


BUSINESS PLAN [YEAR]




Insurance Agency

You're in good hands

 John Doe

 10200 Bolsa Ave, Westminster, CA, 92683

 (650) 359-3153

 info@upmetrics.co

 <https://upmetrics.co>

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
Mission	5
Objectives	5
Keys to Success	5
Financial Considerations	6
3 Year profit forecast	6
Chart	6
Business Summary	7
Overview	8
Start-up Summary	8
Startup cost	8
Chart	8
Funding Required	9
Company Ownership	9
Products and Services	10
Services	11
Market Analysis	12
Service Business Analysis	13
Competition and Buying Patterns	13
Market Segmentation	13
Market Analysis	14
Chart	14
Target Market Segment Strategy	14
Strategy and Implementation Summary	16
Competitive Edge	17
Marketing Strategy	17
Sales Strategy	17
Sales Forecast	18
Sales Yearly	18
Chart	18
Milestones	20
Management Summary	21
Personnel Plan	22
Financial Plan	23

Start-up Funding	24
Important Assumptions	25
Brake-even Analysis	25
Projected Profit and Loss	26
Profit Yearly	27
Chart	27
Gross Margin Yearly	27
Chart	27
Projected Cash Flow	28
Projected Balance Sheet	30
Business Ratios	31

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

Mission

Objectives

Keys to Success

Financial Considerations



REMEMBER

Before you think about how to start Insurance services, you must create a detailed Insurance agent business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

To unlock help try Upmetrics!



TIP

Lifemax Insurance will be the newest and brightest independent personal insurance brokerage located in The Woodlands, (Northern Houston), Texas. The business will be launched by Greg Bell, a newly licensed insurance agent, as a home-based business and grown in future years to a small office where Lifemax can collaborate with associate agents. The

To unlock help try Upmetrics!

Start Writing here...

Mission



TIP

The mission of Lifemax Insurance is to create a more protected community by offering property, casualty, and life insurance to residents of The Woodlands from a wide range of insurance sources.

To unlock help try Upmetrics!

Start Writing here...

Objectives



TIP

Lifemax Insurance believes that in order to provide the broadest (and best!) selection of insurance services the company must continue to grow. In order to grow the business, Lifemax Insurance must meet the following objectives:

1. Build revenues quickly in the first year of operation

To unlock help try Upmetrics!

Start Writing here...

Keys to Success



TIP

In order to accomplish its objectives, Lifemax Insurance believes the following are the Keys to Success:

1. Remain independent of direct affiliate ties to any specific insurance providers

To unlock help try Upmetrics!

Start Writing here...

