





Taxi Company


Travel securely with us


Business Plan

[YEAR]

 **John Doe**

 10200 Bolsa Ave, Westminster, CA, 92683

 (650) 359-3153

 info@example.com

 <http://www.example.com>

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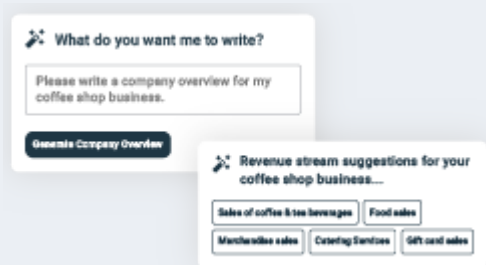
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1.

Executive Summary

Introduction

Mission Statement

Vision Statement

Objectives

Financial Highlights

Highlights



REMEMBER

Before you think about how to start a Taxi business, you must create a detailed Taxi 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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Introduction

☐ Metro Cabs

Metro Cabs specializes in providing customers with chauffeuring/taxi services within 50 miles of its office location. The Company is registered as a corporation and located in the State of New York. The Company charges its customers on a per-mile basis, o

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Mission Statement

☐ Metro Cabs

Our mission as a cab services company is to develop a highly successful, profitable business which provides quality automobile transportation services in our city and to become a standard for an ideal taxi services business not only in the State of New York b

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Vision Statement

☐ Metro Cabs

Our vision is to become the number one taxi cab services company in the whole of New York with an active presence in key cities all around the State of New York.

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Objectives

Metro Cabs

The company's goal in the next year is to pursue an aggressive marketing campaign and from that, penetrate at least 65% of the market share. The company's goal in the next two to five years is to be the top-rated ground transportation company in the New

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Financial Highlights

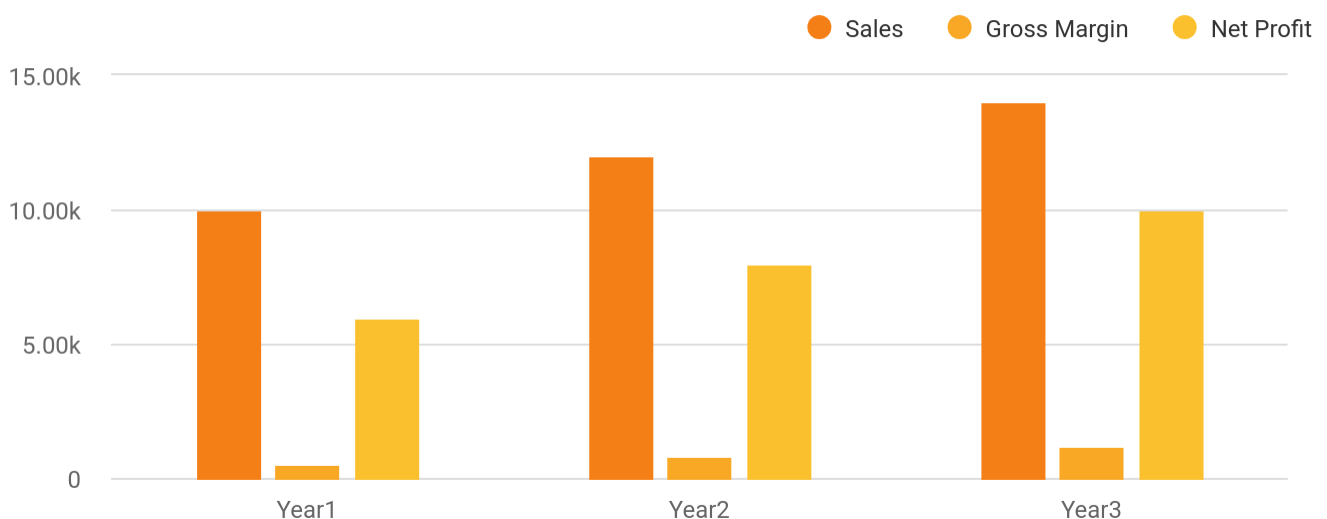
Metro Cabs

The company is seeking \$2.5 million of financing to fund the acquisition of the Mighty Cab Association and its initial operations. This funding will cover the purchase of Mighty Cab, marketing, purchase of extra vehicles, software, and hardware. Project

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3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10,000	500	6,000
Year2	12,000	800	8,000

Financial Year	Sales	Gross Margin	Net Profit
Year3	14,000	1,200	10,000

Highlights

☐ Metro Cabs

Highlights of Metro Cabs

Technology. Metro Cabs has a unique Global Positioning System (GPS) that pinpoints the

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2.

