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Solar Farm


# BUSINESS PLAN


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Clean energy for a pure world.


## Prepared By

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# 1.

## Executive Summary

Mission Statement

Vision Statement

Customer Focus

Success Factors

Financial Summary



### REMEMBER

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

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### TIP

Maxwell Technologies, LLC is a U.S based and standard solar farm company. We have been able to secure standard and well-positioned vast acres of land in the outskirts of Detroit - Michigan.

We are a solar farm company that is also into the m To unlock help try Upmetrics!

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## Mission Statement



### TIP

Our mission is to provide solar energy and professional solar panel installation, maintenance and repair services, and other related services that will assist businesses, individuals, households, and non-profit organizations in ensuring that their solar panels are always in good shape to produce the required power output.

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## Vision Statement



### TIP

Our vision is to establish a standard and world-class solar farm and solar panel installation, maintenance, and repair company whose services and brand will not only be accepted in Detroit - Michigan but also in other cities in the United States of America.

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## Customer Focus



TIP

Maxwell Technologies will primarily serve the residents and businesses within a 10-mile radius of our location. The demographics of these customers are as follows:

- 50,336 residents

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## Success Factors



TIP

Maxwell Technologies is uniquely qualified to succeed due to the following reasons:

- Maxwell Technologies provides customized residential and commercial energy solutions. In addition, we have surveyed

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## Financial Summary



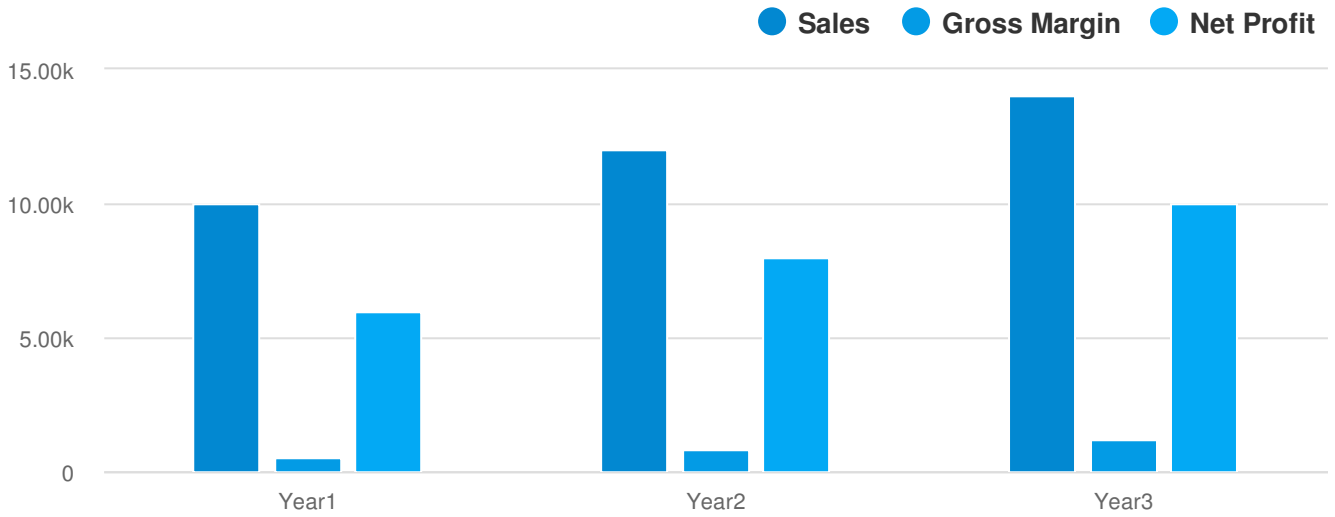
TIP

Maxwell Technologies is seeking total funding of \$470,000 of debt capital to open its solar farm business. The capital will be used for funding capital expenditures, location build-out, hiring initial employees, marketing expenses, and working capital.

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## 3 Year profit forecast



**TIP**

Financial Summary	Year 1	Year 2	Year 3
Revenue	\$965,742	\$1,878,611	\$2,718,300

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# 2.