Financial Considerations



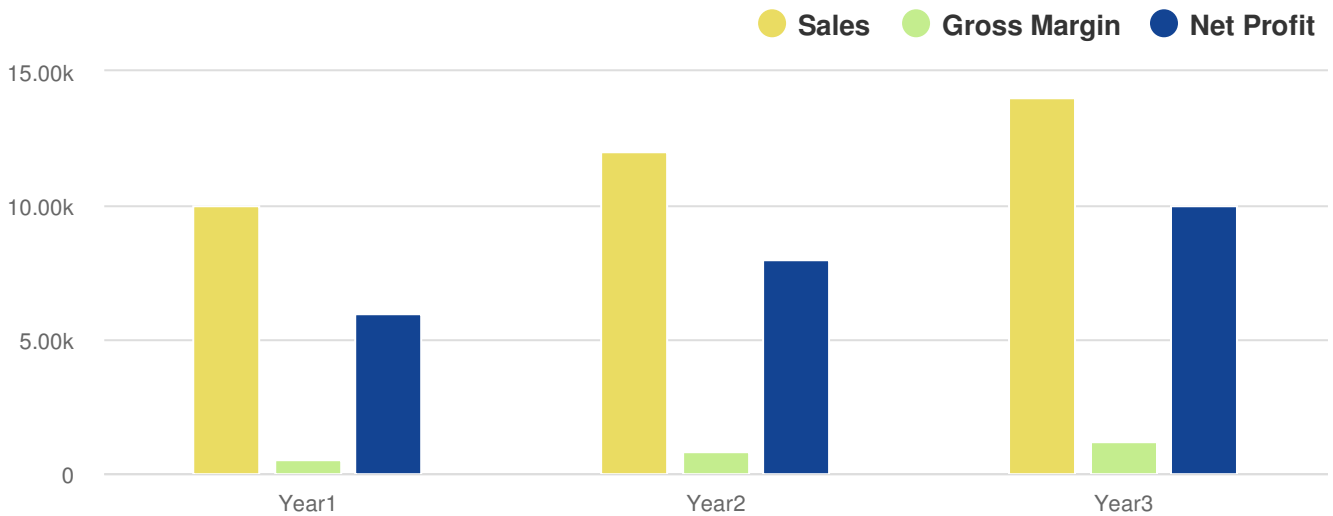
TIP

Lifemax Insurance stands to be a profitable business which will provide salary and dividends for Greg Bell, its sole owner. Salary to Lifemax plus profits will increase moderately but steadily. The business can be launched without external investment or loans, relying only on Lifemax's savings and personal borrowings. To finance expansion to an office, Lifem

To unlock help try Upmetrics!

Start Writing here...

3 Year profit forecast



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

2.

Business Summary

Overview

Start-up Summary

Funding Required

Company Ownership

Overview



TIP

Lifemax Insurance is founded by Greg Bell as a local, independent insurance agency providing personal insurance products to residents of The Woodlands and its neighboring towns. The business will begin as a home-based business with Greg Bell as the owner and only employee, and continue to grow through the establishment of a local office and the addition of

To unlock help try Upmetrics!

Start Writing here...

Start-up Summary



TIP

Lifemax Insurance requires very little in the way of start-up funding. Expenses include the licenses for Greg Bell and the business, business insurance, stationery (business cards and brochures), and a basic website. Rent will not be required at the outset as Greg Bell will operate out of a home office. Most of the start-up funding is required to cover operating expenses.

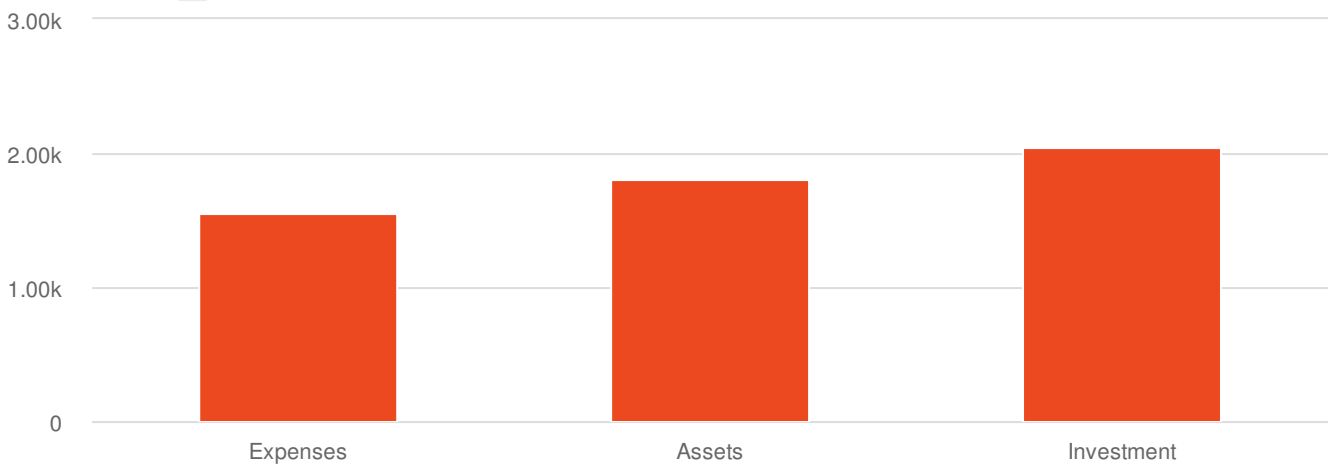
To unlock help try Upmetrics!

Start Writing here...