Business Summary

Company Strategy

Startup - Summary

Risks

Value Proposition

☐ Metro Cabs

Metro Cabs is a standard, licensed and registered Taxi cab Services Company that will be based in New York – United States of America and we will have an active presence in other cities such as Green acres City, Miami, Jacksonville, Clearwater, Tampa

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Company Strategy

☐ Metro Cabs

Metro Cabs' strategy is to saturate the market with television ads depicting the company as a premier taxi service. The company will leverage the newest in-car technology to dominate the credit card segment of the market. Metro Cabs will dominate the mar


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Startup - Summary

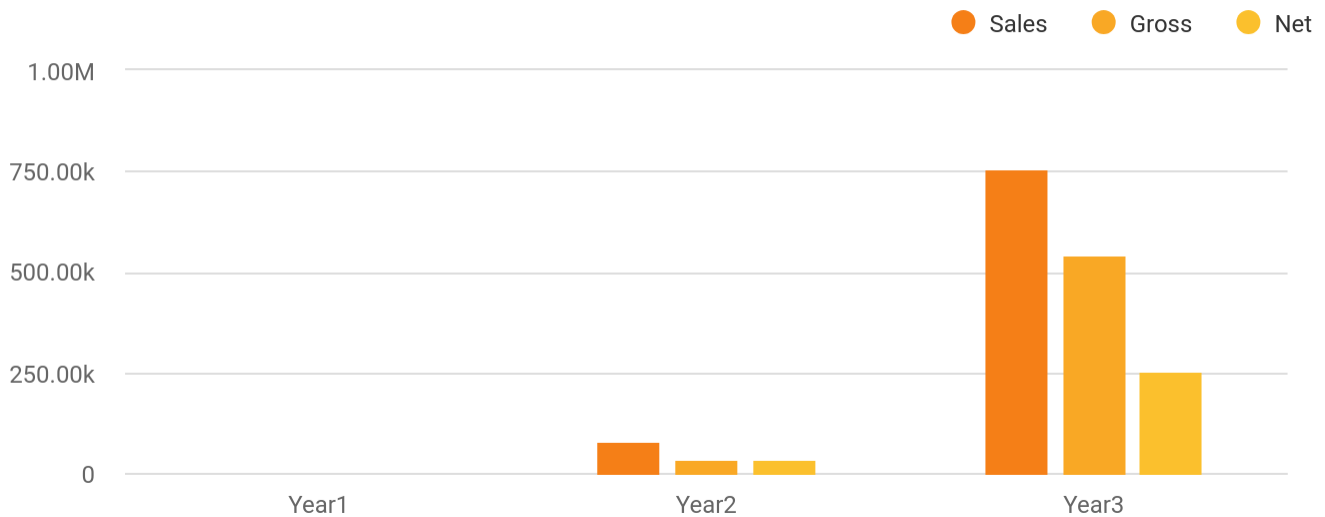
☐ Metro Cabs

As can be seen in the chart and table below, the company performed well in its first year, but sales have not been fully actualized. That is the intent of this plan: to increase sales by utilizing our competitive advantages and by the acquisition of a rival taxi comp

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Past Performance



Financial Year	Sales	Gross	Net
Year1	0	0	0
Year2	78,451	35,452	35,468
Year3	754,121	542,151	254,785

