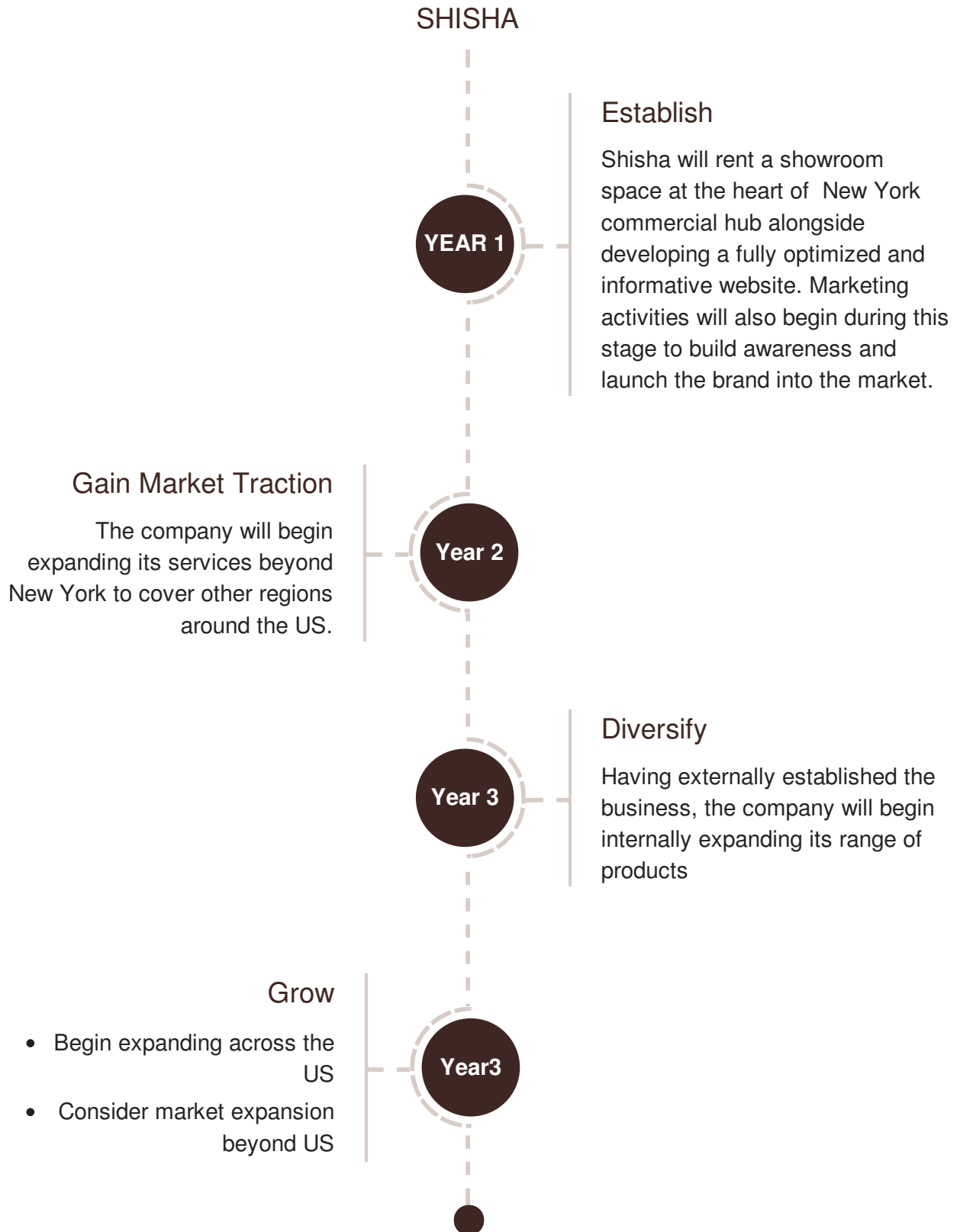


JOHN GREEN

Marketing Expert

Excellent verbal skills and a knack for cosmetic products, strong written and verbal communication skills, skilled in customer interaction, and a qualified marketing specialist.

Milestones



8.

Financial plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

If you are going to start your own hookah lounge business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your incomes and expenses, and how will you recover investments from the profit, etc. So, you should focus on your financial plan if you want to expand your business.

To unlock help try Upmetrics!