Startup cost

upmetrics.co

Amount



Cost distribution

Amount

Expenses

1550

Assets

1800

Investment

2050

Funding Required

Startup Expenses	Amount
Legal (license and permits)	\$2,000
Stationery	\$2,000
Insurance	\$1,000
Rent	\$0
Computer	\$2,000
Website	\$1,000
Total Startup Expenses	\$8,000
Startup Assets	
Cash Required	\$24,000
Other Current Assets	\$0
Long-term Assets	\$0
Total Assets	\$24,000
Total Requirements	\$32,000

Company Ownership



TIP

Lifemax Insurance is founded and owned entirely by Greg Bell. The business is currently incorporated as a sole proprietorship with a registered DBA but will reincorporate as an LLC when there is a need to hire additional employees and open an office.

To unlock help try Upmetrics!

Start Writing here...

3.

Products and Services



REMEMBER

Before starting an Insurance Agent business, you must take many things into consideration such as you must consider what types of Insurance services will you be providing to your customers. Deciding your services is extremely important since it helps you plan other components of your business so make sure to consider it before you think about how to sta

To unlock help try Upmetrics!



TIP

Lifemax Insurance will offer the following personal insurance products:

To unlock help try Upmetrics!

Start Writing here...

Services



Home and Contents

Homeowner's Insurance Condo Insurance Cooperative Insurance Renter's Insurance Seasonal and Secondary Locations Flood Insurance



Valuable Items

Jewelry Fine Art Silver Furs Other Collectible Items



Personal Liability



Life Insurance

Term Life Variable Life Whole Life Second-to-Die



Long-term Care



Long-term Disability



TIP

All of these products will be offered to individuals and not businesses. The insurance products will be provided by any of the major insurance providers in existence, with attention paid to smaller providers who offer specialized insurance products.

While offering these products, Lifemax Insurance wi

To unlock help try Upmetrics!

Start Writing here...

4.

Market Analysis

Service Business Analysis

Market Segmentation

Target Market Segment Strategy



REMEMBER

The most important component of an effective Insurance agent business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do the market analysis yourself by taking help from this Insurance agent business plan sample or other sample Insurance agent business plans available online.

To unlock help try Upmetrics!



TIP

Walter will be concentrating on servicing just two types of clients, the gift shops of Leavenworth, Washington, and the farmers of the Puget Consumers Co-op. For both market segments, we have secured exclusive contracts or endorsements that put us in a unique position to service these niche firms and their more demanding needs.

To unlock help try Upmetrics!

Start Writing here...

Service Business Analysis



TIP

The United States Department of Labor offers the following summary of the insurance industry:

Most people have their first contact with an insurance company through an insurance sales agent. These workers help individuals

To unlock help try Upmetrics!

Start Writing here...



TIP

Customers seek insurance through one or more of the following:

- Referrals from trusted friends, family, and colleagues
- Brand names of national companies (Allstate, State Farm, Geico, Progressive, etc.)

To unlock help try Upmetrics!

Competition and Buying Patterns

Start writing here...

Market Segmentation

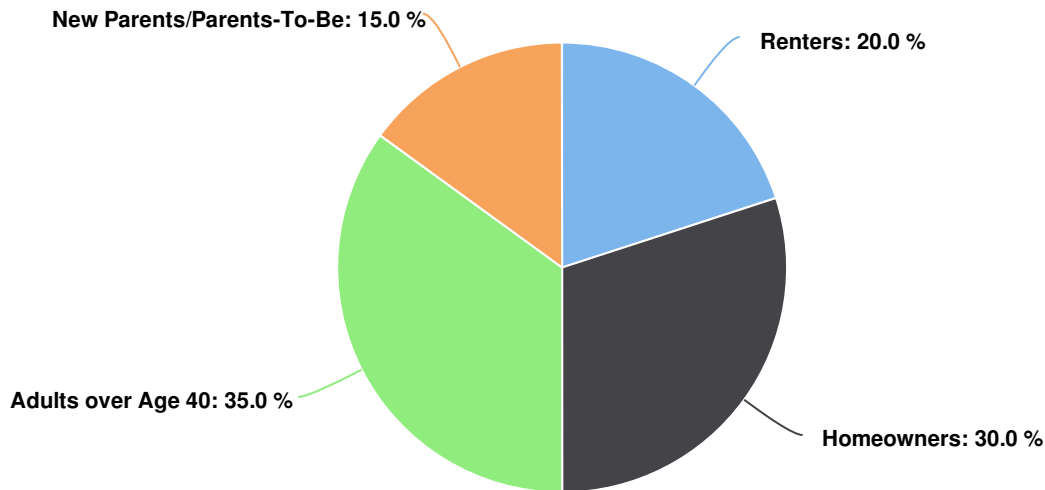


The market segments described include a great deal of overlap. For example, many adults over the age of 40 are also homeowners and the remainder are renters. The new parent segment is also either homeowners or renters, generally. Each segment has different needs for insurance products, however, and those who fall into more than one segment have