PAST PERFORMANCE	2017	2018	2019
Sales	\$0	\$0	\$100,000
Gross Margin	\$0	\$0	\$60,000
Gross Margin %	0.00%	0.00%	60.00%
Operating Expenses	\$0	\$0	\$20,000
BALANCE SHEET			
Current Assets			
Cash	\$0	\$0	\$45,000
Other Current Assets	\$0	\$0	\$13,400
TOTAL CURRENT ASSETS	\$0	\$0	\$58,400
Long-term Assets			
Long-term Assets	\$0	\$0	\$75,000
Accumulated Depreciation	\$0	\$0	\$10,000
TOTAL LONG-TERM ASSETS	\$0	\$0	\$65,000

PAST PERFORMANCE	2017	2018	2019
Total Assets	\$0	\$0	\$123,400
Current Liabilities			
Accounts Payable	\$0	\$0	\$23,600
Current Borrowing	\$0	\$0	\$10,000
Other Current Liabilities (interest free)	\$0	\$0	\$25,400
TOTAL CURRENT LIABILITIES	\$0	\$0	\$59,000
Long-term Liabilities	\$0	\$0	\$25,000
TOTAL LIABILITIES	\$0	\$0	\$84,000
Paid-in Capital	\$0	\$0	\$37,000
Retained Earnings	\$0	\$0	\$2,400
Earnings	\$0	\$0	\$0
TOTAL CAPITAL	\$0	\$0	\$39,400
Total Capital and Liabilities	\$0	\$0	\$123,400
Other Inputs			
Payment Days	0	0	30

Risks

▢ Metro Cabs

The company recognizes that it is subject to both market and technological risks. The company's view of its risks, as well as how each is being addressed, is as follows:

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Value Proposition

☐ Metro Cabs

Metro Cabs' products and services offer the following advantages to customers:

Convenience. Metro Cabs' products and services provide the driver and the customer with the

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3.

Products and Services

Service Description

Technology

Future Services



REMEMBER

Before starting a Taxi company, you must take many things into consideration such as you must consider what types of taxi services will you be providing to your passengers. Deciding your services

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☐ Metro Cabs

Metro Cabs provides taxi services utilizing computer dispatch to help with timely pickup and quality customer care. The software and hardware systems used by Metro Cabs give customers convenience by allowing them to use credit and debit cards.

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Service Description

☐ Metro Cabs

The taxi driver is often the first contact that a visitor has with New York and as such, Metro Cabs realizes the importance of first impressions and customer care. The company's customer-oriented philosophy and its commitment to service are reflected in the

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Taxi Cab Services

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☐ Metro Cabs

This division of Metro Cabs deals with the pure maintenance of vehicles. Drivers will be charged at discounted rates for tune-ups, wheel alignments, and other repairs.

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Maintenance/Repair Services

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Technology

☐ Metro Cabs

Global Positioning System. Metro Cabs has a unique Global Positioning System (GPS) that pinpoints the nearing driver thus allowing the driver to give an accurate estimated time of arrival.

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Future Services

☐ Metro Cabs

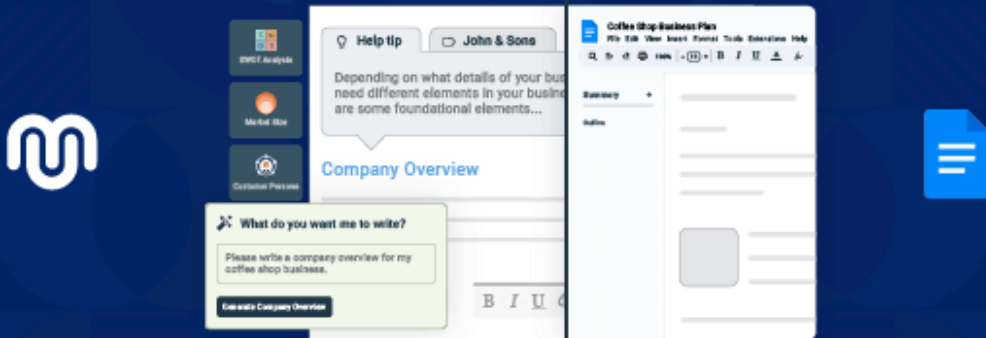
Metro Cabs plans to respond to market needs by following up with taxi plus (wheelchair accessible taxi vans with credit card access inside) with the next 5 years. Metro Cabs believes it can capture this niche and again in overall market share. Additional

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4.

