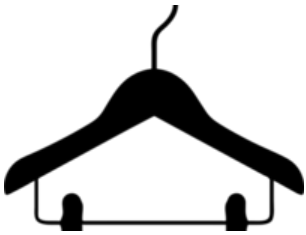



BUSINESS PLAN [YEAR]




Thrift Store

The store preferred by millions.

 John Doe

 10200 Bolsa Ave, Westminster, CA, 92683

 (650) 359-3153

 info@upmetrics.co

 <https://upmetrics.co>

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Table of Contents

Executive Summary	4
Mission Statement	5
Vision Statement	5
Sales Forecasts	6
3 Year profit forecast	6
Chart	6
Expansion Plan	7
Company Summary	8
Business Structure	9
Startup summary	10
Startup cost	10
Chart	10
Products and services	13
Market Analysis	15
Market Trends	16
Target Market	16
Marketing Segmentation	16
Chart	17
Moneyless Senior Citizens	17
Underprivileged Children, Teens & Adults	17
Tourists & Students	17
SWOT Analysis	19
Strategy & Implementations	21
Sales Strategy	22
Marketing Objectives	22
Advertising Strategy	22
Pricing Strategy	23
Personnel plan	24
Average Salary of Employees	25
Financial Plan	26
Important Assumptions	27
Break-even Analysis	27
Projected Profit and Loss	28
Profit Yearly	29

Chart	29
Gross Margin Yearly	29
Chart	29
Projected Cash Flow	30
Projected Balance Sheet	32
Business Ratios	33

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1.

Executive Summary

Mission Statement

Vision Statement

Sales Forecasts

Expansion Plan



REMEMBER

Before you think about how to start a Thrift Store business, you must create a detailed Thrift Store 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 Thrift Store, Inc. is a standard and registered charitable organization that operates a thrift store business in one of the busiest streets in Detroit, Michigan. We have been able to lease a facility that is big enough (a 5 thousand square foot facility) to fit into the design of the kind of thrift store that we intend launching and the facility is located in a c

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Mission Statement



TIP

Our mission is to establish a thrift store business that will make available a wide range of secondhand goods and products at affordable prices to the residents of Detroit, Michigan, and other cities in Michigan where we intend opening of chains of thrift stores. We want to generate enough income to be able to properly finance our charity foundation.

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Vision Statement



TIP

Our vision is to become one of the leading brands in the thrifts cum used goods stores industry in Michigan and to establish a one-stop thrift store in Detroit and in other cities in Michigan.