## Company Summary

History

Business Structure

Startup summary



TIP

Maxwell Technologies, LLC is founded by Engr. John Moore a solar energy engineer per excellence who graduated from Illinois Institute of Technology (B.Engr.) and his friend and business partner for many years James Moore (B.Sc. Business Management). They have a combined experience that can help them build Maxwell Technologies, LLC to favor

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## History



TIP

Established in 2015, Maxwell Technologies is making a name for itself in the photovoltaic industry. The company was founded by John Moore, who at the young age of 20, earned a Master's degree in Materials Science and Engineering at the University of Michigan. He has been working with big solar companies for more than 21 years, developing and

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## Business Structure



TIP

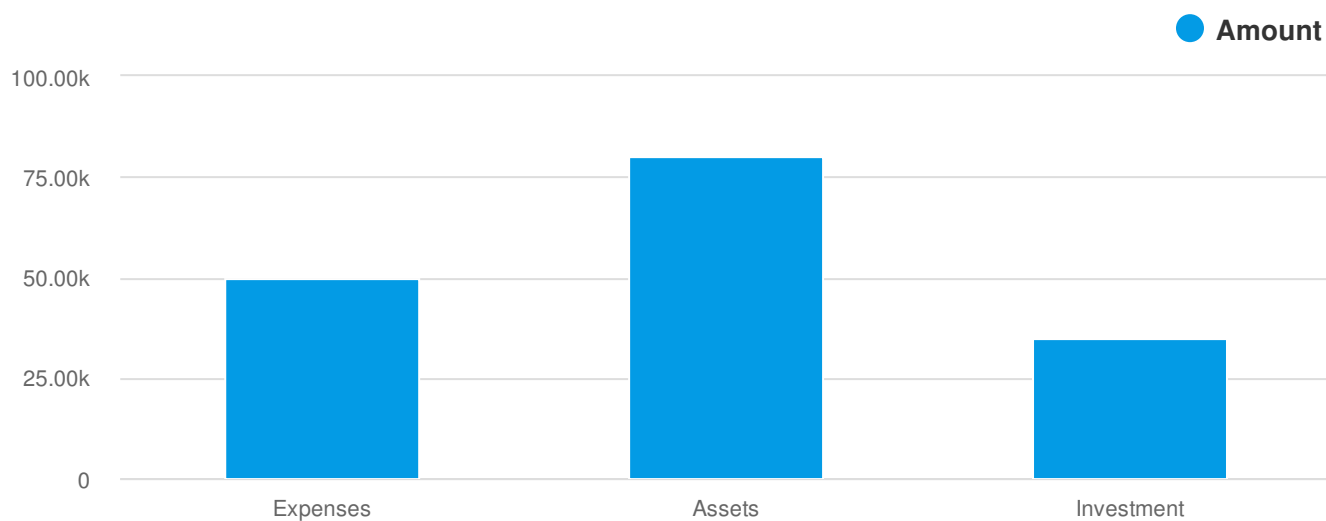
Maxwell Technologies, LLC, is a solar farm and solar panel installation, maintenance, and repair company that intends to start small in Detroit - Michigan, but hope to grow big in order to compete favorably with leading solar energy companies and solar panel installation, maintenance, and repair companies in the industry both in the United States

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# Startup summary

## Startup cost



### Cost distribution

### Amount

<b>Expenses</b>	50000
<b>Assets</b>	80000
<b>Investment</b>	35000

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750
Rent	\$22,500
Research and Development	\$42,750
Expensed Equipment	\$42,750
Signs	\$1,250
<b>TOTAL START-UP EXPENSES</b>	<b>\$247,500</b>
Start-up Assets	\$0
Cash Required	\$322,500
Start-up Inventory	\$52,625
Other Current Assets	\$222,500

Start-up Expenses	Amount
Long-term Assets	\$125,000
TOTAL ASSETS	\$121,875
Total Requirements	\$245,000
START-UP FUNDING	\$0
START-UP FUNDING	\$273,125
Start-up Expenses to Fund	\$121,875
Start-up Assets to Fund	\$195,000
TOTAL FUNDING REQUIRED	\$0
Assets	\$203,125
Non-cash Assets from Start-up	\$118,750
Cash Requirements from Start-up	\$0
Additional Cash Raised	\$118,750
Cash Balance on Starting Date	\$121,875
TOTAL ASSETS	\$0
Liabilities and Capital	\$0
Liabilities	\$0
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
TOTAL LIABILITIES	\$0
Capital	\$0
Planned Investment	\$0
Investor 1	\$312,500
Investor 2	\$0
Other	\$0
Additional Investment Requirement	\$0
TOTAL PLANNED INVESTMENT	\$695,000
Loss at Start-up (Start-up Expenses)	\$313,125

<b>Start-up Expenses</b>	<b>Amount</b>
TOTAL CAPITAL	\$221,875
TOTAL CAPITAL AND LIABILITIES	\$221,875
Total Funding	\$265,000

# 3.

## Products and services



**TIP**

Maxwell Dance Studio is going to offer varieties of dance-related services within the scope of the dance studio industry in the United States of America. Our intention of starting our dance studio business is to help individuals and organizations learn various dance steps and also perform choreographies at different functions.

