




# Residential Assisted Living


# BUSINESS PLAN


---


Here to help the old ones.


## Prepared By

 John Doe

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

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

 <https://upmetrics.co>

# Table of Contents

---

<b>Executive summary</b>	<b>4</b>
Problem Definition & Validation	4
Solution	4
Objectives	5
Strategic Objectives	5
Operational Objectives	5
Mission statement	5
Keys to success	5
Financial Highlights	7
Home Aid - 3 Year Revenue Highlights	7
Chart	7
<b>Business overview</b>	<b>8</b>
Company Ownership/Legal Entity	8
Location	8
Interior Operating Facilities	9
Hours of Operation	9
Startup summary	9
<b>Products &amp; Services</b>	<b>10</b>
Core Services	10
Live-in Care	10
Packages Offered	11
Hourly Care	11
Service Execution	12
<b>Market Analysis</b>	<b>13</b>
Market segmentation	13
Market Trends	13
Target market	14
Competitive Advantage	14
<b>SWOT analysis</b>	<b>15</b>
<b>Strategy &amp; implementation</b>	<b>17</b>
Distribution Strategy	17
Marketing and Promotions Strategy	17
Pre-Launch Strategies	17
Launch Strategies	17

Post-Launch Strategies .....	18
Positioning Statement .....	18
The planned positioning of Home Aid's Market.....	18
Sales strategy .....	18
Pricing strategy .....	19
Operational Plan .....	20
Organization chart .....	20
Chart .....	20
Stacy Green .....	20
Jane Doe .....	20
Amanda Doe .....	20
John Doe .....	20
Management Team .....	20
Personnel Plan .....	21
Hiring plan .....	21
JANE DOE .....	21
AMANDA DOE .....	21
JOHN GREEN .....	22
Milestones .....	23
HOME AID .....	23
Financial plan .....	24
Important Assumptions .....	24
Brake-even Analysis .....	24
Projected Profit and Loss .....	24
Profit Yearly .....	26
Chart .....	26
Gross Margin Yearly .....	26
Chart .....	26
Projected Cash Flow .....	27
Projected Balance Sheet .....	28
Business Ratios .....	29

# 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!**





# Executive summary

---



## TIP

A compassionate individual determined to bring positive change to the lives of many; Ms. Stacy possesses a keen interest in providing home care services to the elderly and adults with special needs who are unable to fend for themselves. Having identified a distinct market opportunity for such services in the US—where exists high standards of care that co

To unlock help try Upmetrics!

*Start Writing here...*

## Problem Definition & Validation



## TIP

In the United States, it is culturally required for children to leave their parental home and build a life outside of their nurturing homes once they reach adulthood. While this culture significantly aids in children becoming independent, self-reliant, and successful from an early age, the downside is often faced by aging parents. Living alone can leave

To unlock help try Upmetrics!

*Start Writing here...*

## Solution




## TIP

Home Aid is founded by Ms. Stacy with her aim to enter the booming home care market in the US. She intends to receive adequate training to understand its standard operating procedures and domiciliary care service offerings—i.e. hourly and live-in care arrangements for the aged and disabled populace. By optimizing and building upon the successful ‘tried-and-true’

To unlock help try Upmetrics!


*Start Writing here...*

# Objectives




TIP

- To establish a home care facility to cater to South Dakota and the surrounding vicinity in 2022
- To build a reputation in the assigned territory as a high-quality, safe, and effective domiciliary care service provider over the first five years of operations

To unlock help try Upmetrics! 


## Strategic Objectives

Start writing here...



TIP


- To achieve and maintain at least 80% annual business efficiencies—i.e. Care Worker utilization vs. availability—throughout the first five years of operations
- To develop and implement a strategic promotional campaign within the first year of operations to expand market share, preferably to a double-

To unlock help try Upmetrics! 

## Operational Objectives


Start writing here...

## Mission statement



TIP

To make available the choice for people to remain safe and happy in their own homes by providing first-class domiciliary care services combined with supplying independent living equipment. We aim to be the best at what we do while ensuring employee satisfaction and capturing the hearts of those we serve.

To unlock help try Upmetrics! 

Start Writing here...

## Keys to success



### Management Expertise

Ms Stacy has over 20 years of management expertise in a number of prominent companies, along with strong traits of compassion and hard work.



