



HR Consultancy

ADDRESS

10200 Bolsa Ave, Westminster, CA, 92683
<http://www.example.com>

CONTACT

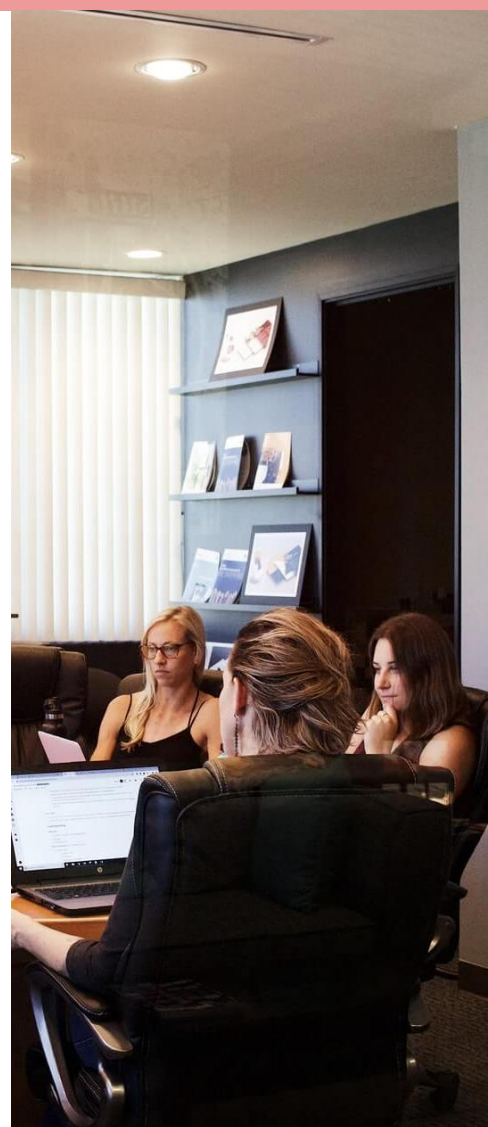
(650) 359-3153
info@example.com

Business Plan

[YEAR]

Prepared By

John Doe



Empowering business and the people who drive it

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

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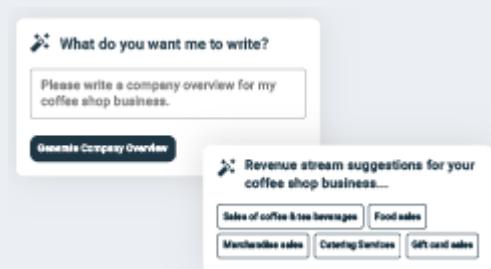
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1.

Executive Summary

Business Overview

Mission

Objectives

Success Factors

Financial Highlights



REMEMBER

Before you think about how to start a Human Resource Consulting services, you must create a detailed Human Resources Consulting business plan. It will not only guide you in the initial phases of your s

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Business Overview

Anderson Consultancy

Anderson Consultancy is a human resource consulting company located in Denver – Colorado. It has expertise in offering a wide range of HR products & services and is targeting the emerging company market in particular. Anderson Consultancy will off

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Mission

Anderson Consultancy

Anderson Consultancy's mission is to provide a full portfolio of human resource consulting for emerging companies & provide superior career guidance to young people at the beginning of their career. We will share our experience in custom-built training prog

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Objectives

Anderson Consultancy

Our Key Objectives and reason for our existence are:

- To create a service-based company whose primary goal is to exceed customer's

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Success Factors

Anderson Consultancy

The key to success is to provide a needed service at an affordable cost without compromising quality.

