



# BPS - Production Company

## ADDRESS

10200 Bolsa Ave, Westminster, CA, 92683

<http://upmetrics.co/>

## CONTACT

(650) 359-3153

[info@upmetrics.co](mailto:info@upmetrics.co)

# Business Plan

[YEAR]

Prepared By

John Doe



*Telling stories in the best way possible*

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

---

<b>Executive summary</b>	4
Market Validation	5
Objectives	5
Short Term (1 -3 Years)	5
Long Term (3-5 years)	5
Mission statement	6
Unique Selling Proposition	6
Financial Highlights	6
Black Screen Productions - 3 Year Financial Highlights	7
<b>Business overview</b>	8
Company Ownership/Legal Entity	9
Location	9
Interior Operating Facilities	9
Hours of Operation	10
Startup summary	10
<b>Products &amp; Services</b>	11
Media Production	12
Media Distribution	12
<b>Market Analysis</b>	13
Market segmentation	14
Market Trends	14
Target market	14
Competitive Advantage	14
<b>SWOT analysis</b>	16
<b>Strategy &amp; implementation</b>	18
Target Market Strategy	19
Distribution Strategy	19
Market Size	19
Positioning Statement	20
Sales strategy	20
Online Marketing Channels	20
Offline Marketing Channels	20
Pricing strategy	21
<b>Operational Plan</b>	22

Organization chart .....	23
Chart .....	23
Alan Woods .....	23
Jane Doe .....	23
Amanda Doe .....	23
Jane Green .....	23
Management Team .....	23
Personnel Plan .....	24
Hiring plan .....	24
JANE DOE .....	24
AMANDA DOE .....	24
JANE GREEN .....	25
Milestones .....	26
BLACK SCREEN PRODUCTIONS .....	26
<b>Financial plan .....</b>	<b>27</b>
Important Assumptions .....	28
Break-even analysis .....	28
Projected Profit and Loss .....	28
Profit Yearly .....	30
Gross Margin Yearly .....	30
Projected Cash Flow .....	31
Projected Balance Sheet .....	32
Business Ratios .....	33

# 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

Market Validation

Objectives

Mission statement

Unique Selling Proposition

Financial Highlights



TIP

Black Screen Productions Inc (BSP) is a US-based media production and distribution company headed by star producer and director Mr. Alan Woods. The company has three distinct business divisions. Initial operations of the company will include media production and media distributions activities which enlist (i) developing original content for film and tele

To unlock help try Upmetrics!

Start writing here...

## Market Validation



TIP

In the US, media production industry revenue is expected to expand at a compound annual rate of 4.1% to £4 billion, despite declining by a forecast of 13.5% in the current year. The US Film Tax Relief program has appealed to film producers and contributed to the expansion of US studio capacity. Recently agreed co-production treaties are likely to

To unlock help try Upmetrics!

Start writing here...

## Objectives



TIP

- To begin commercial operations in LA by Q1 2021
- To build a market reputation for quality hygienic products and services during the forecast period.

To unlock help try Upmetrics!

## Short Term (1 -3 Years)

Start writing here...



TIP

- To expand by opening additional store locations across the country during the forecast period
- To reduce operating expenses and aim to grow profitability to more than 35% by Year 5

To unlock help try Upmetrics!

## Long Term (3-5 years)

Start writing here...

## Mission statement



TIP

Black Screen Productions aims to create a bridge between the leading supplier and consumer markets in the global film and TV industry through acquisition, original production, investment, and talent sourcing whilst providing an avenue for driving film and TV exports for the US.

To unlock help try Upmetrics!

*Start writing here...*

## Unique Selling Proposition



TIP

Black Screen Productions vertically integrates production, distribution, and exhibition of films and other media through a combination of in-house talent, co-production agreements, and partnerships with leading China-based media exhibitors bringing the ability to scale operations in an industry that has thus far struggled to combine the three distinct segments of

To unlock help try Upmetrics!