Market Analysis

Market Segmentation

Service Business Analysis



REMEMBER

The most important component of an effective Taxi business plan is its accurate market analysis. If you are starting on a smaller scale, you can do the market analysis yourself by taking help from this

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☐ Metro Cabs

The company's emphasis is on the dispatch, mobile data, and credit/debit card markets of the taxi industry. In aggregate, these markets are believed to represent potential sales in excess of \$119 million as of March 2020. Within these markets, Metro Cabs will

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Market Segmentation

☐ Metro Cabs

Metro Cabs' focus will be on the credit card market with target customers in the low to mid-income range in the Metropolitan New York area. The target customers are motivated to use our services over that of competitors because of the convenience and

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Customers and Target Markets

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☐ Metro Cabs

We believe our customers choose our cab service based on the following criteria:

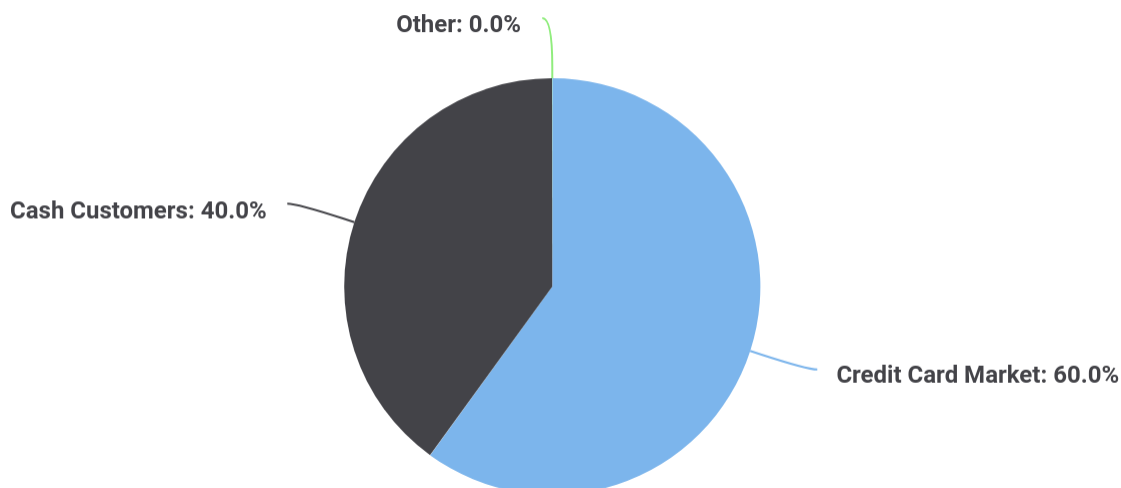
Performance. We work with one goal in mind: to get customers where they want to go when

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Customer Buying Criteria

Start writing here..

Market Analysis



Financial Year	Units Sold
Credit Card Market	60
Cash Customers	40
Other	0

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Credit Card Market	25%	200,000	250,000	312,500	390,625	488,281	25.00%
Cash Customers	10%	100,000	110,000	121,000	133,100	146,410	10.00%
Other	0%	0	0	0	0	0	0.00%
Total	20.60%	300,000	360,000	433,500	523,725	634,691	20.60%

Service Business Analysis

☐ Metro Cabs

Market 1-Taxi Cabs

This category covers establishments engaged primarily in furnishing passenger transportation.

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📁 Metro Cabs

Competitive threats come from existing taxi cab companies in the New York area. Their weaknesses are, however, that they do not have the credit/debit card payment option, and some still use the radio dispatch system. Transportation, Inc. has com

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Competition and Buying Patterns

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5.