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### **Energy Supply**

Supply solar energy to domestic, commercial and industrial enterprises in need of clean, efficient and reliable solar energy



### **Panel Installations**

Installation of solar panels, repair and maintenance services thanks to a qualified and reputable installation and quality assurance team



### **Plant Constructions**

Construction of CSP power plants, CSP tower power plants and CSP trough power plants using the latest environmentally friendly technologies



### **Consultation**

Consultation, energy analysis studies and designing of integrated solar system plans. This involves holding discussions with potential customers to determine their solar needs and recommend an appropriate solution.

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# 4.

## Market Analysis

Market Trends

Market Segmentation





**REMEMBER**

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

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## Market Trends



**TIP**

If you are keeping tabs on happenings in the Solar Farm Developers industry, you will agree that the demand for construction of utility-scale solar power projects has skyrocketed many thanks to substantial government support. So also, technological advancements in solar panel construction will definitely lead to a greater supply of low-cost panels, making solar

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## Market Segmentation

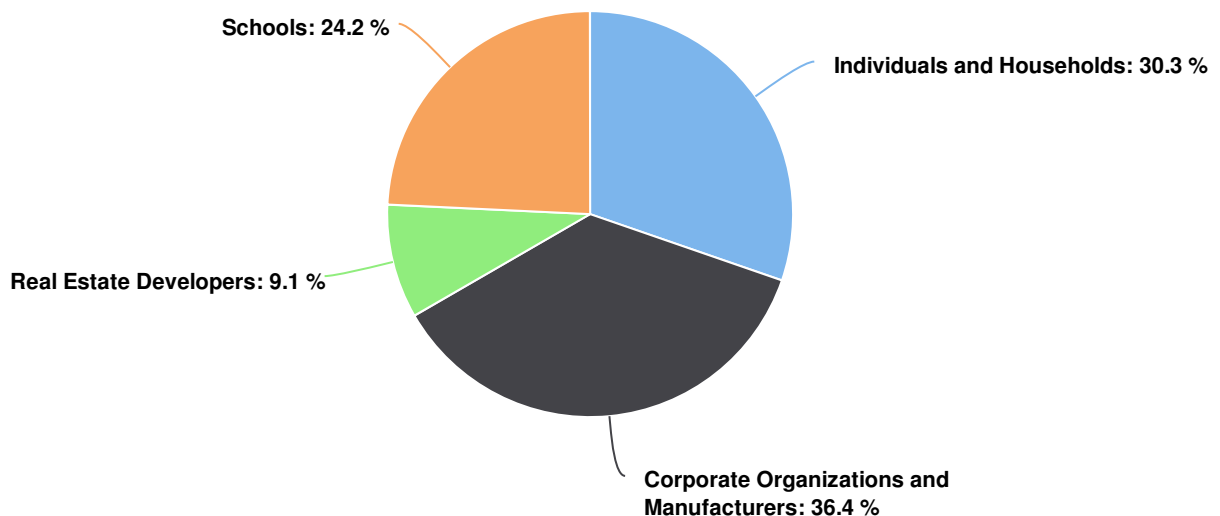


**TIP**

In order to ensure business goals are met, Maxwell Technologies intends to offer a wide range of services in order to cater to different types of customers. The focus will be placed on offering quality services and deployment of the latest infrastructure and technologies to ensure this solar energy farm business plan realizes its intended purpose. With rapid techn

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TIP

Statistics have indicated that the biggest consumers of solar energy are domestic consumers who account for a larger percentage of the total consumption. With the high cost of electricity, many households and individual users are opting for solar energy which is considered to be more affordable and highly reliable. The increased frequency of power outages has also led to a growing interest in solar energy.

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## Individuals and Households

Start writing here...



TIP

In a bid to reduce electricity costs, many companies are opting to embrace solar energy to lower business expenses with a view of increasing profits. Numerous government incentives including tax reliefs on solar energy have encouraged the uptake of commercial use of solar energy. In addition, most corporations are adopting a green approach that emphasizes sustainability and environmental friendliness.

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## Corporate Organizations and Manufacturers

Start writing here...



TIP

A lot of real estate developments are increasingly opting for solar energy since it's a cost-effective and environmentally friendly option. To avoid depending on traditional electricity, many developers are investing heavily in solar infrastructure with the intention of using solar as a selling point for their properties. In a bid to cut down on electricity costs, many businesses are also turning to solar energy.

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## Real Estate Developers

Start writing here...



TIP

This solar farm business model incorporates educational institutions as one of the key customer segments that Maxwell Technologies needs to reach out to. There are numerous educational institutions in Forney, and the solar farm has a good opportunity to market to the neighboring schools with an aim of supplying solar power. Because of the diverse nature of the area, it is a good idea to reach out to these institutions.

