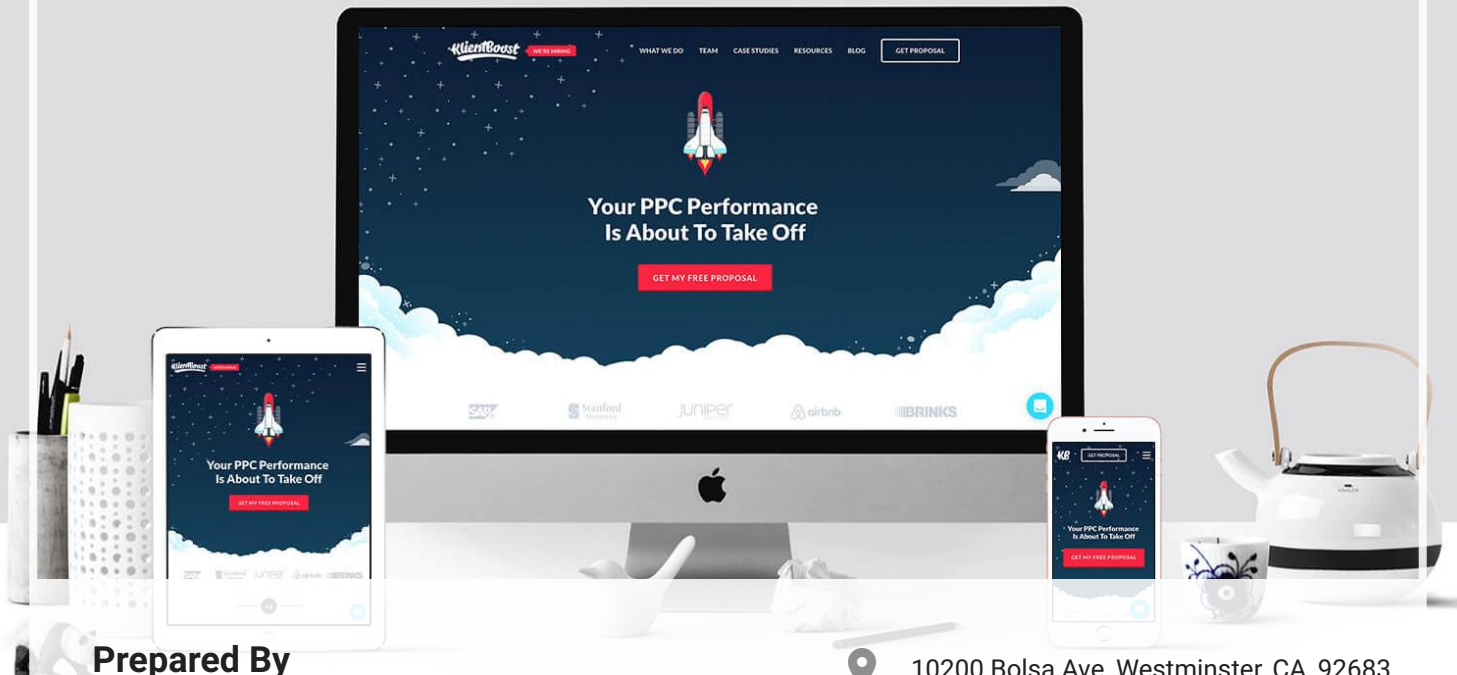




Web Design


BUSINESS PLAN


Experience digital innovation




Prepared By

 **John Doe**

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

 info@example.com

 <http://www.example.com>

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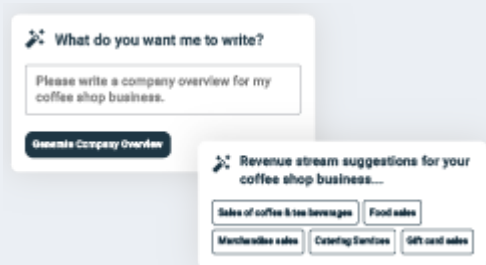
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Business planning that's simpler and faster than you think

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1.

Executive Summary

Business Overview

Objectives

Keys to Success

Mission statement

Business Target



REMEMBER

Before you think about how to start Web Design services, you must create a detailed Web Design Company business plan. It will not only guide you in the initial phases of your startup but will also help you

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Business Overview

Robid Inc.

Robid Inc. is a small firm located in Kapolei, Hawaii. We are a start-up company offering we band internet services to small businesses and institutions in Kapolei City. We offer services in website design, development, hosting, marketing, maintenance, and a

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Objectives

Ex :: Robid

- To generate revenues of \$300,000 by the end of our first year of operations.
- To attain a net profit of 30% in the first year and 40% in the second year.
- To have a 70% gross margin by the end of the first year.

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Keys to Success

Ex :: Robid

- We will offer quality web services to small businesses and institutions at affordable prices.
- To build and tailor our services to small businesses.

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Mission statement

Ex :: Robid

Our mission is to provide accessibly, and streamlined web and Internet services to small businesses and institutions. Using our system, we will offer various types of web solutions that will be tailored to serve the changing needs of our clients.