*Start writing here...*

## Financial Highlights



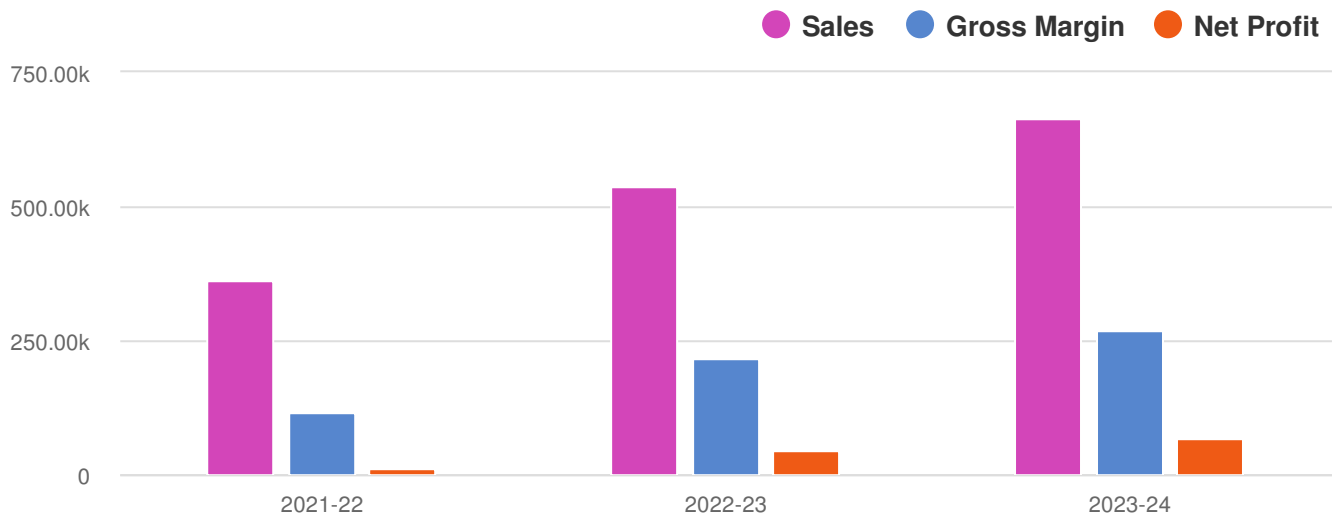
TIP

The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used for the setup and launch of the salon in the US. The company expects to steadily grow its revenues through active efforts in marketing, networking, excellent customer service, and quality products. Meanwhile, the company will establish a healthy net

To unlock help try Upmetrics!

*Start writing here...*

## Black Screen Productions - 3 Year Financial Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	360,723	114,289	13,038
2022-23	538,041	216,784	44,360
2023-24	665,012	269,869	65,638



# 2.

## Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary



TIP

The United States' dominance in the global film industry is evident. Black Screen Productions seeks to carve a new path where the company is not impacted by global moguls by exploring and foraying into a promising yet complex market.

To unlock help try Upmetrics!

Start writing here...

## Company Ownership/Legal Entity



TIP

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

To unlock help try Upmetrics!

Start writing here...

## Location



TIP

BSP will operate from the city of the American Film industry, LA. Los Angeles can be a tough city for entrepreneurs to establish and make a mark. Predominantly due to the thriving business landscape which has given rise to a competitive environment. LA has a great technology community scene. There are meetups, events, and conferences for people to

To unlock help try Upmetrics!

Start writing here...

## Interior Operating Facilities



TIP

The company will begin operations from a rented office space in a suburban region in LA. Being entirely online, the company does not have to be located in a high-traffic area and can reduce rental costs by having an office away from the commercial hub.

To unlock help try Upmetrics!

Start writing here...

## Hours of Operation



**TIP**

BSP's business is entirely online working on a subscription basis. Hence, the company does not have standard operating hours.

To unlock help try Upmetrics!

*Start writing here...*

## Startup summary



**TIP**

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

To unlock help try Upmetrics!

*Start writing here...*

# 3.

## Products & Services

Media Production

Media Distribution



TIP

Black Screen Productions will aim at vertically integrating all aspects of film and television from production to exhibition. While production and distribution of the films will be carried out in-house by the company, exhibitions of the media will take place in collaboration with leading Chinese sales companies who have an established presence in the company's consumer market.

To unlock help try Upmetrics!

Start writing here...

## Media Production



TIP

Founder Alan Woods along with his co-founding team comprising of a director and distributor will produce original feature films, TV shows, and other media productions for screening and distribution in the Chinese and East Asian markets. Black Screen Productions will seek to increase the share of co-productions in the sector. The company will leverage its relationships with leading Chinese sales companies to increase its market share.

To unlock help try Upmetrics!

Start writing here...