### Staff Training & Development

Home Aid will accurately set and follow the standards through effectively training and guiding its staff and care workers.



### **Service Quality**

Home Aid will be service-oriented, and strive to provide high-quality domiciliary care services to their clients in every respect, exceeding their highest expectations.



### **Untapped Market**

Access to high quality and affordable staff is important to Home Aid in executing its service mandate. The growing workforce of South Dakota would contribute to this.



### **Flexible Services**

Home Aid will be prepared to accommodate the unique needs of its clients in a flexible manner without compromising on quality.



### **Superior Customer Support**

Exceptional customer service will play a pivotal role in the success of Home Aid as it will not only be aligned with the company's aim to bring a smile on its client but also enable repeat business and customer loyalty by ensuring that workers are polite, friendly and professional.

# Financial Highlights



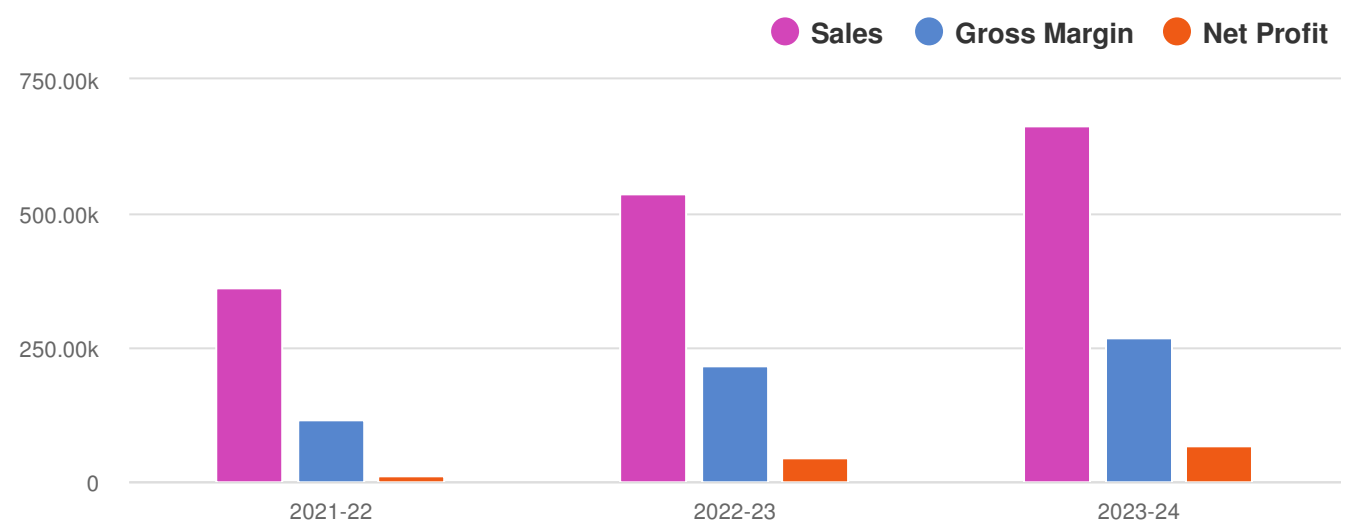
TIP

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 care facility 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 h

To unlock help try Upmetrics!

Start Writing here...

## Home Aid - 3 Year Revenue Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	360723	114289	13038
2022-23	538041	216784	44360
2023-24	665012	269869	65638



# Business overview

---



**TIP**

Home Aid expects to commence operations in July 2022 once it has acquired the necessary licenses to operate a home care facility for the state of South Dakota and its neighboring territories. Basing its administrative headquarters in South Dakota, the company will offer hourly and live-in care services to the elderly population and those with disabilities within t

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 South Dakota, it will also register with the local county. The business will be wholly owned and Managed by Founder Ms. Stacy Green, who will also be the principal investor of the business.

To unlock help try Upmetrics!

*Start Writing here...*

## Location



**TIP**

Home Aid will begin operations for its home care facilities from South Dakota, a state which is touted for its home care services and population of senior citizens. Mount Rushmore State has much more to offer in terms of advantages and benefits for a variety of businesses. It is home to big corporations and large enterprises including Avera H

To unlock help try Upmetrics!

*Start Writing here...*

# Interior Operating Facilities



TIP

The company will begin operations from a picturesque property in South Dakota to set up its offices and home care facilities. Initial investments in setting up the interior facilities, consumables, inventory, and client entertainment space will be set up. Additions to space will be made as the company expands operations.