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Financial Highlights

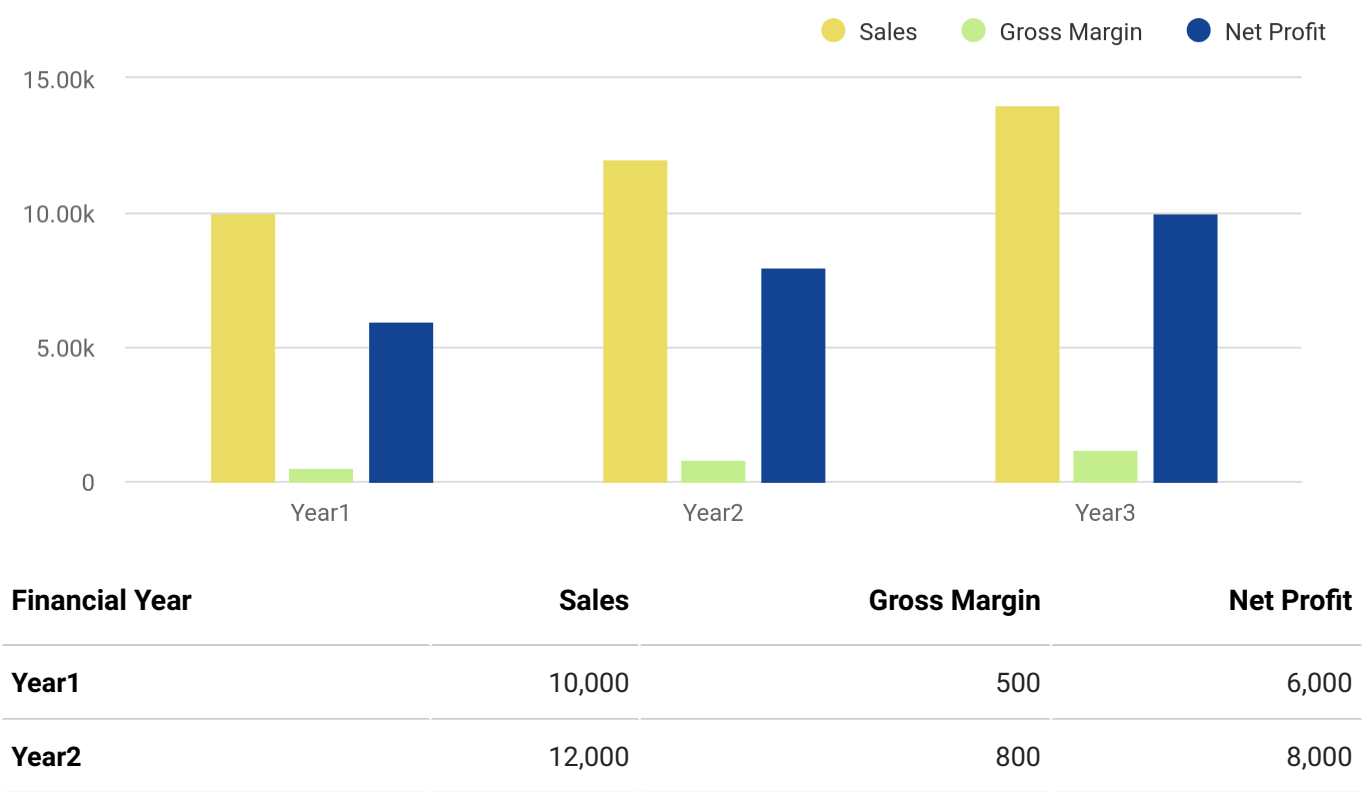
Anderson Consultancy

Julius Anderson, the founder, and the owner will be leveraging his past and current personal/ professional relationships to generate business for Anderson Consultancy. Major will be the sole employee until month six when he will be hiring a human resource

