



# PayDay Loan

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# Business Plan

[YEAR]

Prepared By

John Doe



*Making loans fast and simple..*

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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## Financial Plan

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## Sustainability and Expansion Strategy

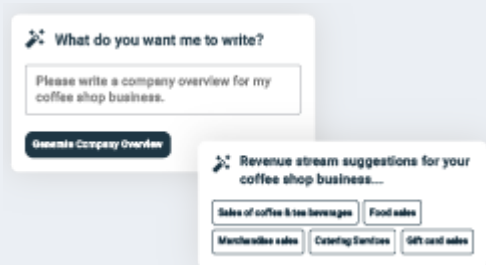
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1.

# Executive Summary

Business Overview

Product and Services

Vision Statement

Mission Statement

## Business Overview

### Fincap

Fincap Payday Loan Services, LLC is a registered and licensed check payday loan and check cashing services firm that will be based in Albany – New York. The company will handle all aspect of payday loan and check cashing services such as providing

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*Start writing here..*

## Product and Services

### Fincap

Fincap Payday Loan Services, LLC is going to offer varieties of services within the scope of the payday loan and check cashing services industry in the United States of America. Our intention of starting our payday loan and check cashing services firm is to work

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## Vision Statement

### Fincap

Our vision is to build a payday loan and check cashing services firm brand that will become the number one choice for both individual and corporate clients in the whole of Albany – New York. Our vision reflects our values: integrity, service, excellence, and teamw

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# Mission Statement

📁 Fincap

Our mission is to provide professional, reliable, and trusted payday loans and check cashing services to individual and corporate clients. We will position the business to become one of the leading brands in the payday loan and check cashing services line of business.

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*Start writing here..*

# 2.


## Business Overview


Business Structure

Roles and Responsibilities



## Business Structure

 Help Tip


 Fincap

Write overview of your **business structure**.

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*Start writing here..*

## Roles and Responsibilities

 Help Tip


 Fincap


List out the role and responsibilities of **Chief Executive Officer**.

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## Chief Executive Officer

*Start writing here..*

 Help Tip

 Fincap

List out the role and responsibilities of **Loan and Check Cashing Consultants**.

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## Loan and Check Cashing Consultants

*Start writing here..*

💡 Help Tip

📁 Fincap

List out the role and responsibilities of **Admin and HR Manager**.

To unlock help try Upmetrics! 🔒

## Admin and HR Manager

*Start writing here..*

💡 Help Tip

📁 Fincap

List out the role and responsibilities of **Marketing and Sales Executive**.

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## Marketing and Sales Executive

*Start writing here..*

💡 Help Tip

📁 Fincap

List out the role and responsibilities of **Accountant**.

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## Accountant

*Start writing here..*

💡 Help Tip

📁 Fincap

List out the role and responsibilities of **Client Service Executive / Front Desk Officer**.

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## Client Service Executive / Front Desk Officer

*Start writing here..*

# 3.

## SWOT Analysis

Write short overview of SWOT analysis of your business.

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Start writing here..

## Strength

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Our core strength lies in the power of our team; **our workforce**. We have a team that can go all the way to give our clients value for their money; a team that is trained and equipped to pay attention to details and to deliver excellent jobs. We are well-positioned and we have a pool of cash to meet up with payday loan requests even if the request exceeds our projection per month. We know we will attract loads of clients from the first day we open our door for business.

## Weakness

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As a new payday loan and check cashing services firm, it might take some time for our organization to break into the market and gain acceptance especially from corporate clients in the already saturated payday loan and check cashing services industry; that is perhaps our major weakness. So also, we may not have the required cash to give our business the kind of publicity we would have loved to.

## Opportunity

---

The opportunities in the payday loan and check cashing services industry is massive considering the number of individuals who will always need extra bucks to meet up with their monthly expenditures and even corporate organizations who can't afford to do without the services of payday loan and check cashing services firms. As a standard and well-positioned payday loan and check cashing services firm in Albany – New York, we are ready to take advantage of any opportunity that comes our way.