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Sales Forecasts



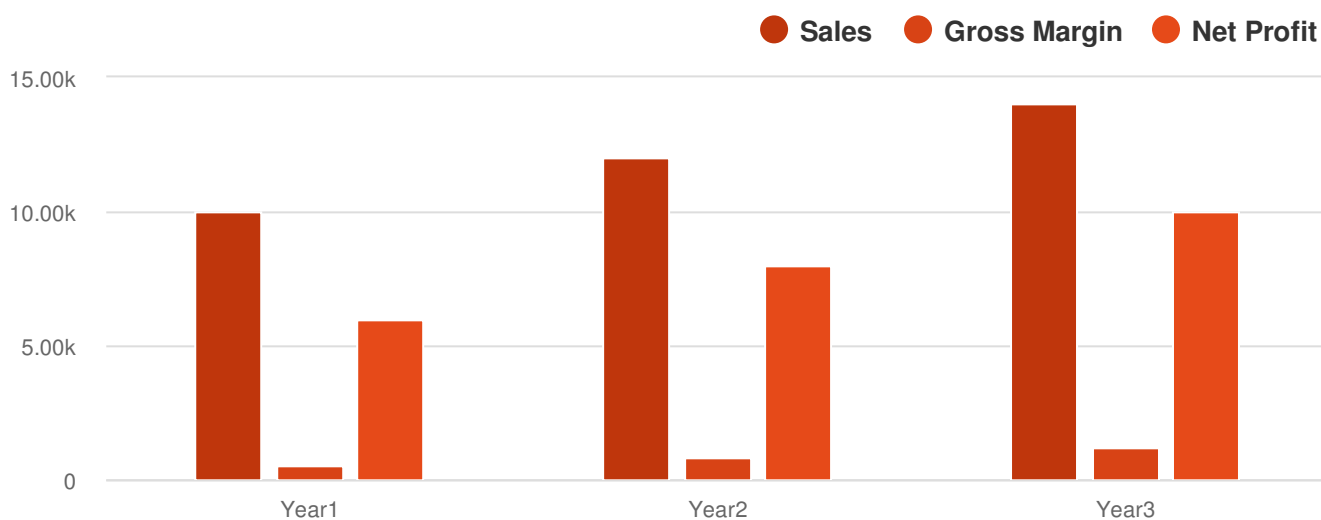
TIP

Mr. Moore expects a strong rate of growth at the start of operations. Below are the expected financials over the next three years.

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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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Expansion Plan



TIP

John Moore expects that the business will aggressively expand during the first three years of operation. Mr. Moore intends to implement marketing campaigns that will effectively target individuals that enjoy vintage clothing within the target market.

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Start Writing here...

2.

Company Summary

Business Structure

Startup summary



TIP

Maxwell Thrift Store, Inc. is a charitable business that is owned by John Moore and their Family. John Moore has a B.Sc. in Business Administration, with well over 15 years of experience in the charity cum not for profits organizations, working for some of the leading brands in the United States. Although the business is launching out with just one outlet in Detroit, Michigan.

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Business Structure



TIP

Maxwell Thrift Store, Inc. does not intend to start a thrift store business like the usual mom-and-pop business around the street corner; our intention of starting a thrift store business is to build a standard and one-stop thrift store outlet in Detroit, Michigan.

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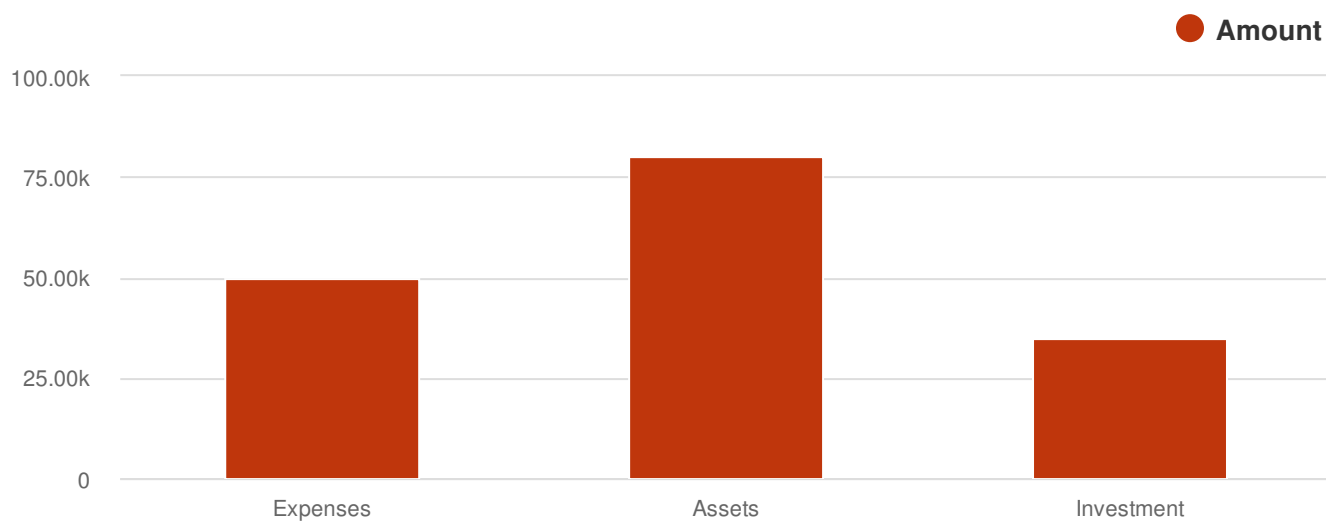
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Startup summary

Startup cost



Cost distribution

Amount

Expenses	50000
Assets	80000
Investment	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
TOTAL START-UP EXPENSES	\$247,500
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

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

3.

Products and services



TIP

Maxwell Thrift Store, Inc. is in the thrift cum used goods stores industry and we will ensure we go all the way to make available a wide range of used goods and products from households in the United States and other countries of the world.