Strategy

Sales Strategy

Marketing Strategy

Strategic Alliances



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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 clients. Like marketing analysis, sales

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Sales Strategy

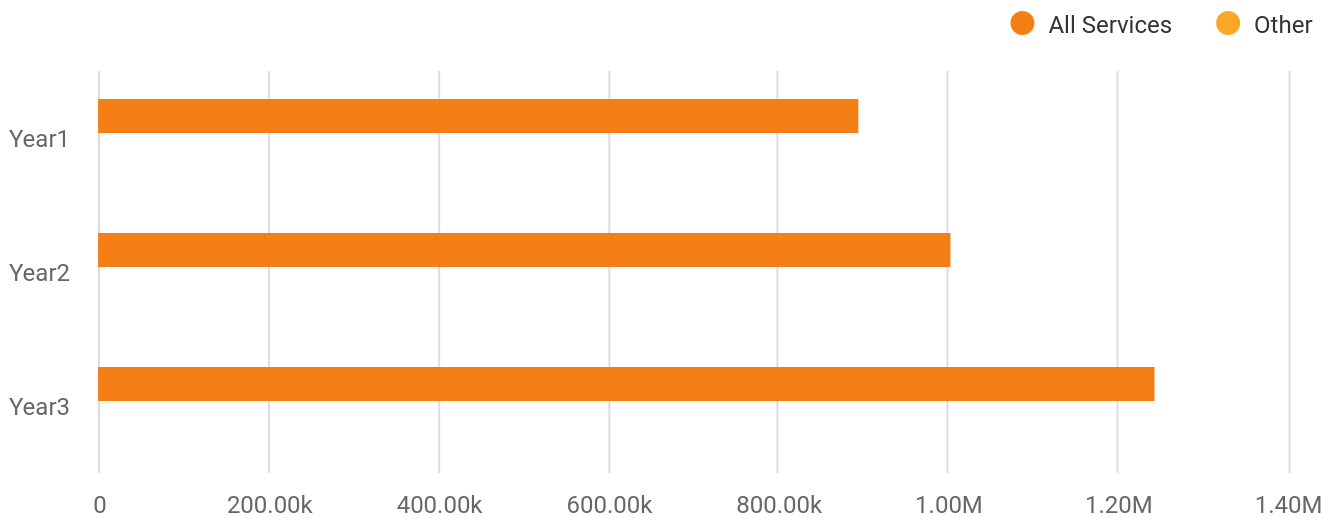
Metro Cabs

At Metro Cabs, the sales process is the same for each of Metro Cabs' two areas: taxi cab services and maintenance and repair services. The company intends to establish its presence online by developing a website from which sales will be generated. The

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Sales Yearly



Financial Year	All Services	Other
Year1	895,665	0
Year2	1,004,512	0
Year3	1,245,587	0

Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

Sales	Year 1	Year 2	Year 3
All services	\$200,000	\$1,500,000	\$2,200,000
Other	\$0	\$0	\$0
TOTAL SALES	\$200,000	\$1,500,000	\$2,200,000
Direct Cost of Sales			
All services	\$65,000	\$125,000	\$100,000
Other	\$0	\$0	\$0
Subtotal Direct Cost of Sales	\$65,000	\$125,000	\$100,000

Marketing Strategy

☐ Metro Cabs

Marketing Strategy

Metro Cabs markets its products and services as solutions to transportation needs in the city.

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Start writing here..

☐ Metro Cabs

Metro Cabs plans to communicate through direct mail and television advertising to generate sales. TCI MEDIA Services and Val-Pak Direct Marketing will spearhead the marketing campaign. The key message associated with our products and services is...

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Marketing Programs

Start writing here..

Strategic Alliances

☐ Metro Cabs

The company has strategic alliances with King Communications, Surfside Systems, and Commercial Electronic Services. These alliances are valuable to Metro Cabs because they allow the company to get updates on technology and added tech support.

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6.

Management Plan

Organization

Officers and Key Employees



REMEMBER

The management plan is also an important component of a Taxi business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries. So, make

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Organization

☐ Metro Cabs

The company's management philosophy is based on responsibility and mutual respect. Metro Cabs has an environment and structure that encourages productivity and respect for customers and fellow employees.

