

BUSINESS PLAN [YEAR]



Pharmacy Store

Bringing the medicine at your door



John Doe



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<http://www.example.com>

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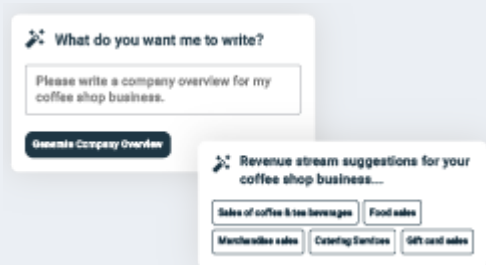
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1.

Executive Summary

Objectives

Mission

Keys to Success

Financial Summary

GoodRx

GoodRx Pharmacy's main goal is to provide prescription medications for our customers at the lowest prices on the market. We will be able to sell prescriptions at reduced prices by carefully maintaining efficiencies in our operations and by targeting a specific s

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Objectives

GoodRx

The objectives for the first three years include:

1. Exceed customer expectations with superior pricing

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Mission

GoodRx

GoodRx Pharmacy's mission is to provide our customers with the best prices for their prescription medications. Our convenience and services will exceed the expectations of our customers.

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Keys to Success

GoodRx

The keys to success are:

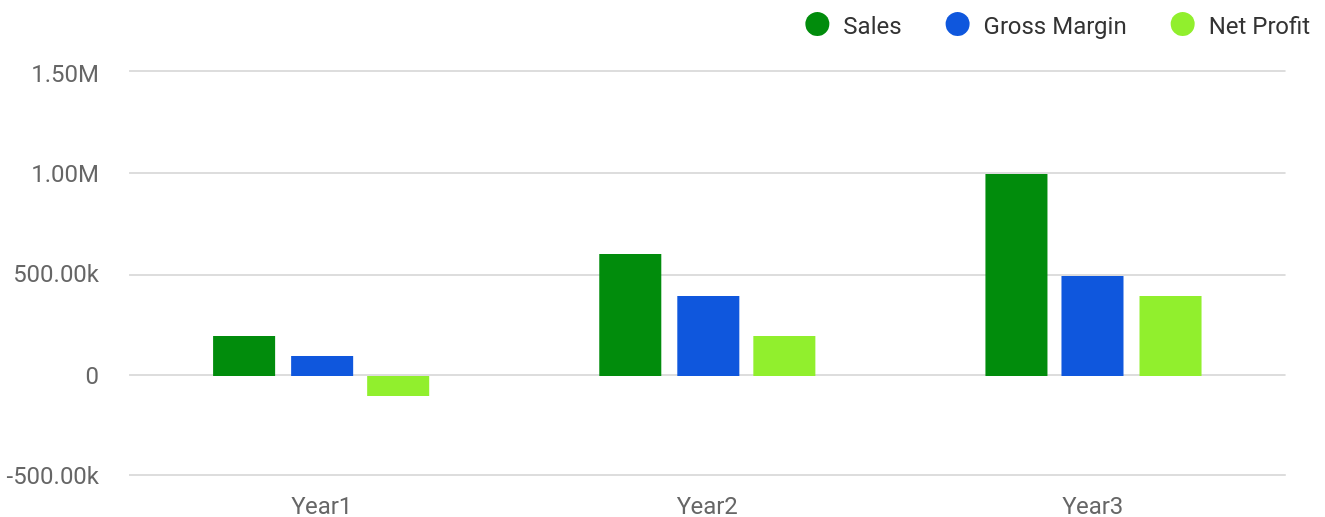
- Satisfy our customers so they will return again and again

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Financial Summary

Net Profit



Financial Year	Sales	Gross Margin	Net Profit
Year1	200,000	100,000	-100,000
Year2	600,000	400,000	200,000
Year3	1,000,000	500,000	400,000

2.

Company Summary

Business Ownership

Start-up Summary

GoodRx

The GoodRx Pharmacy is located in Portland and offers prescription medications at discount prices to our customers by mail order or at the storefront.