To unlock help try Upmetrics!

Start Writing here...

# Hours of Operation



TIP

Home Aid will operate an assisted living facility in the state of South Dakota. Office hours will be akin to corporate working hours while the facility will have staff working 24/7 in shifts to ensure aid is available at all times of the day.

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...

# Products & Services




TIP

Most people live independently in their own residences, but living alone is difficult for those who are frail or have long-term care needs. They require the help and support of other people and services. Sadly, most times, the families of those who need assistance do not have the time to provide for their day-to-day needs, nor do they possess the know-how of how to do so.

To unlock help try Upmetrics! 


Start Writing here...

## Core Services



TIP

Clients may choose from a full-time live-in arrangement (live-in care) or additional help a few times per week (live-out care) to maintain a good quality of life, sans the stress and upheaval of moving to a residential care home or medical establishment.

To unlock help try Upmetrics! 

Start Writing here...



TIP

The benefits of live-in care are visible for both clients and their families through the successful service of the Franchisor over the years. Full-time care-at-home service allows clients to stay in familiar and relaxed surroundings with excellent one-on-one support. Support assistants embrace personal care, housekeeping, and most importantly, companionship.

To unlock help try Upmetrics! 

## Live-in Care

Start writing here...

Packages Offered

24Hr Sleep-in

1

Includes 10 hours of full support during the day and sleep-in service at night

**\$100**  
*Per Booking*

24Hr Awake

2

Includes 10 hours of full support during the day and an awake night service (2 workers assigned on shift basis)


**\$150**  
*Per Booking*

10Hr Sleep-in

3


Sleep in service to provide support if required. If more than 4 hours of continuous sleep are not achieved then the hourly support charge is applied for the entire shift.

**\$50**  
*Per Booking*



TIP

Hourly care involves care assistants visiting clients on short/temporary stays that usually last for around 60-minutes or multiples thereof. A dedicated, trained team of care workers will provide clients with a range of services tailored to suit their requirements. A care plan is agreed upon in advance complete with services that range from assistance with

To unlock help try Upmetrics! 

Hourly Care

Start writing here...

# Service Execution



TIP

Home Aid will aim to ensure that receiving support at home is as stress-free as possible. The idea of someone new living in one’s place of residence could cause some apprehension; however, Home Aid will go to great lengths to provide sufficient reassurance.

To unlock help try Upmetrics!

*Start Writing here...*

# Market Analysis



TIP

The U.S. assisted living facility market size was valued at USD 83.2 billion in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 5.3% from 2021 to 2027. The growing geriatric population and the rising incidence of brain injuries are expected to boost the growth of the market. The growing prevalence of target diseases and advance

To unlock help try Upmetrics!

Start Writing here...

## Market segmentation



TIP

There are approximately 28,900 assisted living communities with nearly 1 million licensed beds in the United States today. The average size of an assisted living community is 33 licensed beds.

To unlock help try Upmetrics!

Start Writing here...

## Market Trends



TIP

The concept of continual care retirement communities is gaining traction among seniors with high disposable income. These retirement communities are known to cater to people aged 50 years and above. The idea behind these communities is to prevent seniors from relocating when additional care is needed. As a result, the less than 65 years segment

To unlock help try Upmetrics!

Start Writing here...

## Target market



**TIP**

It is foreseeable that by 2039, 1 in 12 people will be over the age of 80, and several people aged 75 and above are projected to reach 9.9 million. This naturally causes the need for more home care facilities. This growing need for domiciliary care services puts pressure on the government for improved healthcare and pensions. In some instances, families live away from their

To unlock help try Upmetrics!

*Start Writing here...*

## Competitive Advantage



### **Family Atmosphere**

Home Aid's Staff will provide customers a family like feel to ensure they are comfortable and open with the care giver. An open communication is necessary to ensure satisfaction as well as accuracy of service provided.



### **Trained Staff**

The Home Aid staff will be adequate trained in nursing and first aid to ensure the clients are in professional hands



### **Reputation**

Home Aid will strive to build a reputation of becoming the best assisted care provider in South Dakota



### **Operating Hours**

Home Aid, while operating in corporate hours, will ensure availability 24/7 to be able to attend to the special needs of the client.

# 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 Home Aid and is presented below.

To unlock help try Upmetrics!