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year3	14,000	1,200	10,000

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenue	\$1,080,000	\$2,472,768	\$2,830,825	\$3,240,728	\$3,709,986
Total Expenses	\$962,000	\$1,539,107	\$1,719,742	\$1,901,321	\$2,112,641
EBITDA	\$118,000	\$933,661	\$1,111,082	\$1,339,407	\$1,597,344
Depreciation	\$25,600	\$25,600	\$25,600	\$25,600	\$25,600
EBIT	\$92,400	\$908,061	\$1,085,482	\$1,313,807	\$1,571,744
Interest	\$29,946	\$26,202	\$22,459	\$18,716	\$14,973
Pre Tax Income	\$62,455	\$881,858	\$1,063,023	\$1,295,091	\$1,556,772
Income Tax Expense	\$21,859	\$308,650	\$372,058	\$453,282	\$544,870
Net Income	\$40,595	\$573,208	\$690,965	\$841,809	\$1,011,902
Number of locations	1	1	1	1	1
Average clients/day	20	22	23	25	27
Number of orders	3,600	7,776	8,398	9,070	9,796

2.

Business Summary

Ownership

Startup Summary

Funding Required

Anderson Consultancy

Anderson Consultancy is a world-class recruitment consultancy firm that will be located in Denver – Colorado. We have been able to secure a standard office facility in a good business district in the heart of Denver – Colorado.

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Ownership

Anderson Consultancy

Anderson Consultancy is founded by Julius Anderson. Julius Anderson graduated from the University of California – Berkley (First Degree in Personnel Management), Brock School of Business at Stamford University (MBA). He is a Certified Recruiting Specialist.

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Startup Summary

Anderson Consultancy

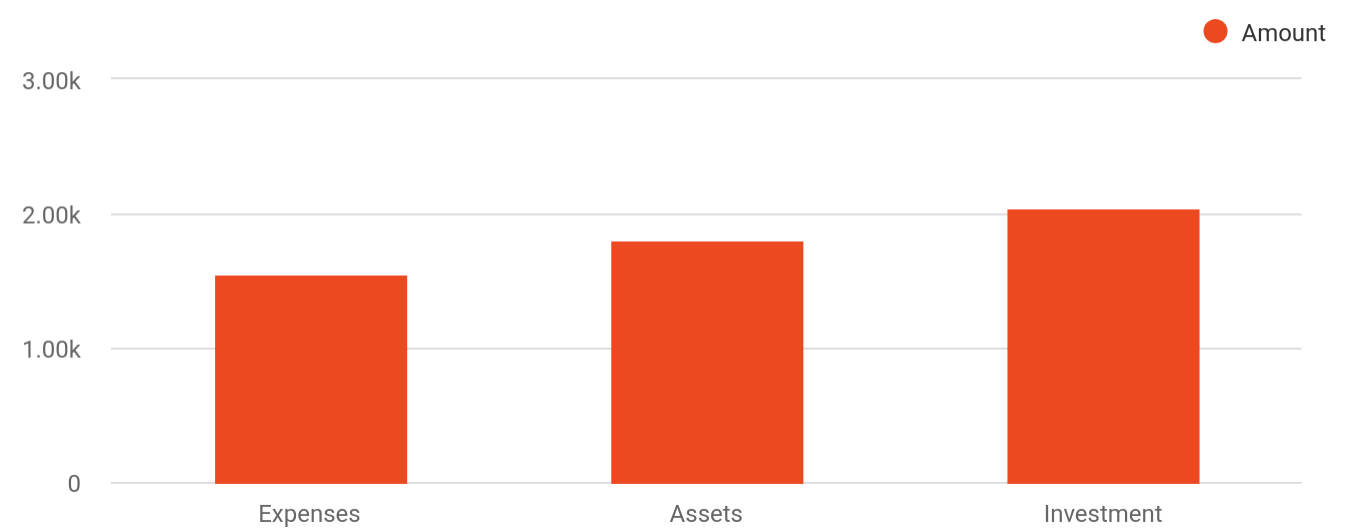
Anderson Consultancy will incur the following start-up expenses:

- Two desks, two chairs, and two lockable file cabinets.

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Startup cost



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

Funding Required

The detailed startup requirements and expenses are given in the table below.