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Officers and Key Employees

Metro Cabs' management is highly experienced and qualified. Key members of Metro Cabs' management teams, their backgrounds, and responsibilities are as follows.

- Mr. Kennedy Williams, President, and CEO.
- Mr. Peter Jackson, Senior Vice President - Operations.
- Ms. Glenda Jones, Call Center Supervisor.

PERSONNEL PLAN	YEAR 1	YEAR 2	YEAR 3
Taxi Cabs & Administrative	\$108,696	\$365,217	\$395,652
Maintenance & Repair	\$108,695	\$156,522	\$169,565
Total People	8	17	20
Total Payroll	\$217,391	\$521,739	\$565,217

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 a Taxi 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

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☐ Metro Cabs

The company is seeking \$2.5 million of financing to fund the acquisition of the Mighty Cab Association and its initial operations. This funding will cover the purchase of Mighty Cab, marketing, purchase of extra vehicles, software, and hardware.

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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
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	2024	2025	2026
Revenue	\$404,742.25	\$797,500.25	\$1,232,739
City Taxi Service	\$192,000	\$201,600	\$220,500
Unit Sales	9,600	10,080	11,025
Unit Price	\$20	\$20	\$20
Airport Transfers	\$17,742.25	\$25,300.25	\$36,069
Unit Sales	710	1,012	1,443
Unit Price	\$25	\$25	\$25
Corporate Accounts	\$195,000	\$570,600	\$976,170
Users	60	125	195
Recurring Charges	\$500	\$500	\$500
Cost Of Sales	\$19,094.88	\$27,264.03	\$36,292.36
General Costs	\$19,094.88	\$27,264.03	\$36,292.36
Vehicle Maintenance and Fuel Costs	\$9,000	\$9,234	\$9,474.36
Vehicle Maintenance	\$3,600	\$3,672	\$3,745.44
Fuel Costs	\$5,400	\$5,562	\$5,728.92
Licensing and Insurance	\$10,094.88	\$18,030.03	\$26,818
Vehicle Insurance	\$2,000	\$2,080	\$2,163.20
Licensing Fees	\$8,094.88	\$15,950.03	\$24,654.80
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$385,647.37	\$770,236.22	\$1,196,446.64

	2024	2025	2026
Gross Margin (%)	95.28%	96.58%	97.06%
Operating Expense	\$437,931	\$451,992.80	\$466,602.32
Payroll Expense (Indirect Labor)	\$386,700	\$399,700.80	\$413,191.32
General Manager	\$131,040	\$135,432	\$140,000.40
General Manager	\$72,000	\$73,440	\$74,908.80
Operations Manager	\$59,040	\$61,992	\$65,091.60
Drivers	\$160,080	\$164,440.80	\$168,923.76
Full-Time Driver	\$115,920	\$119,397.60	\$122,979.60
Part-Time Driver	\$44,160	\$45,043.20	\$45,944.16
Support Staff	\$95,580	\$99,828	\$104,267.16
Customer Service Representative	\$42,480	\$44,604	\$46,834.20
Maintenance Technician	\$53,100	\$55,224	\$57,432.96
General Expense	\$51,231	\$52,292	\$53,411
Facility Costs	\$30,015	\$30,660	\$31,335
Rent	\$24,000	\$24,480	\$24,969.60
Utilities	\$6,015	\$6,180	\$6,365.40
Operational Costs	\$14,416	\$14,640	\$14,884.32
Dog Food and Supplies	\$9,616	\$9,792	\$9,987.84
Cleaning Services	\$4,800	\$4,848	\$4,896.48
Marketing and Advertising	\$6,800	\$6,992	\$7,191.68
Online Advertising	\$4,800	\$4,992	\$5,191.68
Promotional Events	\$2,000	\$2,000	\$2,000
Bad Debt	\$0	\$0	\$0