*Start Writing here...*

## Strengths

- The Founder has over 20 years of leadership and managerial experience which would be of great assistance in her new role.
- The founder has access to sufficient funds to maintain business operations until stable.
- Flexible/part-time/as-needed staffing arrangements for Care Workers will help keep fixed costs low.
- Providing rigorous staff and care worker training prior to placement assures exceptional quality.
- The low capital intensity of the business
- Monitoring systems are in place to track work time and provide flexible shifts accordingly for care assistants, creating a positive working environment.
- Continuous assistance can be obtained from the Franchisor and associated networks.
- The founder's passion for social work, particularly the elderly and disabled.

## Weaknesses

- Home Aid would be a new business entering an industry with existing levels of competition.
- Zero market share in the chosen geography at the onset.
- Will require continuous and somewhat aggressive marketing and promotions to achieve and sustain market share.
- The founder has limited knowledge of South Dakota, its people, and culture, which could be overcome by doing the market research, participating in community events, and engaging with customers through social media



## Opportunities

---

- There is a general acceptance that “care at home” is better.
- Further capacity expansion is possible until peak volumes are achieved.
- New markets opening constantly i.e. support for those with learning difficulties, children’s Services, etc.
- People want to be able to stay at home and maintain their independence for as long as possible which means a larger and expanding need for domiciliary care.
- Increasing costs of residential care mean people are more likely to choose domiciliary care services that are cost-friendly.
- Projected increase in healthcare expenditure.
- Home care providers can target clients with private healthcare insurance.

## Threats

---

- Other domiciliary care service providers in and around the area already have an office and have already established a clientele.
- Changes in local and/or national government policy.
- Possible Competition from Residential Care Providers.
- Market saturation.

# Strategy & implementation



**TIP**

Operating solely as a B2C service provider, the company's core offerings are uniquely tailored to cater to those aged 65 and above who live in their own homes and are unable or find it difficult to fend for themselves. The following section proposes the use of both online and offline marketing techniques to successfully capture the attention of prospective clients.

To unlock help try Upmetrics!

*Start Writing here...*

## Distribution Strategy



**TIP**

The Founder has identified the target market as elderly and/or disabled communities living in their own residences who are unable to carry out day-to-day activities effectively. At its inception, Home Aid would offer non-medical services to their clients, striving to create and strengthen the brand attributes of reliability, honesty, flexibility, and transparency. Res

To unlock help try Upmetrics!

*Start Writing here...*

## Marketing and Promotions Strategy



**TIP**

1. Putting up window stickers – “opening soon” at the selected building location
2. Leaflet distribution in the area, especially in communal areas
3. Online platforms and social media such as a v

To unlock help try Upmetrics!

## Pre-Launch Strategies

*Start writing here...*



**TIP**

1. Publishing a local press release announcing arrival and start-up
2. Local press advertising via newspapers and magazines
3. Targeted customer mailshot
4. Continued leaflet distribution in both communal

To unlock help try Upmetrics!

## Launch Strategies

Start writing here...



- 1. Regular leaflet distribution in both communal areas
- 2. Regular advertising via newspapers, magazines, local TV stations, posters Local PR
- 3. Maintaining online presence via social media, and listadla

To unlock help try Upmetrics!

## Post-Launch Strategies

Start writing here...

## Positioning Statement

The planned positioning of Home Aid's Market



### Aged Individuals

Aged individuals who need help with medication and house chores



### Disabled Individuals

Assist disabled individuals in daily tasks like dressing, eating, exercising.

## Sales strategy



According to the recent market survey, most customers discover assisted living facilities mainly through seeing the physical outlet and word of mouth, while a small proportion of customers find a coffee shop through social media. The company will undertake a 'pre-opening promotional campaign' in consultation with an expert to boost the visibility of t

To unlock help try Upmetrics!

Start Writing here...

# Pricing strategy



TIP

The live-out service will be priced at a fixed rate of \$22.00 per hour. The prices for the live-in service will vary, depending upon the duration and type of service. For example, a 24-hr service with sleep-in will be priced at \$420. Further, the same duration of service with an awake night will be charged at \$520. Nevertheless, the average hourly rate is estimated at \$21.67.

To unlock help try Upmetrics!

Start Writing here...