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

Break-even Analysis

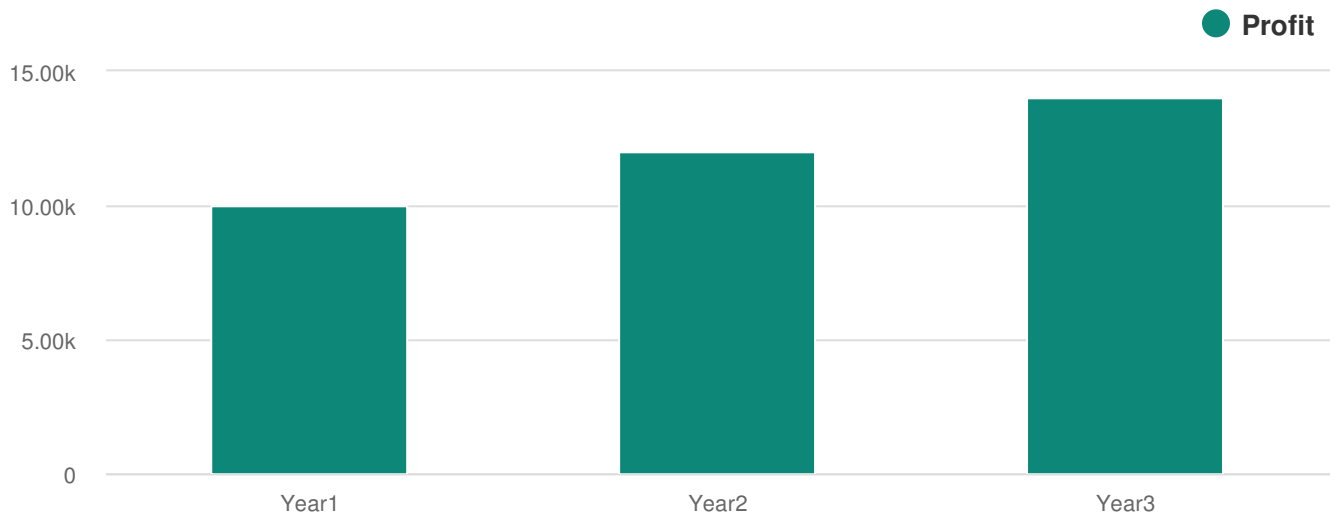
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

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

	Year 1	Year 2	Year 3
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

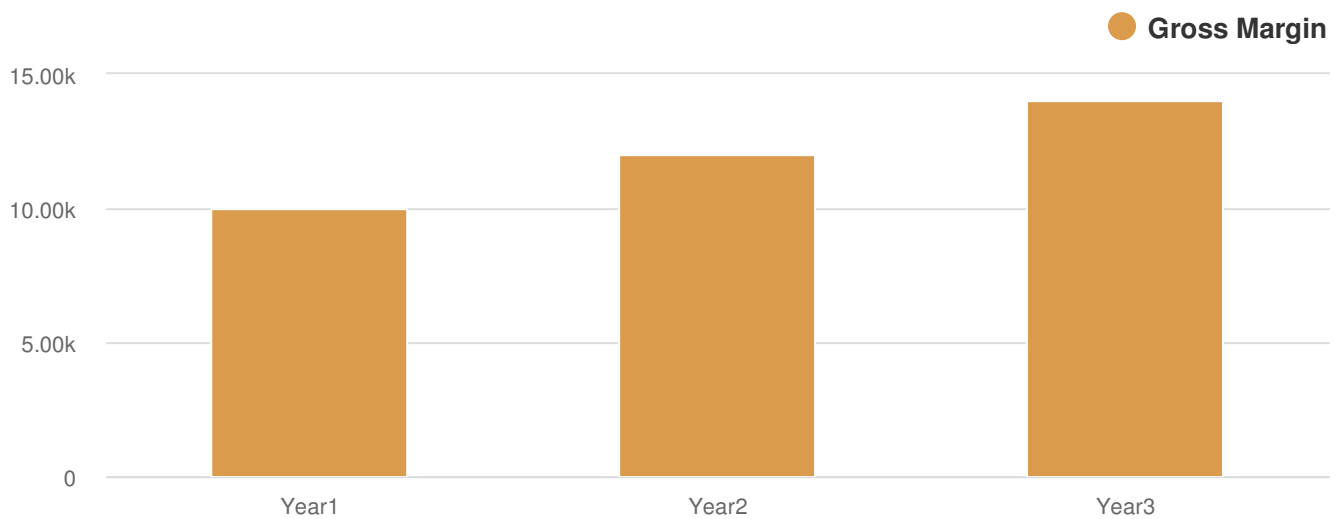
Profit

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
Current Liabilities			
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				
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.

Want to make it more presentable?

Want help tips on each section?

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

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

1. Get tried and tested tips

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

2. Write an interactive plan

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

3. Stunning business plan cover pages

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

4. Financial forecasting

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

5. Share easily with anyone

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

6. Real-time and Collaborative

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

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

Start writing your business plan today