To unlock help try Upmetrics!

Start Writing here...

Market Analysis



Segments

Market share

Renters	20
Homeowners	30
Adults over Age 40	35
New Parents/Parents-To-Be	15

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Renters	2%	11,000	11,220	11,444	11,673	11,906	2.00%
Homeowners	1%	34,000	34,340	34,683	35,030	35,380	1.00%
Adults over Age 40	3%	35,000	36,050	37,132	38,246	39,393	3.00%
New Parents/Parents To Be	2%	3,000	3,060	3,121	3,183	3,247	2.00%
Total	2.02%	83,000	84,670	86,380	88,132	89,926	2.02%

Target Market Segment Strategy



TIP

Lifemax Insurance will focus its initial marketing on those at the younger end of the spectrum, including renters and new parents/parents-to-be. The strategy will be to begin by selling renter's insurance and life insurance to clients and then earn their ongoing trust in order to sell additional insurance policies to them as new needs arise. Younger clients will also s

To unlock help try Upmetrics!

Start Writing here...

5.

Strategy and Implementation Summary

Competitive Edge

Marketing Strategy

Sales Strategy

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, sales strategy is also an important component of an Insurance business startup and must be properly planned before you think about starting your own Ins

To unlock help try Upmetrics!



TIP

To implement its launch in The Woodlands, Lifemax Insurance intends to target clients on the younger side of the total potential market in order to build up a client base for long-term service. This is also a target market that is ignored by other local independent insurance agents, making it easier to establish a foothold in the market this way. This implementation

To unlock help try Upmetrics!

Start Writing here...

Competitive Edge



TIP

Lifemax Insurance will establish its competitive edge through a single-minded focus on personal insurance. By being and staying an expert on personal insurance products and providers, Lifemax Insurance will be a one-stop-shop for individuals looking to minimize the risks in their lives for themselves and for their families. To maintain this expertise, Lifemax In

To unlock help try Upmetrics!

Start Writing here...

Marketing Strategy



TIP

The marketing strategy for Lifemax Insurance involves an initial focus on the target markets chosen, new parents/parents-to-be, and renters. Renters require renter's insurance and valuable items insurance. It is often the first time they will have purchased insurance in their lives. New parents require life insurance to protect their family and their children. Both groups

To unlock help try Upmetrics!

Start Writing here...

Sales Strategy



TIP

Property insurance and life insurance will be the main drivers of the business. Customers who use other products will typically be customers who have first purchased property or life insurance. The cost of sales is low as the revenues earned come directly from the insurance providers generally as a commission on the policies sold and renewed. The commissions will range between 4% and

To unlock help try Upmetrics!

Sales Forecast

Start writing here...