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Furniture

We'll clean and polish the furniture items such as wooden tables, chairs, cradles, old rugs and carpets, cupboards, etc. which are in a reusable condition and sell them to at very low and economical prices.



Clothes, Shoes & Books

The reusable books, shoes, fashion accessories, and clothes like dress shirts, sweaters, jackets etc. will also be kept at the store to be purchased by the low-incomes.



Small Electronic Devices

We will also sell the technology products and small electronics such as cell phones, microwaves, printers, mobile and computer accessories, storage devices and much more than that.



Sports Equipment & Musical Instruments

This type of inventory is often found in the solely new condition as people after getting bored put their guitars, pianos, rackets, footballs and the things like that outside their house to be taken by someone, so we have decided to keep such reusable things in our shop.



Miscellaneous

Besides the above-mentioned necessities of living, we will also keep the miscellaneous items like crockery, decoration pieces, baskets, plastic products etc.

4.

Market Analysis

Market Trends

Target Market

Marketing Segmentation



REMEMBER

The most important component of an effective Thrift Store 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 Thrift Store business plan sample or other Thrift Store business plans available online.

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Market Trends



TIP

Generally, thrift stores/resale shopping attracts consumers from all economic levels. There is no distinctive resale shopper, just as there is no distinctive resale shop. The truth is that everybody irrespective of their financial status would usually look towards saving money and it could come from selling used items or purchasing used items.

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Target Market



TIP

Perhaps the thrift store industry has the widest range of customers; everybody on planet earth, especially low-income earners, has one or more things that they would need in a thrift store. It is difficult to find people who are trying to cut costs who don't patronize thrift stores.

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Marketing Segmentation

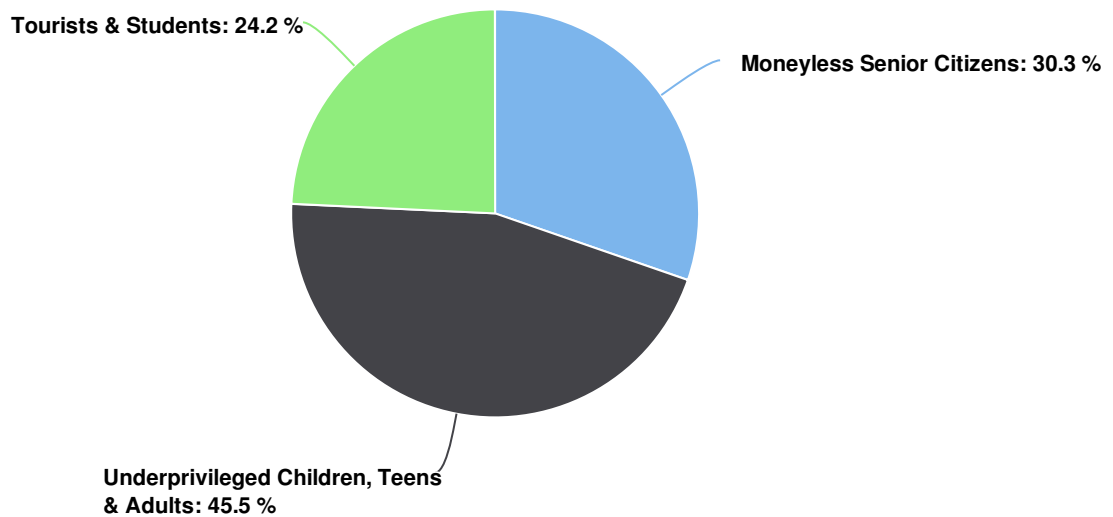


TIP

Our customers will be people with average financial backgrounds. Most people living in Detroit do not have enough income to meet their expenses in a rich city. These people lust for the items like clothes, furniture, etc., and are convenient in buying used items. It is also a requirement of this business to attract notable and rich people for maximizing our d

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TIP

According to a report by City Performance Scorecards, more than 15 thousand senior citizens are living below the poverty level in San Francisco. The health and age of such people don't allow them to meet their needs by hard work.

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Moneyless Senior Citizens

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TIP

There are many children and teens in the city who desire to buy good clothes, tech-based things, or sports equipment and musical instruments, but the reality is that most of their desires remain unfulfilled due to the costs of such items. Moreover, about 61 thousand young and adults are living below the poverty level in San Francisco, according to the same report.