## Media Distribution



TIP

Black Screen productions will acquire distribution rights of US-based films, TV shows, and other media content for the purpose of screening and distribution in China through alliances and partnerships. Original films and media created by the company, along with remakes of US-based content, will also be distributed by the company. Black Screen Productions will distribute its content through its own distribution channels and through leading Chinese sales companies.

To unlock help try Upmetrics!

Start writing here...

# 4.

## Market Analysis

Market segmentation

Market Trends

Target market

Competitive Advantage



TIP

The U.S. media and entertainment (M&E) industry is the largest in the world. At \$717 billion, it represents a third of the global M&E industry, and it includes motion pictures, television programs, and commercials, streaming content, music, and audio recordings, broadcast, radio, book publishing, video games, and ancillary services and products. The U.S. industry is expected to reach \$966 billion by 2025.

To unlock help try Upmetrics!

Start writing here...

## Market segmentation



TIP

The U.S. filmed entertainment industry encompasses films, movie theaters, TV subscriptions, and electronic home video production, and distribution and consumption. Box office receipts are expected to surpass \$11 billion in 2019 (this figure includes projected cinema advertising earnings of \$991 million). TV and home video earnings are expected to reach \$96 billion by 2025.

To unlock help try Upmetrics!

Start writing here...

## Market Trends



TIP

The COVID-19 outbreak helps to understand what 2020 meant for filmmaking in the United States. But that year will also be remembered for another key event: it was when China surpassed the U.S. and Canada in box office revenue. The outcome partially results from China counting online ticketing fees as an indissociable part of their figure. Regarding the U.S. market, the pandemic that shut American film theatres for longer than their Chinese peers played a crucial role in helping China overtake the US market. Chinese viewers have pivoted to favor local language films that show greater sensitivity towards portrayals of China and its people. China's dominant market position is expected to continue through 2025.

To unlock help try Upmetrics!

Start writing here...

## Target market



TIP

China overtook the US to become the largest movie market in 2020. The pandemic that shut American film theatres for longer than their Chinese peers played a crucial role in helping China overtake the US market. Chinese viewers have pivoted to favor local language films that show greater sensitivity towards portrayals of China and its people. China's dominant market position is expected to continue through 2025.

To unlock help try Upmetrics!

Start writing here...

## Competitive Advantage



**TIP**

A close look at the competitors reveals that no company offers services that are aligned with Play Productions. Hanway Films' offering is similar to that of the company; however, their focus in the international market and not China, both of which are not homogenous and require a different approach. The other two competitors, Made in New York and C Media, h

To unlock help try Upmetrics!

*Start writing here...*



# 5.

## SWOT analysis



TIP

A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is a useful tool for businesses to evaluate their position in the market against the potential internal and external factors that could assist or jeopardize their operations and existence. A SWOT has been conducted for BSP and is presented below.

To unlock help try Upmetrics!

Start writing here...

## Strengths

---

- Personalized podcasts
- Thriving industry
- Lucrative business location
- Scalable pricing strategy and business model

S

## Weaknesses

---

- Highly competitive market
- Limited market understanding

W

## Opportunities

---

- Collaboration with leading film companies
- Increased Adoption within the Chinese market
- High growth potential market in the US
- Export capabilities

O

## Threats

---

- Competitors eroding the market
- Low barriers to entry
- Competitors poaching B2B clients

T

# 6.

## Strategy & implementation

Target Market Strategy

Distribution Strategy

Positioning Statement

Sales strategy

Pricing strategy

## Target Market Strategy



TIP

China overtook the US to become the largest movie market in 2020. The pandemic that shut American film theatres for longer than their Chinese peers played a crucial role in helping China overtake the US market. Chinese viewers have pivoted to favor local language films that show greater sensitivity towards portrayals of China and its people. China's dominant

To unlock help try Upmetrics!

Start writing here...