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Business Ownership

GoodRx

The GoodRx Pharmacy is an Oregon limited liability corporation. The majority of the stockholder is John Redleaf.

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Start-up Summary

The GoodRx Pharmacy will incur the following start-up equipment costs:

- Office equipment including chairs, file cabinets, and desks.
- Front counter, storage bins, cash register.
- Three computer terminals.
- Main computer server with a laser printer, and back-up system.
- Software: Microsoft Office, QuickBooks Pro, drug interaction software, Physician Desk Reference software detailing side effects, and other information pertinent to the customer.
- Assorted boxes for shipment.
- Scales for shipping.

Please note that these items will be used for more than one year and will, therefore, be labeled long-term assets, depreciated using G.A.A.P. approved straight-line depreciation.

Start-up Expenses	Amount
Legal	\$1,000
Website development	\$1,000

Start-up Expenses	Amount
Total Start-up Expenses	\$2,000
Start-up Assets Needed	
Cash Balance on Starting Date	\$140,500
Other Current Assets	\$0
Total Current Assets	\$140,500
Long-term Assets	\$8,500
Total Assets	\$149,000
Total Requirements	\$151,000
Funding	
Investment	
Seed Funding	\$50,000
John	\$51,000
Friends and Family	\$50,000
Total Investment	\$151,000
Current Liabilities	
Accounts Payable	\$0
Current Borrowing	\$0
Other Current Liabilities	\$0
Current Liabilities	\$0
Long-term Liabilities	\$0
Total Liabilities	\$0
Loss at Start-up	(\$2,000)
Total Capital	\$149,000
Total Capital and Liabilities	\$149,000

Summary Chart



Summary	Amount
Expenses	2,000
Assets	100,000
Investment	120,000
Loans	5,000

3.

Products & Services

Business Model Description

GoodRx

The GoodRx Pharmacy offers a wide range of prescription drugs to patients based in Oregon or nationally. Both generics and name brands are offered.

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Business Model Description

GoodRx

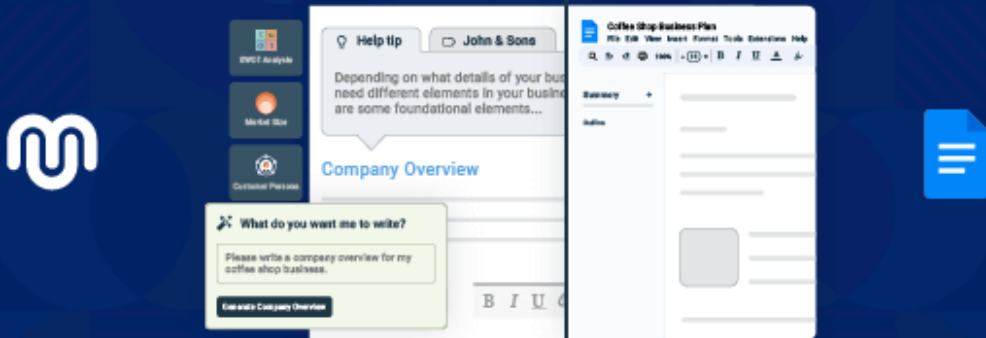
In order for a customer to purchase medications mail order, they must first contact The GoodRx Pharmacy over the phone. The customer then needs to either mail in the prescription, fax it, or email it. Once it is received and payment arrangements are complete,

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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 Analysis

Target Market Segment Strategy

GoodRx

The GoodRx Pharmacy's target market consists of two different groups, local customers or walk-ins, and mail-order customers.

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Market Segmentation

The GoodRx Pharmacy's customers can be broken down into two different groups, mail order customers and walk-in customers:

GoodRx

This group of customers orders their medication through the mail in an effort to save money. Generally, the mail order customers are older in age, typically over 50. In general, elderly customers consume more medication relative to younger people. The

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Mail order customers

Start writing here..

GoodRx

This group of customers are also looking for the lowest prices for their medication. However, they tend to purchase medications monthly at their local pharmacy, often at a higher price. There is not a common demographic for this group of people, other than

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Walk-in customers

Start writing here..