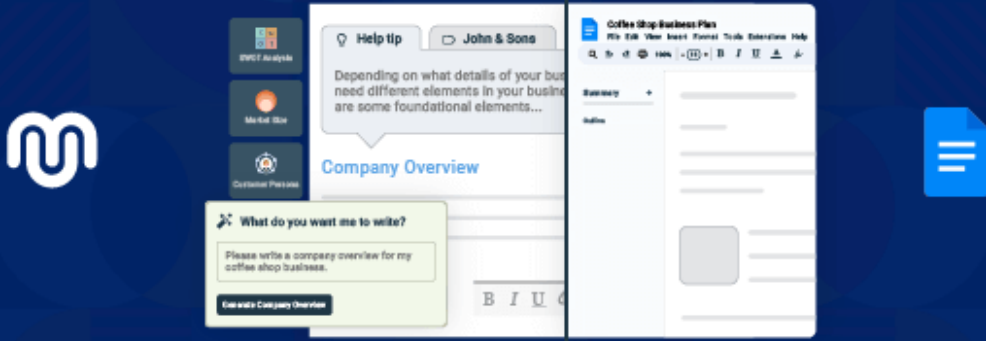
## Threat

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Some of the threats that we are likely going to face as a payday loan and check cashing service firm operating in the United States are unfavorable government policies, the arrival of a competitor within our location of operations, and global economic downturn which usually affects purchasing/spending power. There is hardly anything we can do as regards these threats other than to be optimistic that things will continue to work for our good.

# Upmetrics vs Business Plan Templates

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.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

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# 4.

## Market Analysis

Market Trends

Target Market

Competitive advantage

## Market Trends

Fincap

If you a close watcher of the trends in the payday loan and check cashing industry, you will agree that it can't be ruled out that the nature of the industry gives room for it to perform well during the recession. This is so because, as consumers struggled dur

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## Target Market

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The demographic and psychographic composition of those who need the services of payday loan and check cashing services provider cuts across both individuals and corporate organizations especially small businesses.

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## Competitive advantage

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The level of competition in the payday loan and check cashing services industry depends largely on the location of the business and of course the niche of your services. If you can successfully create a unique brand identity for your payday loan and c

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# 5.

## Sales And Marketing Strategy

Sources of Income

Sales Forecast

Pricing Strategy

Publicity and Advertising Strategy



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We are mindful of the fact that there are stiffer competitions amongst check payday loans and check cashing service firms and other related financial consulting service providers in the United States of America; hence we have been able to hire some of the

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## Sources of Income

Fincap

Fincap Payday Loan Services, LLC is established with the aim of maximizing profits in the payday loan and check cashing services industry and we are going to go all the way to ensure that we do all it takes to attract clients on a regular basis and sign 'ret


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## Sales Forecast

Fincap

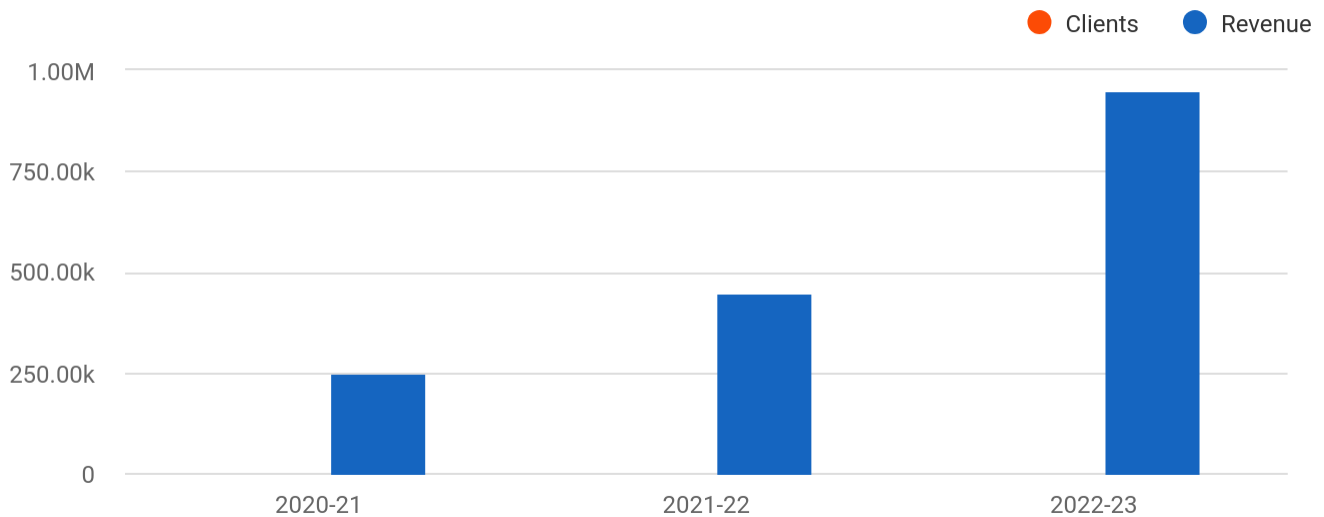
One thing is certain, there would always be households, individuals, startups, NGOs, and corporate organizations that would need the services of payday loans and check cashing services firms.