## Distribution Strategy



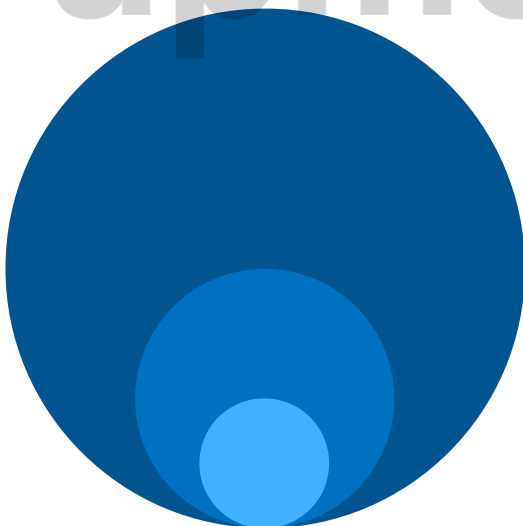
TIP

Black Screen Productions will engage in the distribution of its motion picture productions via partner distributors in China. The company will not engage in direct sales and exhibition of its productions. However, marketing and spreading awareness of its projects will fall within the purview of the company. To this end, the company will study the patterns that

To unlock help try Upmetrics!

Start writing here...

## Market Size



**Available Market**

Market in the US

**14M**

**Served Market**

Market is LA

**7M**

**Target Market**

5% of Served Market

**3M**

## Positioning Statement



TIP

Black Screen Productions is a motion picture production and distribution company. The company's success is driven by its projects. Hence, marketing and promotion activities will be carried out to build awareness of its projects and not the company itself. The first step towards achieving a sizeable viewership for its productions will be to understand

To unlock help try Upmetrics!

Start writing here...

## Sales strategy



TIP

Increased hype of production will then encourage distributors in China to engage with the company and buy rights for the production.

Hence, the company's sales funnel will comprise of:

To unlock help try Upmetrics!

Start writing here...

## Online Marketing Channels



### Electronic Direct Mail Marketing

BSP will mail professionally designed materials with its value proposition to these companies and provide quotes for promotion merchandise printing services.



### Social Media

Millennials and consumers in general spend a considerable time browsing social media platforms. Reaching to them through this channel will be an effective way to capture attention and position its services.



### Google Ad Campaigns

The advertising will target specific keywords relevant to BSP's offering

## Offline Marketing Channels



### Networking

Participate in leading film exhibitions. Offer sneak peak into the screening. The company will also keep a record of visitors to their stalls as leads for its email marketing campaigns.



### Pop-Up Store

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

## Pricing strategy



**TIP**

Production companies charge \$3,000 to \$50,000 depending upon the production project. The average fee is \$26,500. The distribution cost is around \$1,000 for each screen. The average distribution income is estimated at \$50,000. Talent sourcing will generate 10% income on each successful case in a media project. The average income from a med

To unlock help try Upmetrics!

*Start writing here...*

# 7.

## Operational Plan

Management Team

Personnel Plan

Milestones



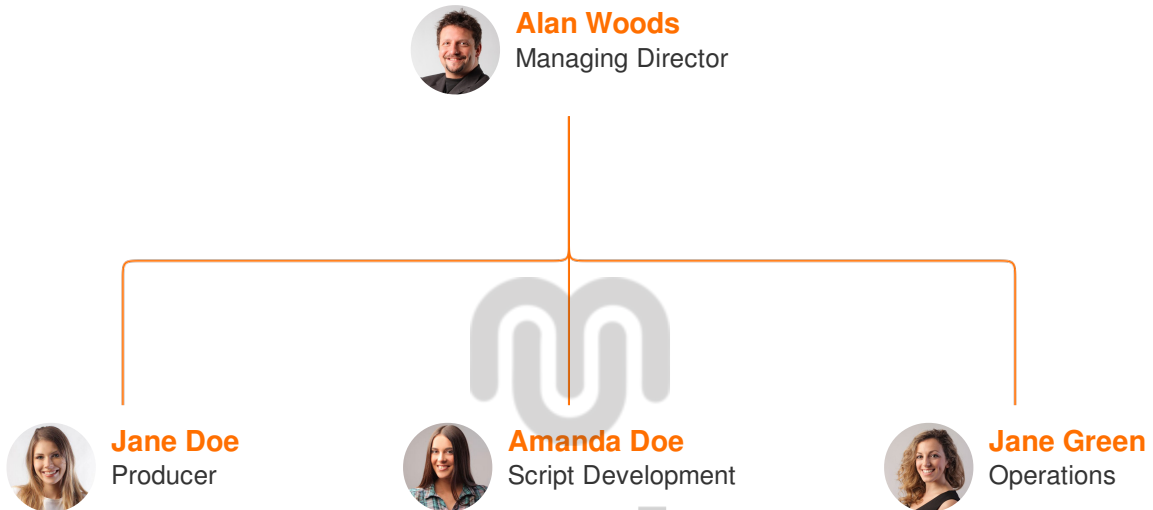
TIP

Black Screen Productions envisions hiring a producer and a sales executive to handle partner liaisons in its first year of operation. Script development personnel and an operations assistant will be brought on board in the second year to support the company’s growing activities. The workforce in the production department is strengthened in the subse

To unlock help try Upmetrics!