Target Market Analysis

Potential Customers	Growth	Year1	Year2	Year3	Year4	Year5	CAGR
Walk-in customers	8%	345,887	373,558	403,443	435,718	470,575	8.00%
Mail order customers	9%	54,876,345	59,815,216	65,198,585	71,066,458	77,462,439	9.00%
Total	8.99%	55,222,232	60,188,774	65,602,028	71,502,176	77,933,014	8.99%

Target Market Segment Strategy

GoodRx

The GoodRx Pharmacy will seek to attract two different groups of customers and will thus have two strategies to attract them.

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5.

Strategy and Implementation

Competitive Edge

Marketing Strategy

Sales Strategy

Milestones

The GoodRx Pharmacy will use their website to develop visibility and disseminate information.

Competitive Edge

GoodRx

GoodRx Pharmacy's competitive edge is superior pricing. To do that we must maintain our position as the low-cost provider by painstakingly ensuring that costs are kept low through operating efficiencies.

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Marketing Strategy

GoodRx

The marketing strategy will be based on targeted advertisements, appealing to the customer's sense of value. The marketing campaign's goal will to be increase awareness of The GoodRx Pharmacy with their target market.

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Sales Strategy

GoodRx

The sales strategy will be based on generating long-term relationships with customers. To facilitate that, we will provide medications at superior prices, have meds in stock for both quick shipment and storefront pick up, and provide superior customer service.

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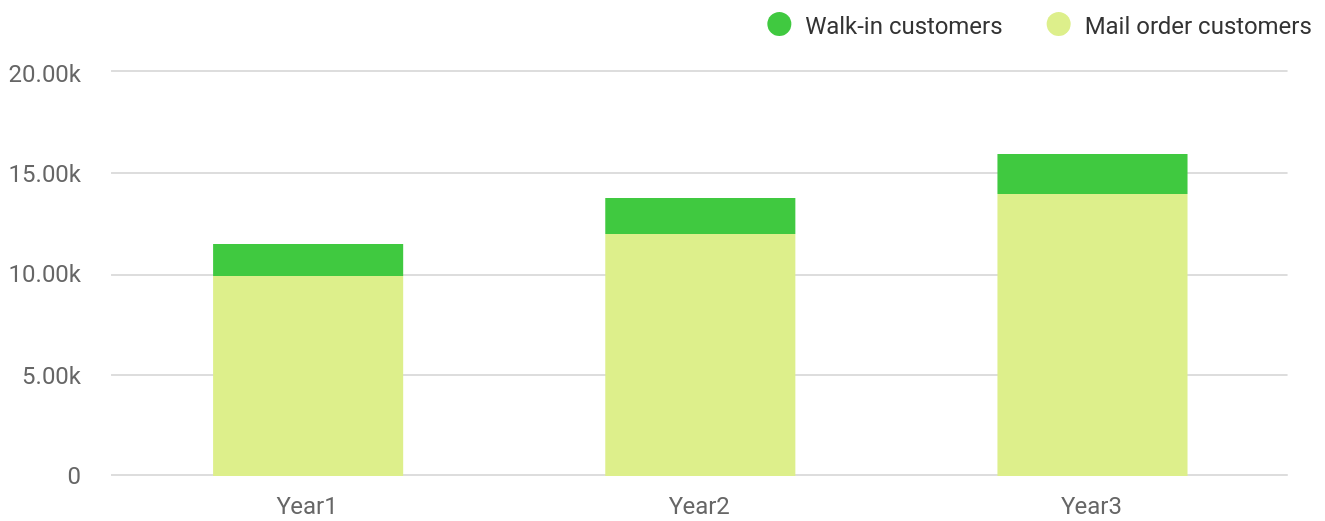
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During the first two months, we will focus on setting up the storefront and generating both local and national visibility. Sales activity will begin in month three. Sales during months three through five there will mainly consist of local business through the store.

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Sales Forecast

Start writing here..