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## Joe's Beauty Salon

*Start writing here..*

## No. of Clients v/s Revenue Chart



Financial Year	Clients	Revenue
2020-21	150	250,000
2021-22	280	450,000
2022-23	300	950,000

## Pricing Strategy

### Fincap

Fixed prices and commissions/interest for services rendered is a long-time tradition in the industry. However, for some types of payday loans and check-cashing services, flat fees make more sense because they allow clients to better predict service charges.

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Start writing here..

### Fincap

The payment policy adopted by Fincap Payday Loan Services, LLC is all-inclusive because we are quite aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulations.

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## Payment Options

Start writing here..

## Publicity and Advertising Strategy

📁 Fincap

We have been able to work with our brand and publicity consultants to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. We are set to take the payday loan and check cashing service

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*Start writing here..*

# 6.

## Financial Plan

Revenue and Cost Drivers

Generating Funds / Startup Capital

Key Assumptions & Forecasts

Income Statement (5 Year projections)

Balance Sheet (5 Year projections)

Cash Flow Statement (5 Year projections)

## Revenue and Cost Drivers

Fincap

Starting a payday loan and check cashing services firm can be cost-effective; this is so because, on the average, you are not expected to acquire expensive machines and equipment. Basically, what you should be concerned about is the amount needed


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## Generating Funds / Startup Capital

Fincap

No matter how fantastic your business idea might be, if you don't have the required money to finance the business, the business might not become a reality. No doubt raising start-up capital for a business might not come cheap, but it is a task that an entrepreneur

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## Key Assumptions & Forecasts

The following table reflects the key revenue and cost assumptions made in the financial model.

Number of customers per day	Per location
Year 1	26
Year 2	29
Year 3	32
Year 4	36
Year 5	41
Haircut	\$35
Hair Style	\$60
Color	\$40

Number of customers per day	Per location
Product Sales	\$20
Annual Rent	\$90,000

## Income Statement (5 Year projections)

	2024	2025	2026
<b>Revenue</b>	<b>\$1,031,677.88</b>	<b>\$1,750,799.84</b>	<b>\$3,006,485.33</b>
Short-term Loans	\$795,875	\$1,429,395	\$2,567,000
Unit Sales	1,592	2,859	5,134
Unit Price	\$500	\$500	\$500
Installment Loans	\$141,920.28	\$202,344.29	\$288,494.63
Loan Processing Fees	\$93,882.60	\$119,060.55	\$150,990.70
Unit Sales	2,682	3,402	4,314
Unit Price	\$35	\$35	\$35
<b>Cost Of Sales</b>	<b>\$27,989.55</b>	<b>\$43,304.72</b>	<b>\$69,469.59</b>
General Costs	\$27,989.55	\$43,304.72	\$69,469.59
Loan Origination and Processing Costs	\$1,014.74	\$1,143.38	\$1,288.37
Loan Application Processing	\$634.25	\$714.71	\$805.35
Credit Check Fees	\$380.49	\$428.67	\$483.02
Loan Management and Administration Costs	\$26,974.81	\$42,161.34	\$68,181.22
Loan Servicing Software	\$6,341.24	\$7,145.34	\$8,051.52
Payment Processing Fees	\$20,633.57	\$35,016	\$60,129.70
Revenue Specific Costs	\$0	\$0	\$0