Start writing here...

## Organization chart



upmetrics.co

## Management Team



TIP

Mr. Woods will serve as the Managing Director of Black Screen Productions. A highly motivated and dynamic individual, Thomas boasts vast experience in the field of aesthetics having spent a career spanning 14 years essaying various white-collar roles for companies across America. His ability to multi-task and expertly weave through operational pitfalls equips hi

To unlock help try Upmetrics!

Start writing here...



# Personnel Plan



The company plans to create six full-time equivalent jobs in addition to the management team within the first three years of operations. Salaries for each employee are in line with the industry's benchmark.

To unlock help try Upmetrics!

Start writing here...

## Hiring plan

20

Filled

5

Hired

25

Open

Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Producer	3 of 23	30 days	21 days	80%
Script Development	4 of 15	158 days	127 days	0%
Operations	5 of 20	149 days	136 days	100%



### JANE DOE

Producer- [Jane@example.com](mailto:Jane@example.com)

Ability to cope with fast-paced and pressured work, accuracy, strong attention to detail and a strong analytical mind, ability to notice patterns within statistics, an interest in psychology and behavior, good organizational skills, excellent (spoken and written) communication skills.



### AMANDA DOE

Script Development [Amanda@example.com](mailto:Amanda@example.com)

Preferably bilingual with ability to speak English and French fluently, problem-solving, ability to convert leads into sales, active listener, patience, and understanding of the company's products and services. Additionally, skills in social media marketing, search engine optimization, newsletter marketing, other forms of digital marketing will also be required