# Operational Plan



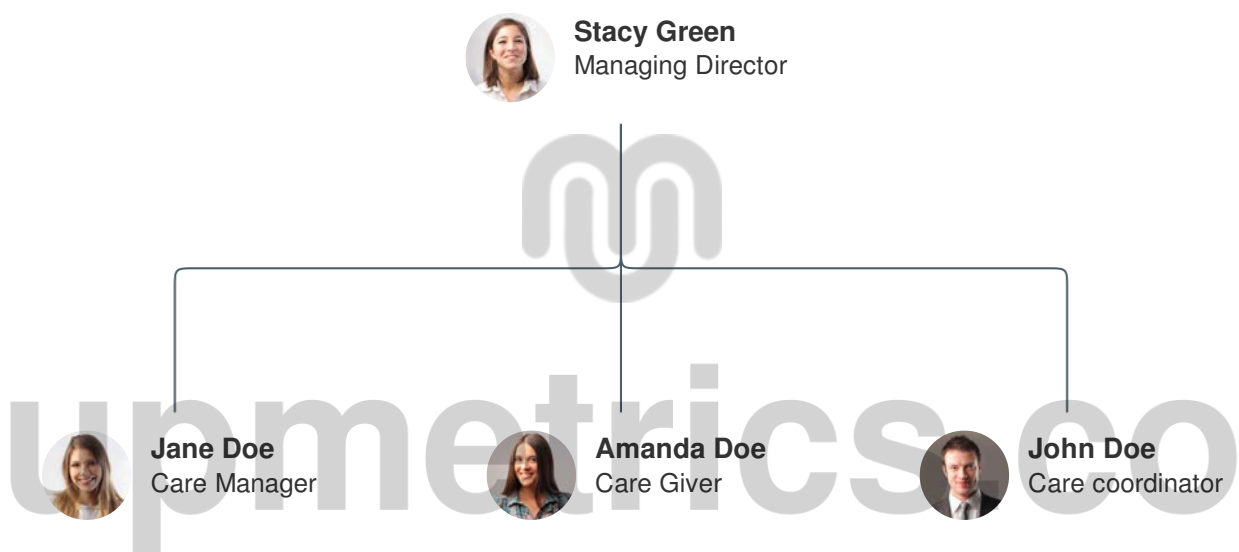
TIP

The team will be headed by Managing Director Ms. Stacy Green who will also oversee the company operations. Joining Ms. Stacy in the Management Team, the company will onboard a care manager, care coordinator, and a team of professional caregivers.

To unlock help try Upmetrics!

Start Writing here...

## Organization chart



## Management Team



TIP

Equipped with such extensive academic and work experience in management, branding, and marketing, Ms. Stacy would be more than capable of overseeing and handling the business operations of Home Aid. Her excellent people skills would guarantee healthy relationships with both clients and employees, while her passion to make a change in the lives of specific

To unlock help try Upmetrics!

Start Writing here...

# Personnel Plan

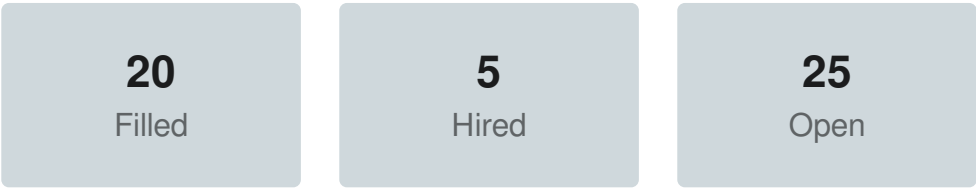


The company plans to create six full-time equivalent jobs in addition to the management team within the first three years of operations. Salaries for each employee are in line with the industry’s benchmark.

To unlock help try Upmetrics!

Start Writing here...

## Hiring plan



Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Care Manager	1 of 20	10 days	121 days	100%
Care Giver	3 of 23	30 days	21 days	80%
Care Coordinator	4 of 15	158 days	127 days	0%



JANE DOE  
Care Manager- [janedoe@example.com](mailto:janedoe@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  
Care Giver- [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