	2024	2025	2026
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$1,003,688.33</b>	<b>\$1,707,495.12</b>	<b>\$2,937,015.74</b>
<b>Gross Margin (%)</b>	<b>97.29%</b>	<b>97.53%</b>	<b>97.69%</b>
<b>Operating Expense</b>	<b>\$986,884.42</b>	<b>\$1,026,295.88</b>	<b>\$1,068,357.85</b>
Payroll Expense (Indirect Labor)	\$904,620	\$933,552.72	\$963,476.28
Management Team	\$216,000	\$225,792	\$236,033.28
General Manager	\$115,200	\$120,960	\$127,008
Finance Manager	\$100,800	\$104,832	\$109,025.28
Loan Processing Staff	\$488,520	\$503,175.60	\$518,271.12
Loan Officers	\$318,600	\$328,158	\$338,002.80
Customer Service Representatives	\$169,920	\$175,017.60	\$180,268.32
Administrative Staff	\$200,100	\$204,585.12	\$209,171.88
Administrative Assistants	\$103,500	\$105,570	\$107,681.40
IT Support Staff	\$96,600	\$99,015.12	\$101,490.48
General Expense	\$82,264.42	\$92,743.16	\$104,881.57
Office and Administrative Expenses	\$31,706.23	\$35,727.15	\$40,258.05
Office Rent	\$25,364.99	\$28,581.81	\$32,206.53
Utilities	\$6,341.24	\$7,145.34	\$8,051.52
Marketing and Advertising	\$29,169.67	\$32,869.02	\$37,037.75
Online Advertising	\$19,023.72	\$21,436.34	\$24,155.06
Print Advertising	\$10,145.95	\$11,432.68	\$12,882.69

	2024	2025	2026
Legal and Professional Fees	\$21,388.52	\$24,146.99	\$27,585.77
Legal Fees	\$12,000	\$12,240	\$12,484.80
Accounting Services	\$9,388.52	\$11,906.99	\$15,100.97
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
<b>EBITDA</b>	<b>\$16,803.91</b>	<b>\$681,199.24</b>	<b>\$1,868,657.89</b>
<b>Additional Expense</b>	<b>\$12,410.04</b>	<b>\$9,860.84</b>	<b>\$7,100.04</b>
Long Term Depreciation	\$5,520	\$5,520	\$5,520
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$11,283.91	\$675,679.24	\$1,863,137.89
Interest Expense	\$6,890.04	\$4,340.83	\$1,580.03
EBT	\$4,393.87	\$671,338.40	\$1,861,557.85
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$1,027,284.01</b>	<b>\$1,079,461.44</b>	<b>\$1,144,927.48</b>
<b>Net Income</b>	<b>\$4,393.87</b>	<b>\$671,338.40</b>	<b>\$1,861,557.85</b>
<b>Net Income (%)</b>	<b>0.43%</b>	<b>38.34%</b>	<b>61.92%</b>
Retained Earning Opening	\$0	(\$15,606.13)	\$635,732.27
Owner's Distribution	\$20,000	\$20,000	\$10,000
<b>Retained Earning Closing</b>	<b>(\$15,606.13)</b>	<b>\$635,732.27</b>	<b>\$2,487,290.12</b>



## Balance Sheet (5 Year projections)

	2024	2025	2026
<b>Assets</b>	<b>\$103,680.23</b>	<b>\$721,755.79</b>	<b>\$2,537,290.14</b>
<b>Current Assets</b>	<b>\$79,200.23</b>	<b>\$702,795.79</b>	<b>\$2,523,850.14</b>
Cash	\$79,200.23	\$702,795.79	\$2,523,850.14
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$24,480</b>	<b>\$18,960</b>	<b>\$13,440</b>
Gross Long Term Assets	\$30,000	\$30,000	\$30,000
Accumulated Depreciation	(\$5,520)	(\$11,040)	(\$16,560)
<b>Liabilities &amp; Equity</b>	<b>\$103,680.23</b>	<b>\$721,755.78</b>	<b>\$2,537,290.12</b>
<b>Liabilities</b>	<b>\$69,286.36</b>	<b>\$36,023.51</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$33,262.85</b>	<b>\$36,023.51</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,262.85	\$36,023.51	\$0
<b>Long Term Liabilities</b>	<b>\$36,023.51</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$36,023.51	\$0	\$0
<b>Equity</b>	<b>\$34,393.87</b>	<b>\$685,732.27</b>	<b>\$2,537,290.12</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

	2024	2025	2026
Retained Earnings	(\$15,606.13)	\$635,732.27	\$2,487,290.12
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