STARTUP FUNDING	AMOUNT
Startup Expenses to Fund	\$1,150
Startup Assets to Fund	\$14,850
TOTAL FUNDING REQUIRED	\$16,000
Assets	
Non-cash Assets from Start-up	\$4,800
Cash Requirements from Start-up	\$10,050
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$10,050
TOTAL ASSETS	\$14,850
Liabilities and Capital	

STARTUP FUNDING	AMOUNT
Liabilities	
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	
Planned Investment	
Major	\$16,000
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$16,000
Loss at Startup (Startup Expenses)	(\$1,150)
TOTAL CAPITAL	\$14,850
TOTAL CAPITAL AND LIABILITIES	\$14,850
Total Funding	\$16,000

3.

Products and Services

Products and services



REMEMBER

Before starting a Human Resource(HR) Consulting business, you must take many things into consideration such as you must consider what types of consulting services will you be providing to your clients.

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Anderson Consultancy

Anderson Consultancy provides human resource consulting to emerging companies in the Portland/Vancouver market. Anderson Consultancy will charge a below-market rate and take stock options in the company. Anderson Consultancy will provide consulting services to its clients.

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Products and services



Human resource management.



Organizational management.



Professional development.



Employee relations



Labor relations.



Benefits and compensation



HR policy and procedure.



Executive search



Sexual harassment



Position classification



Personnel management systems



Performance evaluations



Diversity

Anderson Consultancy

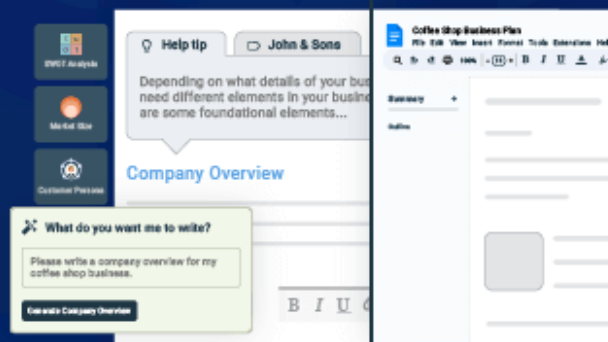
The pricing structure will either be an hourly rate or a per-project fee. These options will be settled on in negotiation with the client.

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You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



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4.

Market Analysis

Market Segmentation

Target Market Segment Strategy



REMEMBER

The most important component of an effective Human Resource Consulting business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself.

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Anderson Consultancy

Emerging companies will be the target market for several reasons:

- They are in need of HR services as they are growing rapidly.

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Market Segmentation

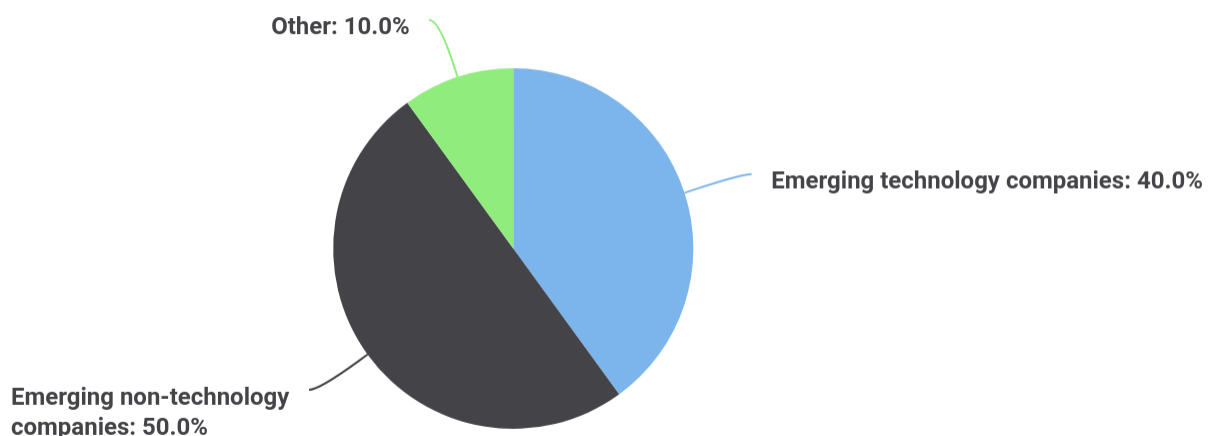
Anderson Consultancy

Anderson Consultancy market can be segmented into two different groups, emerging high-tech companies and emerging non-high tech companies. The emerging high-tech companies are going to be the larger of the two segments. Even with the Internet bubble.