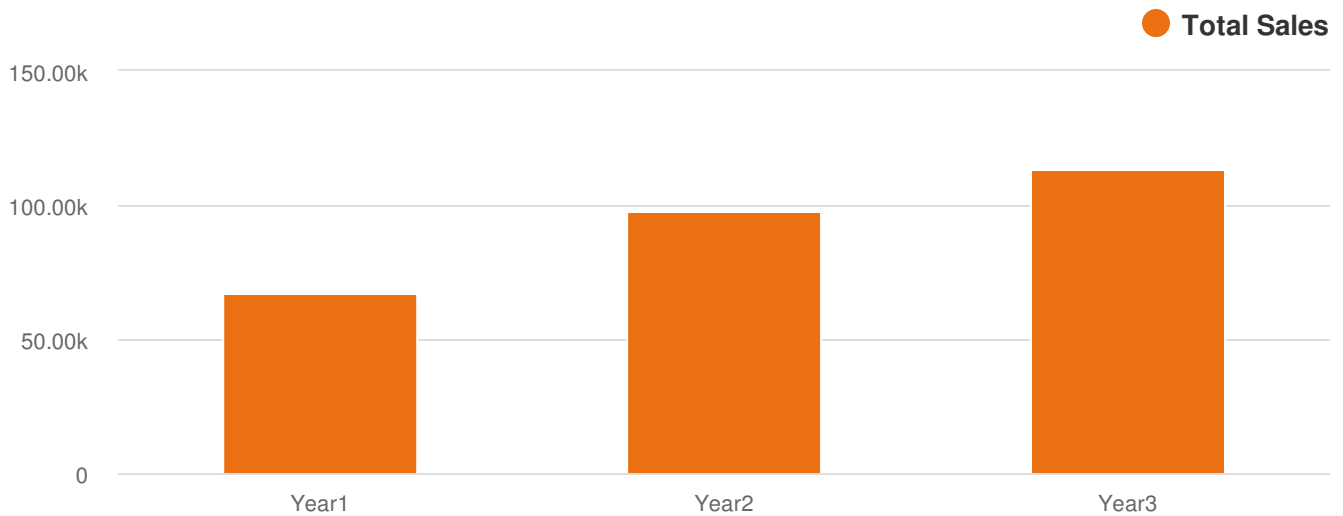
TIP

The sales strategy of Lifemax Insurance will be an aggressive one based on profiling and targeting individuals in the initial target market. Greg Bell will have initial phone conversations with clients and then meet them at their home or office to discuss further. He will bring his laptop with him to all sales calls to search for insurance options for clients on the spot whenever possible.

To unlock help try Upmetrics!

Start Writing here...

Sales Yearly



Financial Year

Total Sales

Year1

66840

Year2

97760

Year3

113402

SALES FORECAST

YEAR 1

YEAR 2

YEAR 3

Unit Sales

SALES FORECAST	YEAR 1	YEAR 2	YEAR 3
Property Insurance	682	955	1,336
Life Insurance	318	445	624
Long Term Care/Disability	26	46	80
Valuable Items	363	509	712
Personal Liability	57	100	175
TOTAL UNIT SALES	1,446	2,055	2,927
Unit Prices	Year 1	Year 2	Year 3
Property Insurance	\$100.00	\$100.00	\$100.00
Life Insurance	\$150.00	\$150.00	\$150.00
Long Term Care/Disability	\$150.00	\$150.00	\$150.00
Valuable Items	\$75.00	\$75.00	\$75.00
Personal Liability	\$75.00	\$75.00	\$75.00
Sales			
Property Insurance	\$68,200	\$95,500	\$133,600
Life Insurance	\$47,700	\$66,750	\$93,600
Long Term Care/Disability	\$3,900	\$6,900	\$12,000
Valuable Items	\$27,225	\$38,175	\$53,400
Personal Liability	\$4,275	\$7,500	\$13,125
TOTAL SALES	\$151,300	\$214,825	\$305,725
Direct Unit Costs			
Property Insurance	\$16.00	\$15.00	\$15.00
Life Insurance	\$24.00	\$22.50	\$22.50
Long Term Care/Disability	\$24.00	\$22.50	\$22.50
Valuable Items	\$12.00	\$11.25	\$11.25
Personal Liability	\$12.00	\$11.25	\$11.25
Direct Cost of Sales			
Property Insurance	\$10,912	\$14,325	\$20,040
Life Insurance	\$7,632	\$10,013	\$14,040
Long Term Care/Disability	\$624	\$1,035	\$1,800

SALES FORECAST	YEAR 1	YEAR 2	YEAR 3
Valuable Items	\$4,356	\$5,726	\$8,010
Personal Liability	\$684	\$1,125	\$1,969
Subtotal Direct Cost of Sales	\$24,208	\$32,224	\$45,859

Milestones



TIP

The marketing activities listed in the Milestones Table are all intended to be low cost methods to establish an initial client base. They are intended as one-time activities with the exception of search engine marketing which will continue with a dedicated budget of \$500 per month and advertising in parent periodicals which may continue with \$500 per month.