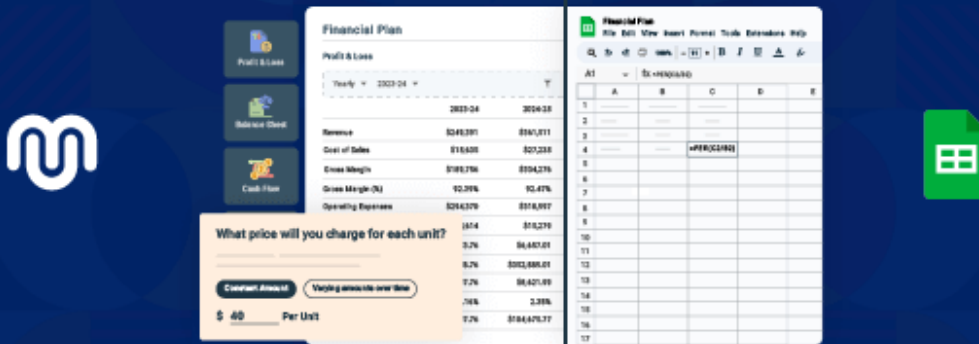
## Cash Flow Statement (5 Year projections)

	2024	2025	2026
<b>Cash Received</b>	<b>\$1,031,677.88</b>	<b>\$1,750,799.84</b>	<b>\$3,006,485.33</b>
<b>Cash Paid</b>	<b>\$1,021,764.01</b>	<b>\$1,073,941.44</b>	<b>\$1,139,407.48</b>
COS & General Expenses	\$110,253.97	\$136,047.88	\$174,351.16
Salary & Wages	\$904,620	\$933,552.72	\$963,476.28
Interest	\$6,890.04	\$4,340.83	\$1,580.03
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>\$9,913.87</b>	<b>\$676,858.40</b>	<b>\$1,867,077.85</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$30,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$30,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0

	2024	2025	2026
<b>Amount Paid</b>	<b>\$50,713.64</b>	<b>\$53,262.84</b>	<b>\$46,023.50</b>
Loan Capital	\$30,713.64	\$33,262.85	\$36,023.51
Dividends & Distributions	\$20,000	\$20,000	\$10,000
<b>Net Cash From Financing</b>	<b>\$99,286.36</b>	<b>(\$53,262.84)</b>	<b>(\$46,023.50)</b>
<b>Summary</b>			
Starting Cash	\$0	\$79,200.23	\$702,795.79
Cash In	\$1,181,677.88	\$1,750,799.84	\$3,006,485.33
Cash Out	\$1,102,477.65	\$1,127,204.28	\$1,185,430.98
Change in Cash	\$79,200.23	\$623,595.56	\$1,821,054.35
<b>Ending Cash</b>	<b>\$79,200.23</b>	<b>\$702,795.79</b>	<b>\$2,523,850.14</b>

# 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 of two financial planning tools. 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' for the year 2023-24. A table shows financial metrics for two periods: 2023-24 and 2024-25. Below the table is a form to input 'What price will you charge for each unit?' with a 'Convert Annual' button and a 'Viewing amounts over time' link. On the right is a standard spreadsheet interface with a grid and various toolbars. A green document icon with a grid pattern is positioned to the right of the spreadsheet.

	2023-24	2024-25
Revenue	\$241,391	\$181,811
Cost of Sales	\$16,620	\$27,233
Gross Margin	\$193,770	\$154,578
Gross Margin (%)	80.30%	85.02%
Operating Expenses	\$214,379	\$118,987
	104	\$1,279
	0.2%	\$6,657.01
	0.2%	\$302,888.01
	0.2%	\$6,621.89
	0.6%	2,386
	0.2%	\$184,670.77


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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# 7.

## Sustainability and Expansion Strategy

 **Help Tip**

 **Fincap**

The future of a business lies in the number of loyal customers that they have, the capacity and competence of the employees, their investment strategy, and the business structure. If all of these factors are missing from a business (company), then it won't be successful.

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*Start writing here..*

# Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

## Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

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Upmetrics makes online sharing quick and easier for users. Easily share your business plans with a link while tracking reader activity.

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## Collaborate with team in real-time

Invite team members, initiate conversations, discuss ideas & strategies, share feedback, and work on a business plan in real-time.



**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.**

Create winning Business Plans with our

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