Financial Year	Walk-in customers	Mail order customers
Year1	1,550	10,000
Year2	1,800	12,000
Year3	2,050	14,000

Milestones

The Discount Drug Dealer will have several milestones early on:

- Office/business set up.
- Establishment of the first strategic relationship.
- Profitability.

Milestone	Start Date	End Date	Budget	Manager	Department
Office/business set up	1/1/2001	5/1/2001		John	Executive
Establishment of the first strategic relationship	1/1/2001	7/1/2001		John	Business Development
Profitability	1/1/2001	11/1/2002		Everyone	Finance
Totals			\$0		

6.

Web Plan

Development Requirements

GoodRx

The website will be used for the dissemination of information as well as a mechanism for email communication. Initially, there will be no ordering through our website since we do not expect that method to be widely used and trusted by our target customers.

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Development Requirements

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7.

Management

Personnel Plan

John Reeleaf has experience working with a major drug manufacturer, Eli Lilly, as a drug representative. He was able to see first hand the profitability associated with the prescription drug industry, as well as the inefficiencies with which most companies

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Personnel Plan

The Discount Drug Dealer will employ the following people:

- Sales agents/phone representatives: two at month three, an additional person at month sixth.
- Pharmaceutical technicians: two at month two, a third at month six.
- Pharmacists: month two.
- Order fulfillment agents: two for month five, a third for month eight.
- Counter person/phone representative: one at month three.

Personnel Plan	Year1	Year2	Year3
CEO (John)	\$48,000	\$52,000	\$60,000
Pharmacist	\$55,000	\$60,000	\$60,000
Pharmacist technician	\$27,500	\$30,000	\$30,000
Pharmacist technician	\$27,500	\$30,000	\$30,000
Pharmacist technician	\$17,500	\$30,000	\$30,000
Sales agent	\$19,200	\$23,040	\$23,040
Sales agent	\$19,200	\$23,040	\$23,040
Sales agent	\$11,520	\$23,040	\$23,040
Counter person/phone rep.	\$14,400	\$17,280	\$17,280
Counter person/phone rep.	\$14,400	\$17,280	\$17,280
Order fulfillment	\$14,400	\$17,280	\$17,280
Total People	11	11	11
Total Payroll	\$268,620	\$322,960	\$330,960

8.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Balance Sheet

The following sections will outline important financial information.

Important Assumptions

The following table details important financial assumptions.

General Assumptions	Year1	Year2	Year3
Plan Month	1	2	3
Current Interest Rate	10.00%	10.00%	10.00%
Long-term Interest Rate	10.00%	10.00%	10.00%
Tax Rate	30.00%	30.00%	30.00%
Other	0.00%	0.00%	0.00%
Calculated Totals			
Payroll Expense	\$268,620	\$322,960	\$330,960
New Accounts Payable	\$524,386	\$872,053	\$939,847

Break-even Analysis

The Break-even Analysis indicates that \$72,494 will be needed in monthly revenue to reach the break-even point.

Break-even Analysis	
Monthly Units Break-even	725
Monthly Revenue Break-even	\$72,494
Assumptions:	
Average Per-Unit Revenue	\$100.00
Average Per-Unit Variable Cost	\$53.00
Estimated Monthly Fixed Cost	\$34,072