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Underprivileged Children, Teens & Adults

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TIP

There are often situations when you are roaming in another country, but due to wrong estimates, become out of budget. So, the tourists or students who have to cut their discretionary needs, temporarily, will also be one of our target groups.

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Tourists & Students

Start writing here...



TIP

The detailed market analysis of our potential customers is given in the following table:

Potential	Growt	Year1	Year2		
-----------	-------	-------	-------	--	--

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5.

SWOT Analysis



TIP

Our intention of starting just one outlet of our thrift store in Detroit, Michigan is to first test run the business for a period of 2 to 5 years to know if we will invest more money, expand the business and then open other outlets all over Michigan.

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Strengths

Our location, the business model we will be operating on (a physical store and online store), varieties of payment options, a wide range of products, and our charity cause, and of course our excellent customer service culture will definitely count as a strong strength for Maxwell Thrift Store, Inc.



Weaknesses

A major weakness that may count against us is the fact that we are a new thrift store outlet and we don't have the popularity like leading thrift store outlets like Goodwill Industries International Inc., Savers, and The Salvation Army and co when it comes to receiving goods from households and retailing at a rock bottom prices for all their goods.



Opportunities

The fact that we are going to be operating our thrift store in one of the busiest streets in Detroit, Michigan provides us with unlimited opportunities to sell our secondhand goods to a large number of people. We have been able to conduct thorough feasibility studies and market surveys and we know what our potential clients will be looking for when they visit our thrift store; we are well-positioned to take on the opportunities that will come our way.



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 thrift store or consignment store in the same location where ours is located.



6.

Strategy & Implementations

Sales Strategy

Marketing Objectives

Advertising Strategy

Pricing Strategy



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 Thrift Store business startup and must be properly planned before you think about starting your own Thrift Store.

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Sales Strategy



TIP

For promoting our sales, we will advertise our store in local magazines, newspapers and social media. We will also distribute our flyers in nearby schools and colleges. We'll post our banners in well-off residential communities.

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Marketing Objectives



TIP

- Maintain a committed program for divesting the Thrift Shop's inventories through online distribution channels.
- Implement a local campaign with the Company's targeted market via the use of flyers, local newspaper advertisements

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Advertising Strategy



TIP

Even though our thrift store is well located and our charity cause is worthy of pursuit, we will still go ahead to intensify publicity for the business. We are going to explore all available means to promote our thrift store.

Maxwell Thrift Store, Inc. has a long-term plan of op

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Pricing Strategy



TIP

Pricing is one of the key factors that gives leverage to thrift stores, it is normal for consumers to go to places (retail outlets) where they can get goods at cheaper price which is why a big player in the thrift stores industry like Goodwill Industries International Inc., Savers, and The Salvation Army and so will attract loads of consumers. Products in their store are tagged

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7.

Personnel plan

Average Salary of Employees



TIP

Mr. Moore will manage the overall operations and will hire the following people for his assistance.

- 1 Accountant for maintaining financial and other

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Average Salary of Employees



TIP

The following table shows the forecasted data about employees and their salaries for the next three years.

Personnel	Year1	Year2	Year3
-----------	-------	-------	-------

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8.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

The last component of the Thrift Store 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. To unlock help try Upmetrics!



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 Thrift Store 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 strategy. To unlock help try Upmetrics!

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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