	2024	2025	2026
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$52,283.63)	\$318,243.42	\$729,844.31
Additional Expense	\$9,284.97	\$8,823.11	\$8,337.59
Long Term Depreciation	\$6,990	\$6,990	\$6,990
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$59,273.63)	\$311,253.42	\$722,854.31
Interest Expense	\$2,294.98	\$1,833.10	\$1,347.59
EBT	(\$61,568.60)	\$309,420.31	\$721,506.72
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$466,310.85	\$488,079.94	\$511,232.28
Net Income	(\$61,568.60)	\$309,420.31	\$721,506.72
Net Income (%)	(15.21%)	38.80%	58.53%
Retained Earning Opening	\$0	(\$71,368.60)	\$233,251.71
Owner's Distribution	\$9,800	\$4,800	\$4,800
Retained Earning Closing	(\$71,368.60)	\$233,251.71	\$949,958.43

Projected Cash Flow

	2024	2025	2026
Cash Received	\$404,742.25	\$797,500.25	\$1,232,739

	2024	2025	2026
Cash Paid	\$459,320.85	\$481,089.94	\$504,242.28
COS & General Expenses	\$70,325.88	\$79,556.03	\$89,703.37
Salary & Wages	\$386,700	\$399,700.80	\$413,191.32
Interest	\$2,294.98	\$1,833.10	\$1,347.59
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$54,578.60)	\$316,410.31	\$728,496.72
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$35,000	\$0	\$0
Net Cash From Investments	(\$35,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$100,000	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Amount Paid	\$18,827.75	\$14,289.61	\$14,775.13
Loan Capital	\$9,027.74	\$9,489.62	\$9,975.13
Dividends & Distributions	\$9,800	\$4,800	\$4,800
Net Cash From Financing	\$131,172.25	(\$14,289.61)	(\$14,775.13)
Summary			
Starting Cash	\$0	\$41,593.65	\$343,714.35

	2024	2025	2026
Cash In	\$554,742.25	\$797,500.25	\$1,232,739
Cash Out	\$513,148.60	\$495,379.55	\$519,017.41
Change in Cash	\$41,593.65	\$302,120.70	\$713,721.59
Ending Cash	\$41,593.65	\$343,714.35	\$1,057,435.94

Projected Balance Sheet

	2024	2025	2026
Assets	\$69,603.65	\$364,734.35	\$1,071,465.94
Current Assets	\$41,593.65	\$343,714.35	\$1,057,435.94
Cash	\$41,593.65	\$343,714.35	\$1,057,435.94
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$28,010	\$21,020	\$14,030
Gross Long Term Assets	\$35,000	\$35,000	\$35,000
Accumulated Depreciation	(\$6,990)	(\$13,980)	(\$20,970)
Liabilities & Equity	\$69,603.66	\$364,734.35	\$1,071,465.94
Liabilities	\$40,972.26	\$31,482.64	\$21,507.51
Current Liabilities	\$9,489.62	\$9,975.13	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$9,489.62	\$9,975.13	\$0
Long Term Liabilities	\$31,482.64	\$21,507.51	\$21,507.51

	2024	2025	2026
Long Term Debt	\$31,482.64	\$21,507.51	\$21,507.51
Equity	\$28,631.40	\$333,251.71	\$1,049,958.43
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$100,000	\$100,000	\$100,000
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Retained Earnings	(\$71,368.60)	\$233,251.71	\$949,958.43
Check	\$0	\$0	\$0

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
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%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%

	Year 1	Year 2	Year 3	Industry Profile
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%
Main Ratios				
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%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
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.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.

	Year 1	Year 2	Year 3	Industry Profile
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.

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 compares two financial planning tools. On the left, the Upmetrics interface is shown, featuring a clean, modern design with a sidebar for navigation (Profit & Loss, Balance Sheet, Cash Flow) and a main area displaying a 'Financial Plan' with a 'Profit & Loss' table. Below the table is a calculator for unit pricing. On the right, a standard spreadsheet is shown, illustrating a more complex and cluttered interface with a grid and various formulas.

Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

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Mariia Yevlash



Student, Sumy State University – Ukraine

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