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## Schools

Start writing here...

# 5.

## SWOT Analysis



TIP

Maxwell Technologies, LLC engaged the services of a core professional in the area of business consulting and structuring to assist our organization in building a well-structured solar farm and solar panel installation, maintenance, and repair business that can favorably compete in the highly competitive Solar Farm Developers industry in the United States and the world at large.

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## Strengths

Aside from the fact that we have a vast acre of land in a strategic location in the outskirts of Detroit for our solar farm, Our core strength lies in the power of our team; our workforce.

We have a team of certified and highly trained and experienced solar panel installation, maintenance, and repair engineers and technicians, a team with excellent qualifications and experience in various niche areas in The Solar Farm Developers industry. Aside from the synergy that exists in our carefully selected workforce, our services will be guided by best practices in the industry.

## Weaknesses

As a new solar farm and solar panel installation, maintenance, and repair company in Detroit - Michigan, it might take some time for our organization to break into the market and gain acceptance especially from top profile clients in the already saturated and highly competitive Solar Farm Developers industry; that is perhaps our major weakness. Another weakness is that we may not have the required cash to pump into promoting our business the way we would want to.

## Opportunities

No doubt, the opportunities in the Solar Farm Developers industry are massive considering the support from the government and of course the number of individuals and corporate organizations who are now switching over to alternative energy such as solar energy. As a solar farm cum solar panel installation, maintenance, and Repair Company, we are ready to take advantage of any opportunity that is available in the industry.

## Threats

Just like any other business, one of the major threats that we are likely going to face is an economic downturn. It is a fact that the economic downturn affects purchasing/spending power. Another threat that may likely confront us is the arrival of a new solar farm or solar panel installation, maintenance and repair company in the same location where our target market exists and who may want to adopt the same Business model as us.

# 6.

## Strategy & Implementations

Sales Strategy

Advertising Strategy

Pricing Strategy

Milestones



**REMEMBER**

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those customers. Like marketing analysis, sales strategy is also an important component of a solar farm business startup and must be properly planned before you think about starting your own so

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## Sales Strategy



**TIP**

For Maxwell Technologies to achieve its goals, the following strategies have been identified to help the solar farm reach out to its customers. If you plan to start a solar farm business, the following strategies will be of great help.

- Introduce the solar farm to the neighboring co

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## Advertising Strategy



**TIP**

Maxwell Technologies's target markets is residents and businesses in Detroit. The Company's promotions strategy to reach these individuals includes:

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**TIP**

Maxwell Technologies will create brand awareness through features in multiple local newspapers and publications. Regular advertisements will run to maintain exposure and build brand awareness to relevant markets.

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## Local Publications

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Maxwell Technologies will blanket neighborhoods surrounding its locations with direct mail pieces. These pieces will provide general information on Maxwell Technologies, offer discounts, and/or provide other enticements for people to avail of our services.

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## Direct Mail

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We will contact all local and area newspapers and television stations and send them a press release describing the benefits of renewable energy and solar farms and the unique value proposition of Maxwell Technologies.

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## Public Relations

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Maxwell Technologies will conduct informative community discussions and seminars regarding the advantages of using sustainable energy. This seeks to educate people on the negative effects of nonrenewable resources on the environment, while simultaneously promoting our solar farm.

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## Community Events/Organizations

*Start writing here...*

## Pricing Strategy



At Maxwell Technologies, LLC we will keep the prices of our products and services below the average market rate for all of our customers by keeping our overhead low and by collecting payment in advance from corporate organizations who would hire our services. In addition, we will also offer special discounted rates to all our customers at regular intervals.

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## Milestones



**TIP**

Maxwell Technologies's long-term goal is to become the dominant solar farmer and renewable energy provider in Detroit. We seek to the standard by which other providers are judged.

The following are a series of steps that lead to our v [To unlock help try Upmetrics!](#)

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# 7.