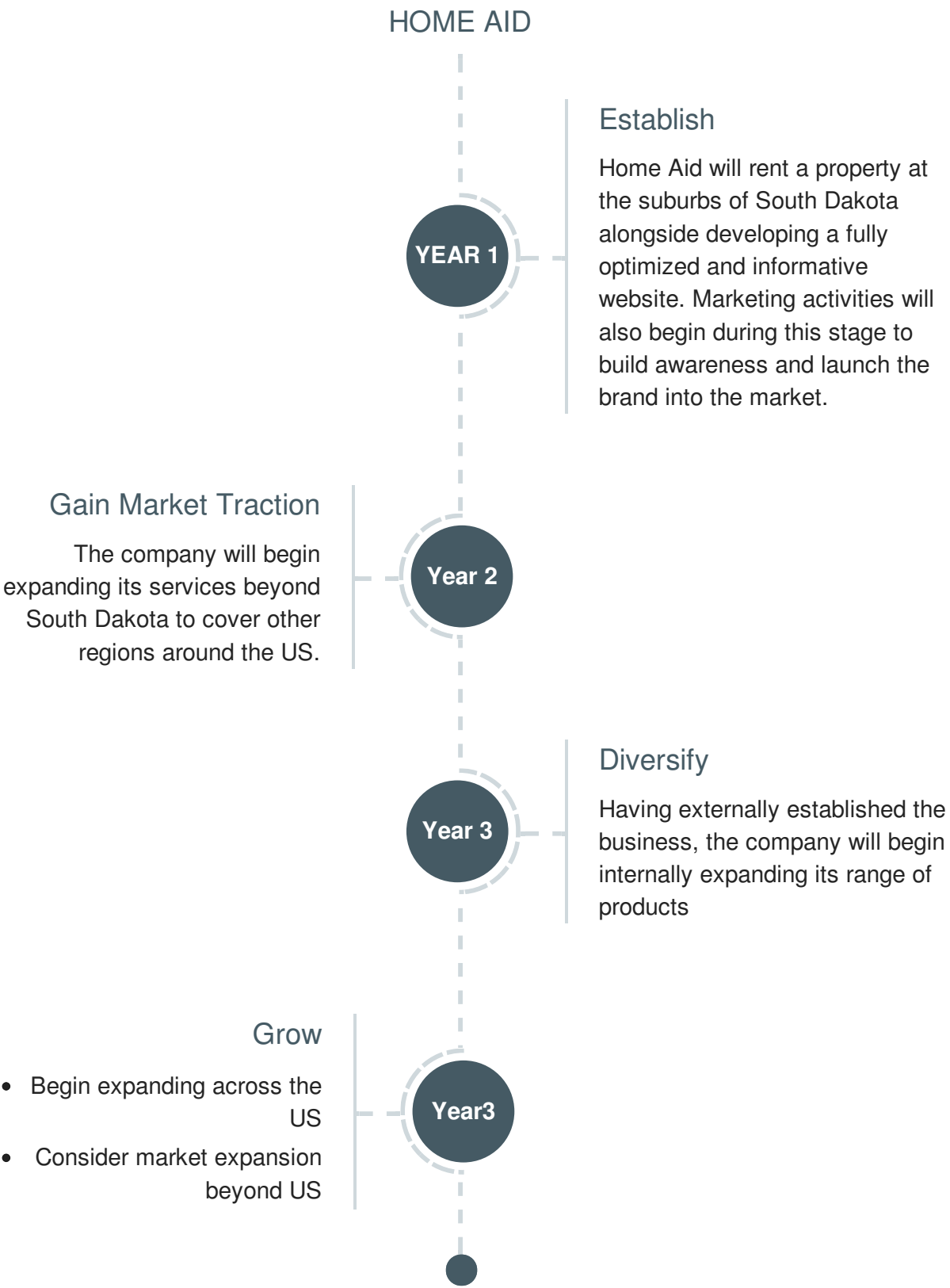
---

## JOHN GREEN

Care Coordinator [John@example.com](mailto:John@example.com)

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

# Milestones





# Financial plan



## REMEMBER

If you are going to start your own assisted living 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 your business.