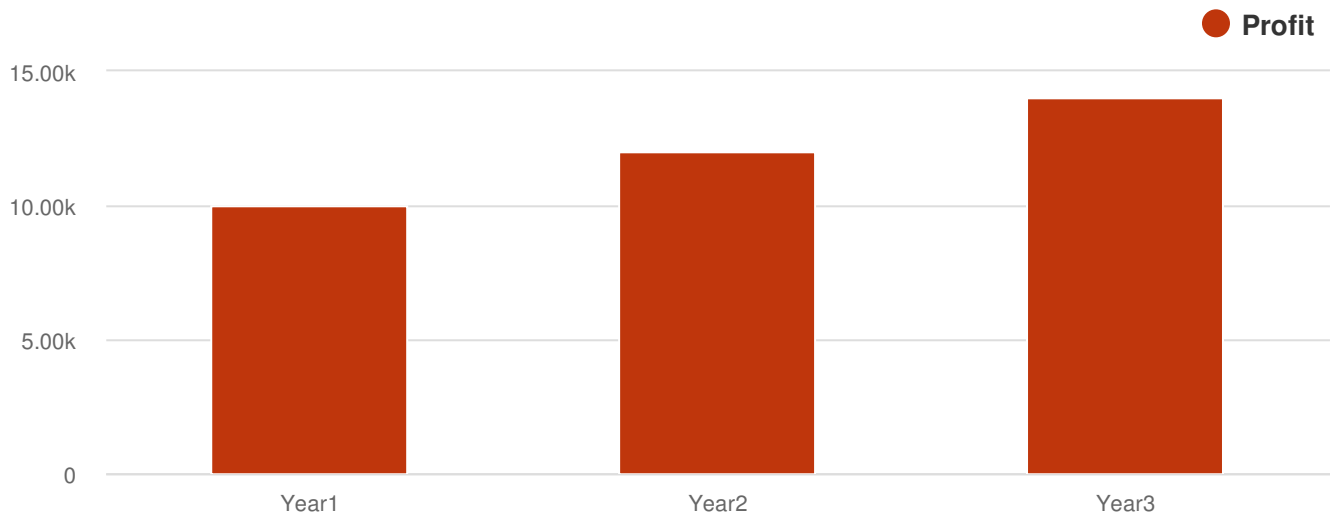
Brake-even Analysis

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

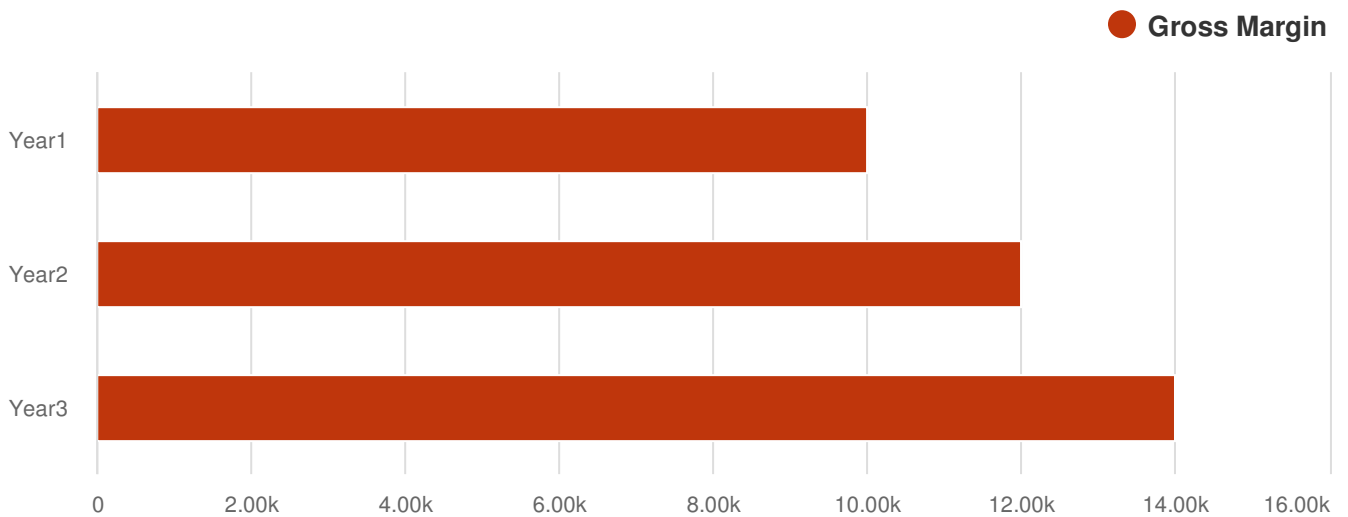
	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales 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
EBITDA	\$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
Net Profit/Sales	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
Cash from Operations			
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
Additional Cash Received			
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
Expenditures from Operations			
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
Additional Cash Spent			
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
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

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%
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.

	Year 1	Year 2	Year 3	Industry Profile
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.
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.

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