## Financial Plan

Important Assumptions

Brake-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



#### REMEMBER

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

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#### TIP

The company will be financed by John himself and he will control the direction of the business to make sure that it is expanding at the forecasted rate. As for the solar farm business start-up, no equity funding or outside loans will be required. With the help of financial experts, John has developed the following financial plan for his start-up business, which outlines the financial

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## Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are 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

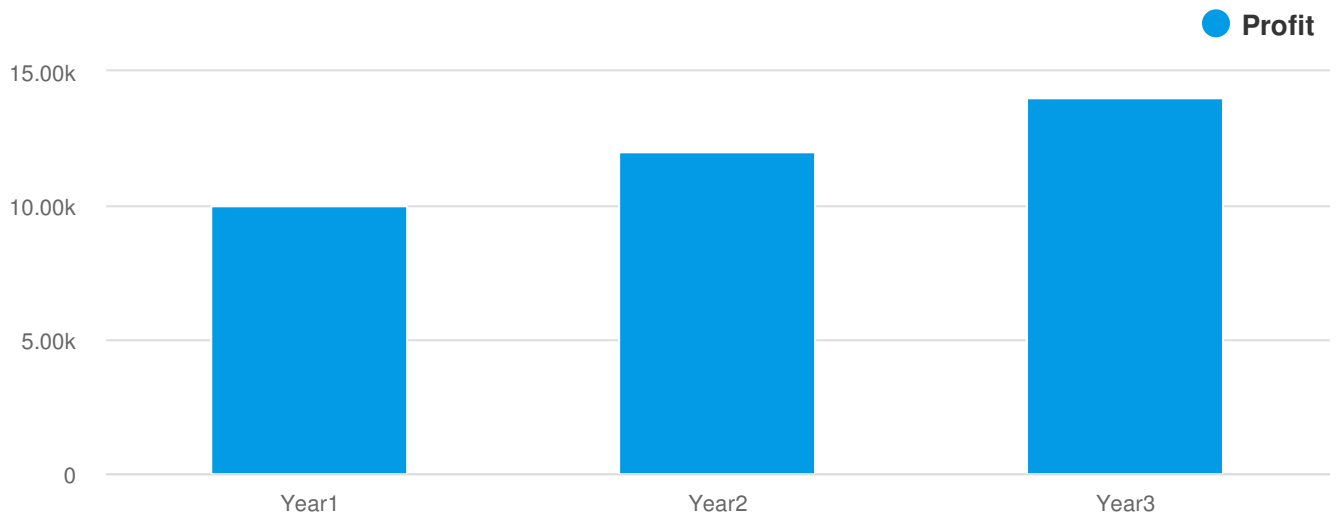
## Brake-even Analysis

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

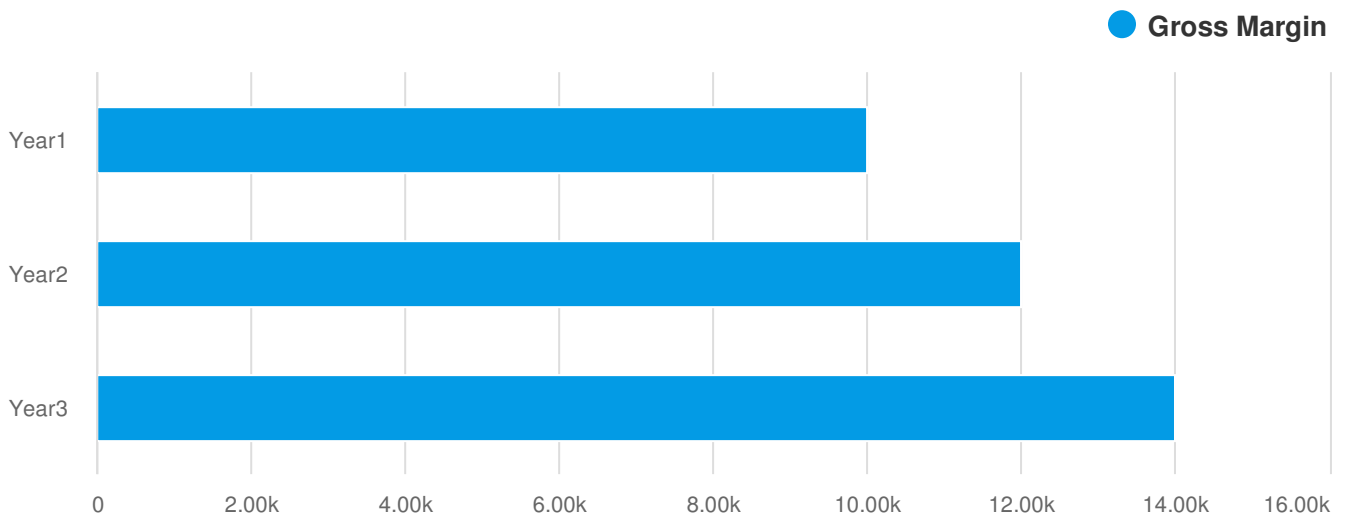
	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
<b>TOTAL COST OF SALES</b>	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$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
<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>

<b>Cash Received</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Cash Balance</b>	\$21 823	\$22 381	\$28 239

## Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
<b>Current Assets</b>			
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%
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