To unlock help try Upmetrics!

Milestone	Start Date	End Date	Budget	Manager	Department
Create a Website	1/1/2010	1/30/2010	\$1,000	KP	Owner
Launch SEM Campaign	2/1/2010	2/15/2010	\$500	KP	Owner
Create and Post Flyers	2/15/2010	2/28/2010	\$500	KP	Owner
Direct Mail Campaign	2/15/2010	2/28/2010	\$1,000	KP	Owner
Advertising in Periodicals	2/15/2010	4/15/2010	\$500	KP	Owner
Yellow Pages Listing	2/15/2010	2/28/2010	\$100	KP	Owner
Totals			\$3,600		

6.

Management Summary

Personnel Plan



TIP

Greg Bell will be the only employee of Lifemax Insurance in its first year. He will continue to direct the company going forward and will bring on an associate agent in the second year of operation. This agent will prospect, sell, and fulfill policy requests for clients and will answer questions of clients just as Greg Bell will. However, Lifemax will manage the marketing and finances of the firm and

To unlock help try Upmetrics!

Start Writing here...

Personnel Plan



TIP

Greg Bell will escalate his salary as the year goes forward. Although the business is currently a sole proprietorship, his salary is recorded to better illustrate the tax burden he will face. The associate agent will be compensated with a base salary, a 5% commission on sales, and a percentage of net profits which will increase based on performance. The associate agent will have an

To unlock help try Upmetrics!

Start Writing here...

PERSONNEL PLAN	YEAR 1	YEAR 2	YEAR 3
Greg Bell	\$49,000	\$50,000	\$75,000
Associate Agent	\$0	\$35,000	\$75,000
TOTAL PEOPLE	1	2	2
Total Payroll	\$49,000	\$85,000	\$150,000

7.

Financial Plan

Start-up Funding

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of an Insurance agent business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by the earned profits. It is recommended that you use [our financial planning tool](#) for guiding you through all financial aspects needed to be considered.

To unlock help try Upmetrics!



TIP

The business will finance its growth from a combination of the free cash flows generated by the business and a loan taken out in the second year to finance the move to a small office space in The Woodlands. Beyond the first three years, growth will be possible by adding more agents and moving to larger office space when the initial space is no longer adequate.

To unlock help try Upmetrics!

Start Writing here...

Start-up Funding

Lifemax Insurance will be launched with Greg Bell's own resources, including credit card debt, personal savings, and some credit extended by vendors providing start-up services.

START-UP FUNDING	AMOUNT
Start-up Expenses to Fund	\$8,000
Start-up Assets to Fund	\$24,000
TOTAL FUNDING REQUIRED	\$32,000
Assets	
Non-cash Assets from Start-up	\$0
Cash Requirements from Start-up	\$24,000
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$24,000
TOTAL ASSETS	\$24,000
Liabilities and Capital	
Liabilities	
Current Borrowing	\$4,000
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$1,000

START-UP FUNDING	AMOUNT
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$5,000
Capital	
Planned Investment	
Owner	\$27,000
Investor	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$27,000
Loss at Start-up (Start-up Expenses)	(\$8,000)
TOTAL CAPITAL	\$19,000
TOTAL CAPITAL AND LIABILITIES	\$24,000
Total Funding	\$32,000

Important Assumptions

We are assuming approximately 50% sales on credit and average interest rates of 10%. These are considered to be conservative in case our predictions are erroneous.

Since Walter is an import/export broker, the firm has no variable costs associated with it.