Projected Profit and Loss

	2024	2025	2026
Revenue	\$700,018.50	\$1,158,247.60	\$1,921,880.80
Prescription Medication Sales	\$437,728.50	\$786,107.50	\$1,411,736.50
Unit Sales	8,755	15,722	28,235
Unit Price	\$50	\$50	\$50
Over-The-Counter Product Sales	\$214,290	\$324,140.10	\$462,144.30
Unit Sales	7,143	10,805	15,405
Unit Price	\$30	\$30	\$30
Health and Wellness Consultation Services	\$48,000	\$48,000	\$48,000
Total Hours	480	480	480
Hourly Price	\$100	\$100	\$100
Cost Of Sales	\$174,314.60	\$234,114.65	\$318,777.27
General Costs	\$152,885.60	\$201,700.64	\$272,562.84
Medication Purchase Costs	\$93,884.65	\$119,068.23	\$151,007.18
Prescription Medication	\$93,884.65	\$119,068.23	\$151,007.18
Pharmacy Operational Costs	\$59,000.95	\$82,632.41	\$121,555.66
Supply and Equipment	\$24,000	\$24,720	\$25,461.60
Healthcare Products	\$35,000.95	\$57,912.41	\$96,094.06
Revenue Specific Costs	\$21,429	\$32,414.01	\$46,214.43
Over-The-Counter Product Sales	\$21,429	\$32,414.01	\$46,214.43
Over-The-Counter Medication	\$21,429	\$32,414.01	\$46,214.43

	2024	2025	2026
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$525,703.90	\$924,132.95	\$1,603,103.53
Gross Margin (%)	75.10%	79.79%	83.41%
Operating Expense	\$807,748.98	\$852,500.05	\$913,484.67
Payroll Expense (Indirect Labor)	\$710,136	\$726,958.32	\$744,210.48
Pharmacists Staff	\$428,160	\$439,795.20	\$451,755.36
Pharmacists	\$307,200	\$316,416	\$325,908.48
Pharmacy Technicians	\$120,960	\$123,379.20	\$125,846.88
Administrative Staff	\$176,976	\$180,933.12	\$184,980
Store Manager	\$83,520	\$85,608	\$87,748.32
Administrative Assistants	\$93,456	\$95,325.12	\$97,231.68
Support Staff	\$105,000	\$106,230	\$107,475.12
Cleaners	\$69,000	\$69,690	\$70,386.96
Security Personnel	\$36,000	\$36,540	\$37,088.16
General Expense	\$97,612.98	\$125,541.73	\$169,274.19
Store and Equipment Maintenance	\$36,000	\$37,251.75	\$38,069.40
Store Rent	\$30,000	\$31,131.75	\$31,827
Equipment Maintenance	\$6,000	\$6,120	\$6,242.40
Marketing and Advertising	\$48,412.98	\$74,921.98	\$117,666.39
Online Advertising	\$35,000.95	\$57,912.41	\$96,094.06
Promotional Events	\$13,412.03	\$17,009.57	\$21,572.33
Utilities and Services	\$13,200	\$13,368	\$13,538.40

	2024	2025	2026
Utilities and Services	\$9,600	\$9,696	\$9,792.96
Cleaning Services	\$3,600	\$3,672	\$3,745.44
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$282,045.07)	\$71,632.90	\$689,618.86
Additional Expense	\$26,022.04	\$20,413.12	\$14,398.73
Long Term Depreciation	\$10,980	\$10,980	\$10,980
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$293,025.07)	\$60,652.90	\$678,638.86
Interest Expense	\$15,042.05	\$9,433.12	\$3,418.72
EBT	(\$308,067.11)	\$51,219.78	\$675,220.13
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,008,085.61	\$1,107,027.82	\$1,246,660.67
Net Income	(\$308,067.11)	\$51,219.78	\$675,220.13
Net Income (%)	(44.01%)	4.42%	35.13%
Retained Earning Opening	\$0	(\$348,067.11)	(\$316,847.33)
Owner's Distribution	\$40,000	\$20,000	\$20,000
Retained Earning Closing	(\$348,067.11)	(\$316,847.33)	\$338,372.80

Projected Cash Flow

	2024	2025	2026
Cash Received	\$700,018.50	\$1,158,247.60	\$1,921,880.80
Cash Paid	\$997,105.62	\$1,096,047.83	\$1,235,680.68
COS & General Expenses	\$271,927.58	\$359,656.39	\$488,051.47
Salary & Wages	\$710,136	\$726,958.32	\$744,210.48
Interest	\$15,042.05	\$9,433.12	\$3,418.72
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$297,087.12)	\$62,199.77	\$686,200.12
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$60,000	\$0	\$0
Net Cash From Investments	(\$60,000)	\$0	\$0
Amount Received	\$300,000	\$0	\$0
Loan Received	\$250,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$117,589.20	\$103,198.12	\$109,212.68
Loan Capital	\$77,589.19	\$83,198.12	\$89,212.69
Dividends & Distributions	\$40,000	\$20,000	\$20,000
Net Cash From Financing	\$182,410.80	(\$103,198.12)	(\$109,212.68)