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Marketing share



Segments

Market share

Emerging technology companies

40

Segments	Market share
Emerging non-technology companies	50
Other	10

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Emerging technology companies	10%	345	380	418	460	506	10.05%
Emerging non-technology companies	9%	225	245	267	291	317	8.95%
Other	0%	0	0	0	0	0	0.00%
Total	9.62%	570	625	685	751	823	9.62%

Target Market Segment Strategy

Anderson Consultancy

Anderson Consultancy's two markets will be primarily targeted through networking activities. Some networking will be conducted through the Denver Entrepreneur Association, an association that supports entrepreneurial ventures in the local area. T

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5.

Strategy

Sales Strategy

Competitive Edge

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 clients. Like marketing analysis, sales

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Anderson Consultancy

Anderson Consultancy will use its competitive edge of compensation flexibility to attract emerging companies. This competitive advantage is especially valuable to emerge companies who are typically struggling to find enough capital to grow their business.

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Sales Strategy

Anderson Consultancy

As stated earlier, marketing and sales will be done primarily through networking. This means the bulk of the leads will have been developed through a personal/professional relationship that Major has developed either in his previous professional work or through

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Anderson Consultancy

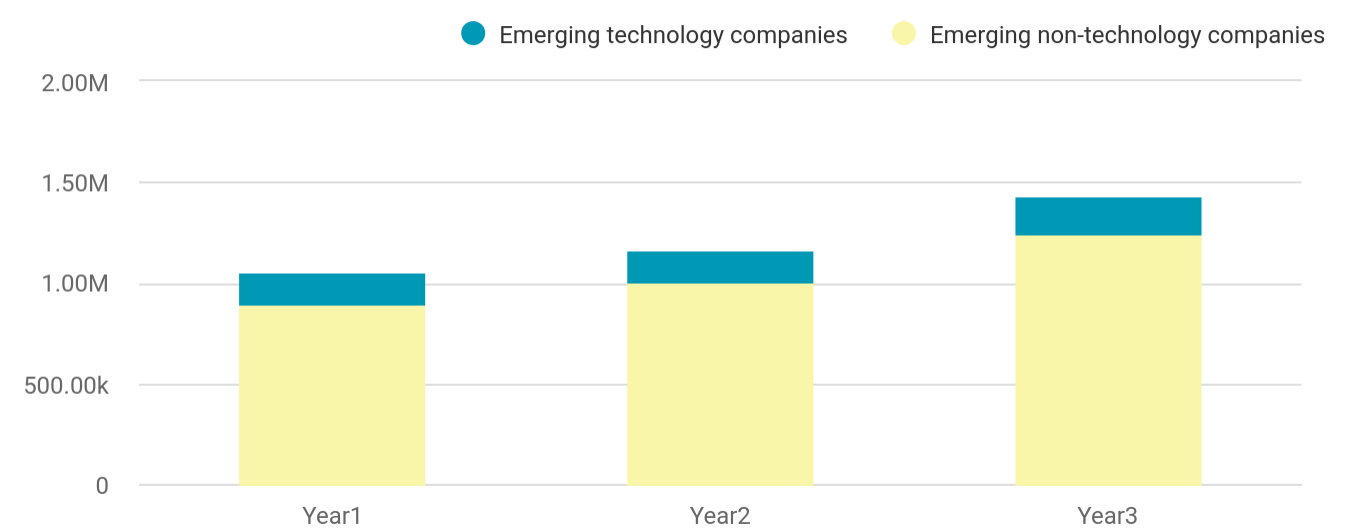
The first month will be used to set up the office. Additionally, during the first month, Major will be working hard on developing contracts. The second month will see some activity, but it will not be until month six when the business will be picking up at a higher