	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

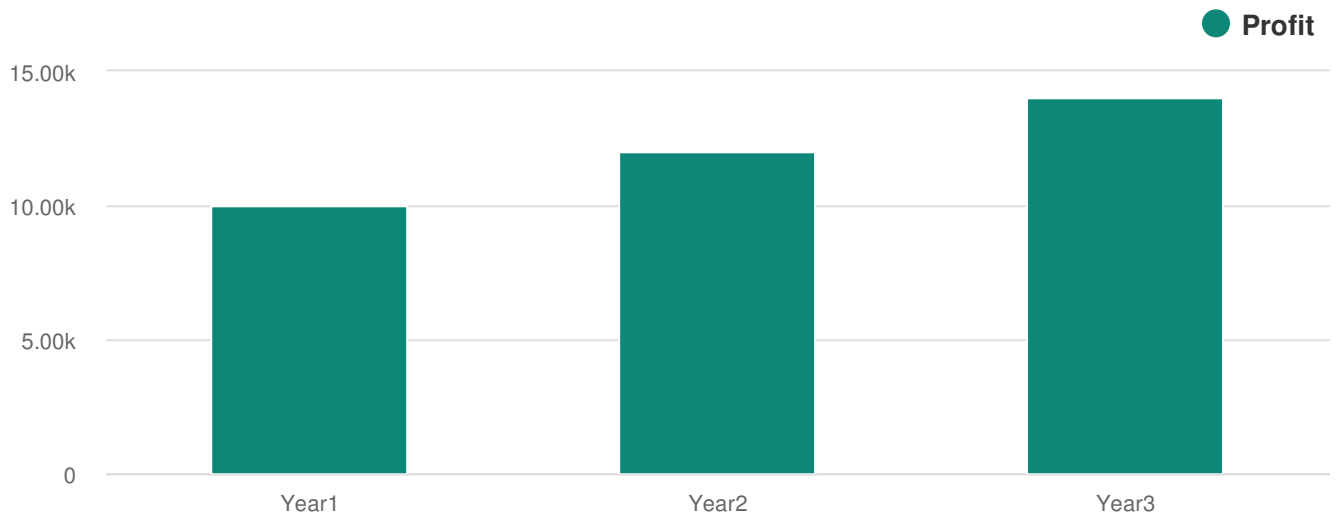
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	

Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year

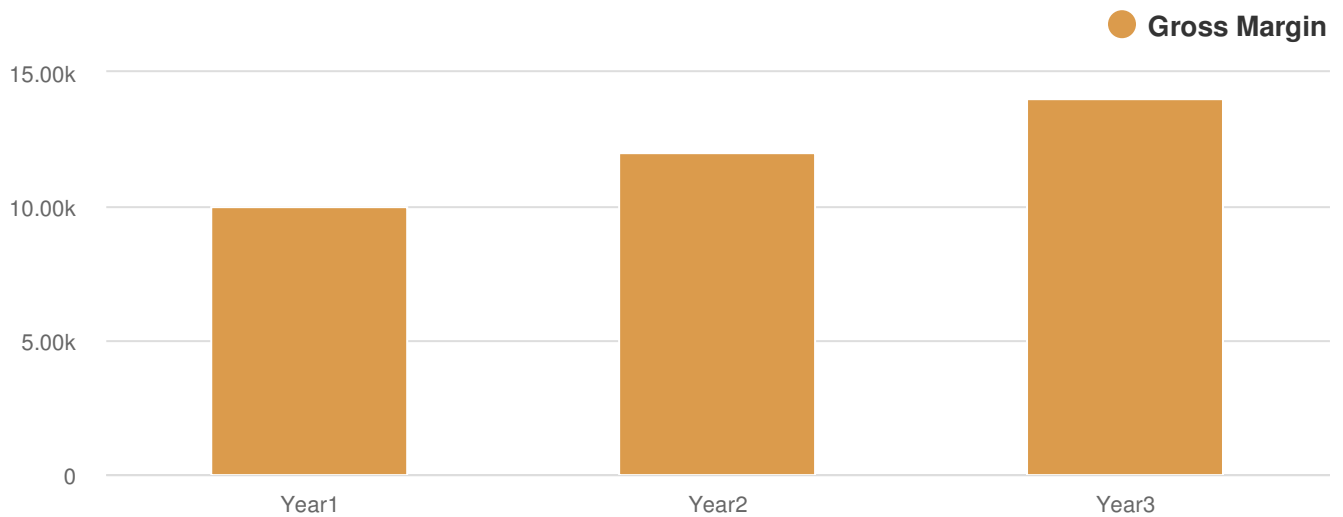
Profit

Year1	10000
-------	-------

Year2	12000
-------	-------

Year3	14000
-------	-------

Gross Margin Yearly



Financial Year

Gross Margin

Year1	10000
-------	-------

Year2	12000
-------	-------

Year3	14000
-------	-------

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

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

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
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