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

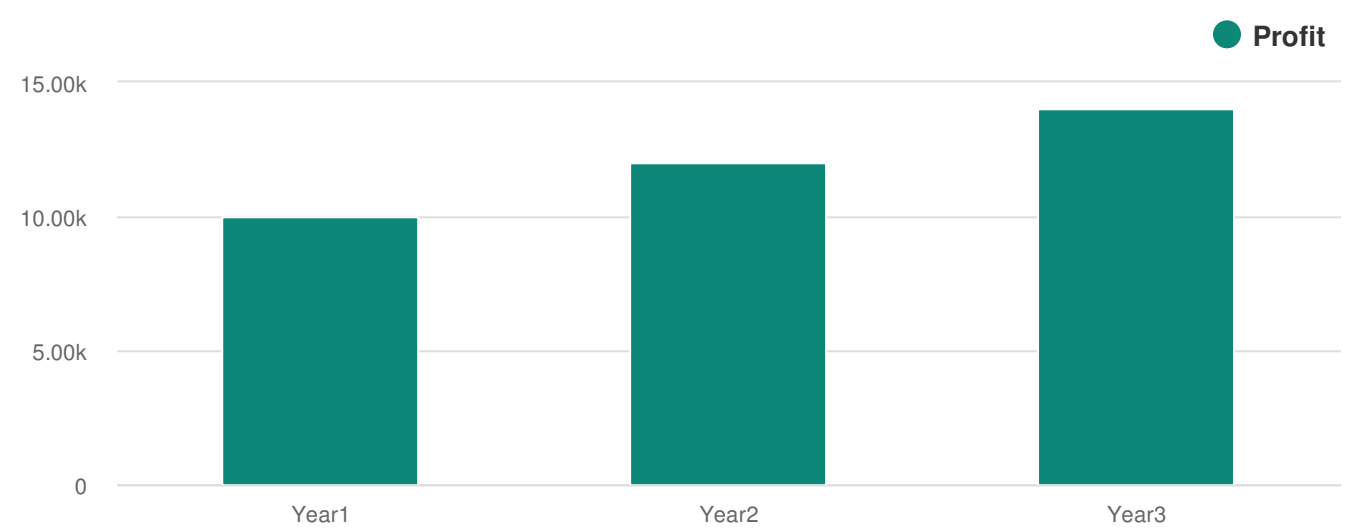
## Brake-even Analysis

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

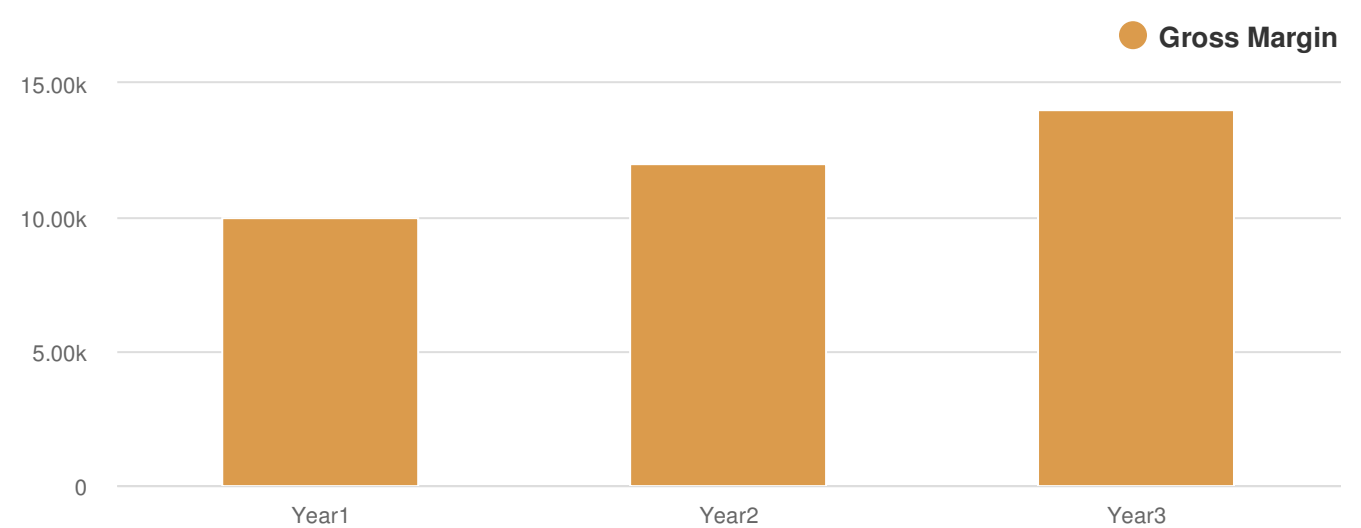
	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$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	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
<b>Cash from Operations</b>			
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
<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
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
<b>Expenditures from Operations</b>			
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
<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
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
<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>
Current Liabilities			
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%
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%
<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