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Sales Forecast

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Sales Yearly



Financial Year	Emerging technology companies	Emerging non-technology comp...
Year1	158,745	895,665
Year2	164,548	1,004,512
Year3	186,541	1,245,587

Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

SALES FORECAST	YEAR 1	YEAR 2	YEAR 3
Emerging technology companies	\$41,500	\$78,455	\$92,541
Emerging non-technology companies	\$16,600	\$31,382	\$37,016
TOTAL SALES	\$58,100	\$109,837	\$129,557
Direct Cost of Sales	Year 1	Year 2	Year 3
Emerging technology companies	\$2,075	\$3,923	\$4,627
Emerging non-technology companies	\$830	\$1,569	\$1,851
Subtotal Direct Cost of Sales	\$2,905	\$5,492	\$6,478

Competitive Edge

Anderson Consultancy

Anderson Consultancy's competitive edge is its flexibility for compensation. Most of all other companies require compensation to be in the form of cash, for the cash is king. Anderson Consultancy is able to take stock options in lieu of some cash. While

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Milestones

Anderson Consultancy will have several milestones early on:

- Business plan completion. This will be done as a road-map for the organization. This will be an indispensable tool for the ongoing performance and improvement of the company.
- Set up an office.
- Anderson Consultancy's first five customers.
- Profitability.

Milestone	Start Date	End Date	Budget	Manager
Business plan completion	1/1/2021	2/1/2021	\$0	ABC
Set up office	1/1/2021	2/1/2021	\$0	ABC
Anderson Consultancy's first five customers	1/1/2021	3/31/2021	\$0	ABC
Profitability	1/1/2021	*****	\$0	ABC
Totals			\$0	

6.

Web Plan Summary

Website Marketing Strategy

Development Requirements

Anderson Consultancy

The website will be used as a resource that prospective companies can view to gain more information about the company. In essence, it is Anderson Consultancy's brochure. On the site, there will be information about the management of the company and

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Website Marketing Strategy

Anderson Consultancy

The marketing of the website will consist of submitting it to popular search engines. The website will be used more as an information tool that prospective companies can be sent to for more information about Anderson Consultancy as opposed to market

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Development Requirements

Anderson Consultancy

The development requirements will entail hiring an individual (preferably a student for cost-saving purposes) to develop and produce the site.

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7.

Management Plan

Personnel Plan



REMEMBER

Management plan is also an important component of a Human Resource Consulting business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on the

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Anderson Consultancy

Julius Anderson, the founder, and the owner received his undergraduate degree in marketing from the University of California – Berkeley. After completing college Major recognized that he would eventually need to go to graduate school but was not ready to y

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Help Tip

Ex :: Industry

Major will work full time for Anderson Consultancy. By month six Major will have developed more work than he will be able to manage himself and he will hire an additional HR consultant to help him out. The employee will receive a straight salary and will ha

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Personnel Plan

PERSONNEL PLAN	YEAR 1	YEAR 2	YEAR 3
Major	\$24,000	\$24,000	\$24,000
Full time employee	\$24,500	\$42,000	\$42,000
TOTAL PEOPLE	2	2	2
Total Payroll	\$48,500	\$66,000	\$66,000

8.

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 Human Resource Consulting business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be covered.

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Anderson Consultancy

The following sections will outline important financial information. Please note that the stock options granted in lieu of compensation are not entered into the financial plan as they are not yet of value. Upon exercising the options there will be tax consequences.