---

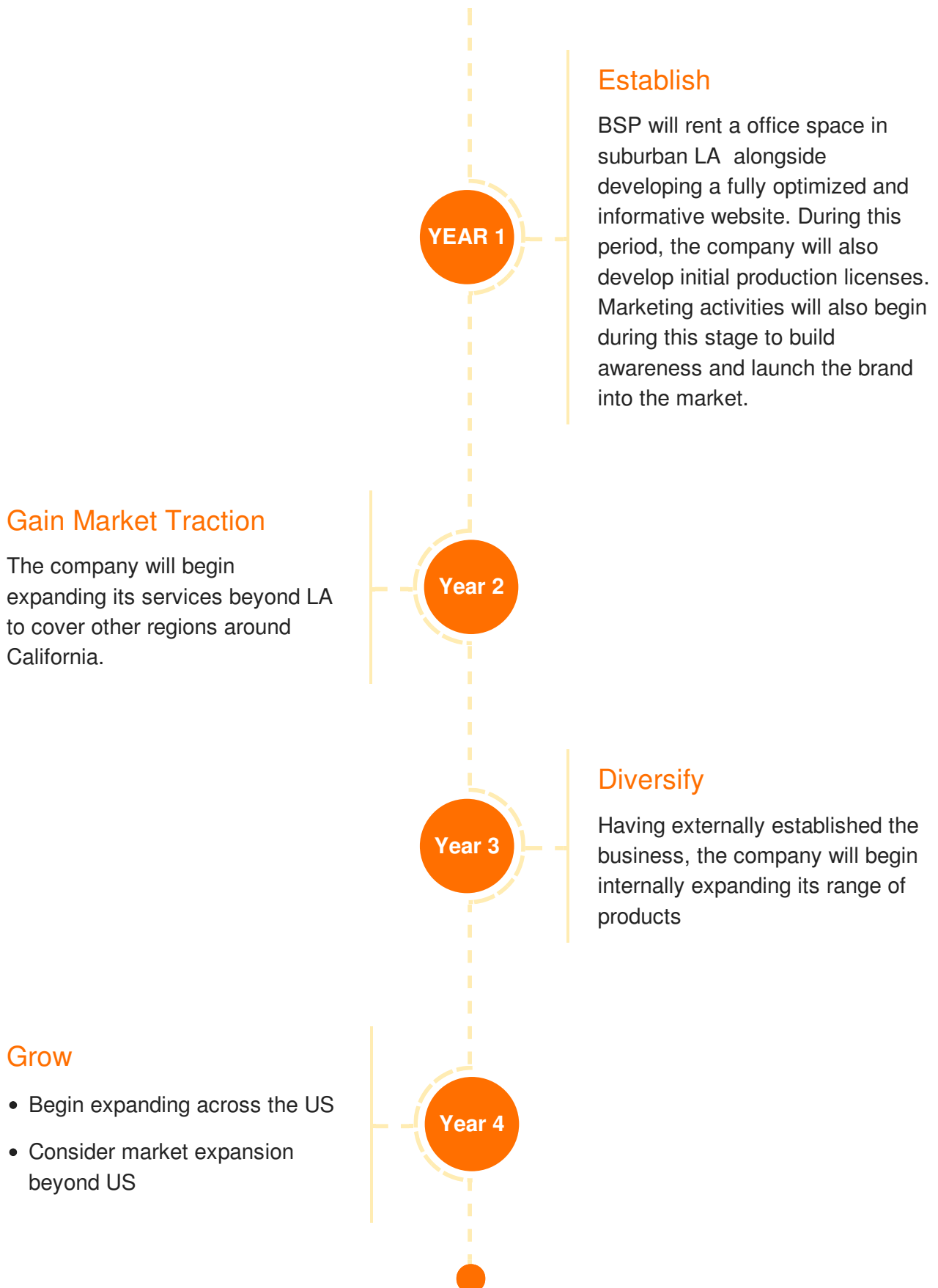
## JANE GREEN

*operations- [Jane@example.com](mailto:Jane@example.com)*

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

# Milestones

## BLACK SCREEN PRODUCTIONS



# 8.

## Financial plan

Important Assumptions

Break-even analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



## REMEMBER

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

To unlock help try Upmetrics!

## Important Assumptions

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

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

## Break-even analysis

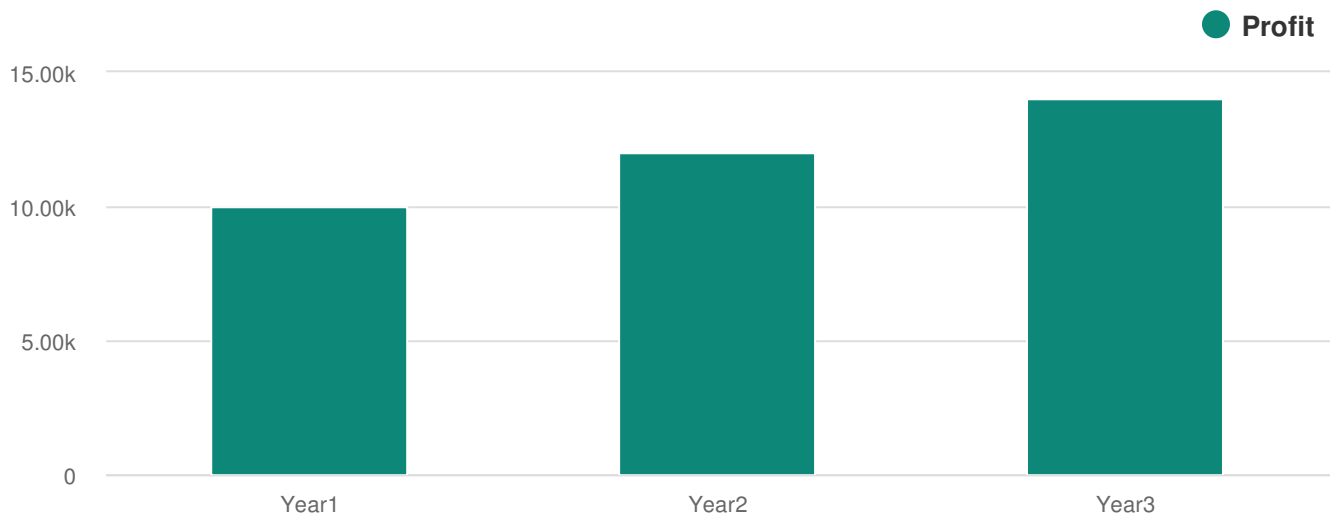
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