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$174,676.32)	(\$215,674.67)
Cash In	\$1,000,018.50	\$1,158,247.60	\$1,921,880.80
Cash Out	\$1,174,694.82	\$1,199,245.95	\$1,344,893.36
Change in Cash	(\$174,676.32)	(\$40,998.35)	\$576,987.44
Ending Cash	(\$174,676.32)	(\$215,674.67)	\$361,312.77

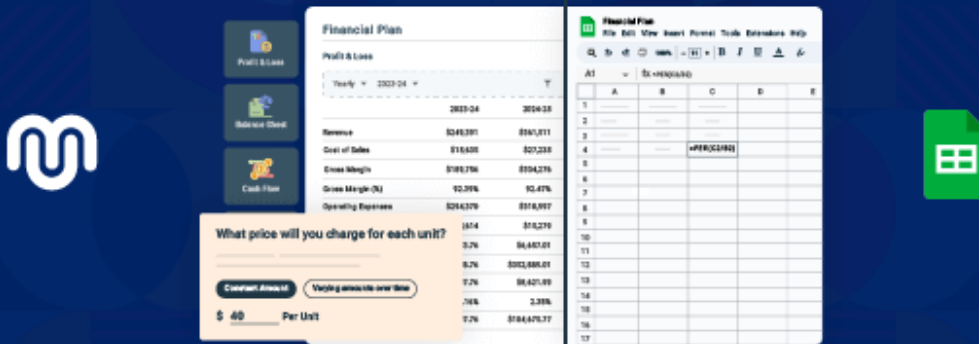
Balance Sheet

	2024	2025	2026
Assets	(\$125,656.32)	(\$177,634.67)	\$388,372.77
Current Assets	(\$174,676.32)	(\$215,674.67)	\$361,312.77
Cash	(\$174,676.32)	(\$215,674.67)	\$361,312.77
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$49,020	\$38,040	\$27,060
Gross Long Term Assets	\$60,000	\$60,000	\$60,000
Accumulated Depreciation	(\$10,980)	(\$21,960)	(\$32,940)
Liabilities & Equity	(\$125,656.30)	(\$177,634.64)	\$388,372.80
Liabilities	\$172,410.81	\$89,212.69	\$0
Current Liabilities	\$83,198.12	\$89,212.69	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$83,198.12	\$89,212.69	\$0
Long Term Liabilities	\$89,212.69	\$0	\$0
Long Term Debt	\$89,212.69	\$0	\$0
Equity	(\$298,067.11)	(\$266,847.33)	\$388,372.80
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	(\$348,067.11)	(\$316,847.33)	\$338,372.80
Check	\$0	\$0	\$0

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 two side-by-side screenshots. 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 asking 'What price will you charge for each unit?' with a 'Convert Annual' button and a 'Viewing amounts over time' option. On the right is a screenshot of a spreadsheet, which is cluttered with many empty cells and a complex formula bar showing '=PER(C2:R2)'. The spreadsheet interface includes a menu bar with options like 'File', 'Edit', 'View', 'Insert', 'Format', 'Tools', 'Extensions', and 'Help'.

	2023-24	2024-25
Revenue	\$241,291	\$181,811
Cost of Sales	\$16,620	\$27,233
Gross Margin	\$192,756	\$154,276
Gross Margin (%)	80.3%	85.4%
Operating Expenses	\$214,379	\$118,987
	104	\$1,279
	0.2%	\$6,657.01
	0.2%	\$102,888.01
	7.2%	\$6,821.89
	3%	2,356
	7.2%	\$184,675.77

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Mariia Yevlash



Student, Sumy State University – Ukraine

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