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Important Assumptions

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

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

Brake-even Analysis

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

Projected Profit and Loss

	2024	2025	2026
Revenue	\$1,244,030	\$1,742,343	\$2,666,713
Recruitment Services	\$337,430	\$679,090	\$1,366,580
Unit Sales	337	679	1,367
Unit Price	\$1,000	\$1,000	\$1,000
Training Workshops	\$306,600	\$463,253	\$700,133
Unit Sales	438	662	1,000
Unit Price	\$700	\$700	\$700
HR Consulting	\$600,000	\$600,000	\$600,000
Total Hours	2,400	2,400	2,400
Hourly Price	\$250	\$250	\$250
Cost Of Sales	\$134,549.05	\$185,666.99	\$279,553.69
General Costs	\$134,549.05	\$185,666.99	\$279,553.69
Direct Consulting Costs	\$128,841.97	\$179,236.28	\$272,307.55
Consultant Subcontracting	\$124,403	\$174,234.30	\$266,671.30
Licensing Fees for Tools	\$4,438.97	\$5,001.98	\$5,636.25
Training and Development Costs	\$5,707.08	\$6,430.71	\$7,246.14
Training Materials Costs	\$3,804.70	\$4,287.13	\$4,830.73
External Trainer Fees	\$1,902.38	\$2,143.58	\$2,415.41
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$1,109,480.95	\$1,556,676.01	\$2,387,159.31

	2024	2025	2026
Gross Margin (%)	89.18%	89.34%	89.52%
Operating Expense	\$1,182,340.01	\$1,240,626.74	\$1,318,946.66
Payroll Expense (Indirect Labor)	\$1,076,160	\$1,101,235.20	\$1,126,987.20
Management Team	\$343,200	\$351,312	\$359,692.32
CEO	\$187,200	\$189,072	\$190,962.72
CFO	\$156,000	\$162,240	\$168,729.60
Consulting Team	\$498,240	\$510,508.80	\$523,092.24
Senior Consultants	\$267,840	\$273,196.80	\$278,660.88
Junior Consultants	\$230,400	\$237,312	\$244,431.36
Support Staff	\$234,720	\$239,414.40	\$244,202.64
Administrative Staff	\$142,560	\$145,411.20	\$148,319.28
IT Support	\$92,160	\$94,003.20	\$95,883.36
General Expense	\$102,931.31	\$133,391.54	\$185,959.46
Office and Administrative Expenses	\$21,560.22	\$24,294.43	\$27,375.62
Office Rent	\$15,218.98	\$17,149.09	\$19,324.10
Utilities	\$6,341.24	\$7,145.34	\$8,051.52
Marketing and Advertising Expenses	\$74,884.03	\$101,408.25	\$149,439.09
Online Advertising	\$62,201.50	\$87,117.15	\$133,335.65
Promotional Materials	\$12,682.53	\$14,291.10	\$16,103.44
Technology and Communication Expenses	\$6,487.06	\$7,688.86	\$9,144.75
Software Subscriptions	\$3,804.70	\$4,287.13	\$4,830.73
Internet and Phone Bills	\$2,682.36	\$3,401.73	\$4,314.02
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$3,248.70	\$6,000	\$6,000
EBITDA	(\$72,859.06)	\$316,049.27	\$1,068,212.65
Additional Expense	\$8,338.93	\$6,404.77	\$4,351.31
Long Term Depreciation	\$3,192	\$3,192	\$3,192
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$76,051.06)	\$312,857.27	\$1,065,020.65
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$81,197.99)	\$309,644.50	\$1,063,861.34
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,325,227.99	\$1,432,698.50	\$1,602,851.66
Net Income	(\$81,197.99)	\$309,644.50	\$1,063,861.34
Net Income (%)	(6.53%)	17.77%	39.89%
Retained Earning Opening	\$0	(\$95,197.99)	\$200,446.51
Owner's Distribution	\$14,000	\$14,000	\$14,000
Retained Earning Closing	(\$95,197.99)	\$200,446.51	\$1,250,307.85