## Projected Profit and Loss

	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0

	Year 1	Year 2	Year 3
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
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
<b>EBITDA</b>	\$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
<b>Net Profit/Sales</b>	30,00%	39,32%	48,64%

## Profit Yearly



### Financial Year

### Profit

Year1

10,000

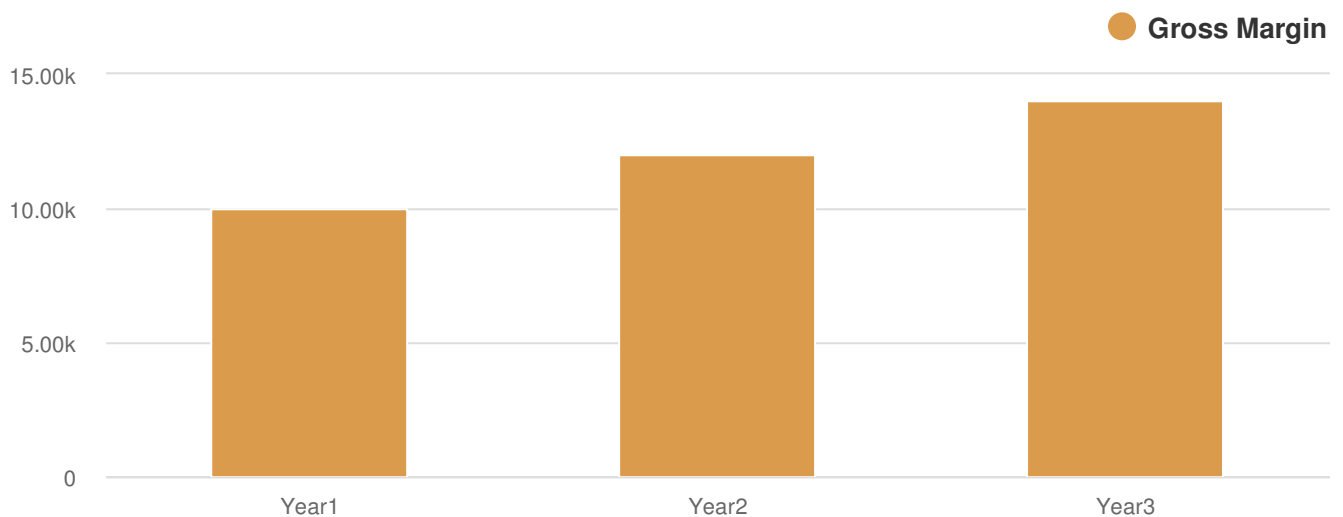
Year2

12,000

Year3

14,000

## Gross Margin Yearly



### Financial Year

### Gross Margin

Year1

10,000

Year2

12,000

Year3

14,000

## Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
<b>Cash from Operations</b>			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$59 359</b>
<b>Additional Cash Received</b>			
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
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$55 359</b>
<b>Expenditures from Operations</b>			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$35 296</b>	<b>\$39 549</b>	<b>\$43 582</b>
<b>Additional Cash Spent</b>			
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
<b>SUBTOTAL CASH SPENT</b>	<b>\$35 296</b>	<b>\$35 489</b>	<b>\$43 882</b>
<b>Net Cash Flow</b>	<b>\$11 551</b>	<b>\$13 167</b>	<b>\$15 683</b>



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
<b>TOTAL CURRENT ASSETS</b>	<b>\$201 259</b>	<b>\$237 468</b>	<b>\$273 677</b>
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$980</b>	<b>\$610</b>	<b>\$240</b>
<b>TOTAL ASSETS</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Current Liabilities</b>			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Long-term Liabilities	\$0	\$0	\$0
<b>TOTAL LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
<b>TOTAL CAPITAL</b>	<b>\$189 360</b>	<b>\$222 190</b>	<b>\$255 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Net Worth</b>	<b>\$182 060</b>	<b>\$226 240</b>	<b>\$270 420</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
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%
<b>TOTAL ASSETS</b>	<b>100,00%</b>	<b>100,00%</b>	<b>100,00%</b>	<b>100,00%</b>
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%
<b>NET WORTH</b>	<b>99,32%</b>	<b>101,04%</b>	<b>102,76%</b>	<b>44,90%</b>
<b>Percent of Sales</b>				
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%
<b>Main Ratios</b>				
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%
<b>Additional Ratios</b>				
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
<b>Activity Ratios</b>				
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.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
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](#)