Projected Cash Flow

	2024	2025	2026
Cash Received	\$1,244,030	\$1,742,343	\$2,666,713
Cash Paid	\$1,318,787.29	\$1,423,506.50	\$1,593,659.66
COS & General Expenses	\$237,480.36	\$319,058.53	\$465,513.15
Salary & Wages	\$1,076,160	\$1,101,235.20	\$1,126,987.20
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$74,757.29)	\$318,836.50	\$1,073,053.34
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$26,000	\$6,000	\$6,000
Net Cash From Investments	(\$26,000)	(\$6,000)	(\$6,000)
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	\$45,359.35	\$47,293.51	\$49,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$14,000	\$14,000	\$14,000
Net Cash From Financing	\$104,640.65	(\$47,293.51)	(\$49,347.12)

	2024	2025	2026
Summary			
Starting Cash	\$0	\$3,883.36	\$269,426.35
Cash In	\$1,394,030	\$1,742,343	\$2,666,713
Cash Out	\$1,390,146.64	\$1,476,800.01	\$1,649,006.78
Change in Cash	\$3,883.36	\$265,542.99	\$1,017,706.22
Ending Cash	\$3,883.36	\$269,426.35	\$1,287,132.57

Projected Balance Sheet

	2024	2025	2026
Assets	\$23,442.66	\$285,793.65	\$1,300,307.87
Current Assets	\$6,634.66	\$272,177.65	\$1,289,883.87
Cash	\$3,883.36	\$269,426.35	\$1,287,132.57
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$2,751.30	\$2,751.30	\$2,751.30
Long Term Assets	\$16,808	\$13,616	\$10,424
Gross Long Term Assets	\$20,000	\$20,000	\$20,000
Accumulated Depreciation	(\$3,192)	(\$6,384)	(\$9,576)
Liabilities & Equity	\$23,442.67	\$285,793.65	\$1,300,307.85
Liabilities	\$68,640.66	\$35,347.14	\$0
Current Liabilities	\$33,293.52	\$35,347.14	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
Long Term Liabilities	\$35,347.14	\$0	\$0
Long Term Debt	\$35,347.14	\$0	\$0
Equity	(\$45,197.99)	\$250,446.51	\$1,300,307.85
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	(\$95,197.99)	\$200,446.51	\$1,250,307.85
Check	\$0	\$0	\$0

Business Ratios

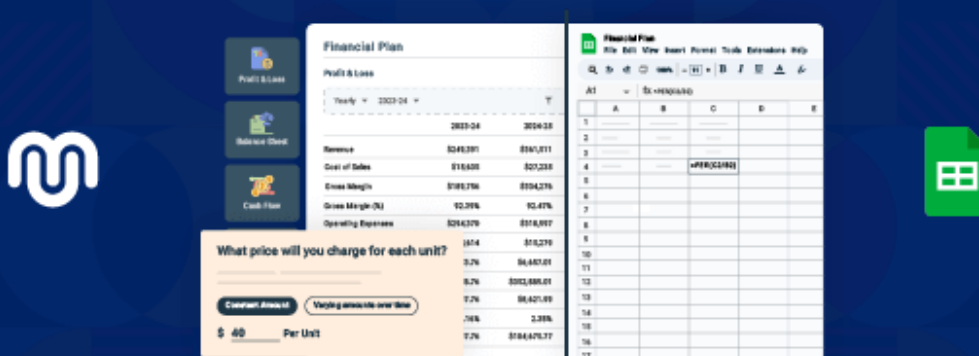
	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%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

	Year 1	Year 2	Year 3	Industry Profile
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.
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.

	Year 1	Year 2	Year 3	Industry Profile
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



The image shows a side-by-side comparison. On the left is the Upmetrics interface, which is clean and user-friendly. It features a sidebar with icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' with a table comparing 2023-04 and 2024-03. The table includes rows for Revenue, Cost of Sales, Gross Margin, and Operating Expenses. Below the table is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Varying amounts over time' button. On the right is a screenshot of a standard financial spreadsheet, which is cluttered with many empty cells and a complex formula bar, illustrating the 'boring & clumsy' nature of spreadsheets.

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

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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