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Business Target

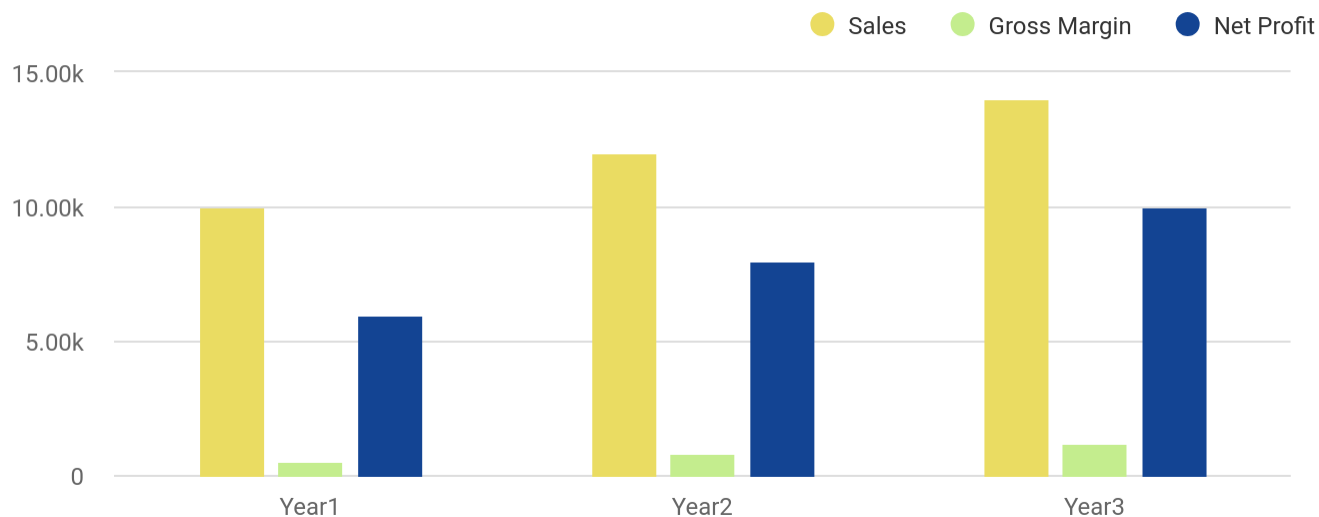
Ex :: Robid

Our main business targets are summarized in the following column chart.

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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
Year3	14,000	1,200	10,000

2.

Company Summary

Company Ownership

Start-up Summary

Company Location and Facilities

Funding Required

Ex :: Robid

Robid Inc. is a company still at the start-up stage. We will provide quality, affordable, and high-end web services to small businesses and institutions. We will also help our clients improve their existing marketing and web services. We have established a system

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Company Ownership

Ex :: Robid

Robid Inc. has been incorporated and has its offices and facilities in Kapolei County, Hawaii as of September 30, 2013. The company is co-owned by Richard Walker, the chief executive officer, and David Hart, the Information Technology Director.

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Start-up Summary

Ex :: Robid

We have a well-thought-out start-up plan that will help us move forward with proper marketing tools, equipment and personnel get us started. The owners have an initial cash investment of \$50,000 each to acquire office furniture, software, and computers. To

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Company Location and Facilities

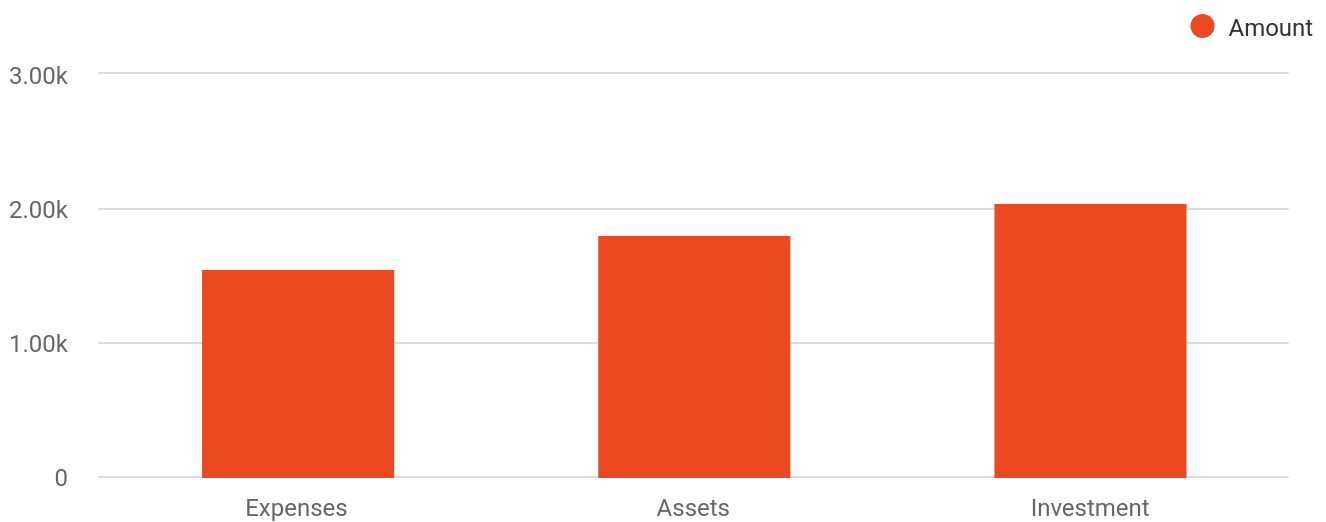
Ex :: Robid

Robid Inc. has leased commercial office space at the Kapolei business center for three years with an option of renewal within sixty days. Space can accommodate fifteen workstations for all our employees.

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Start writing here..

Startup cost



Cost distribution

Amount

Expenses	1,550
Assets	1,800
Investment	2,050

Funding Required

The detailed startup requirements and expenses are given in the table below.

Start-up Expenses	Amount
Legal	\$75,500
Consultants	\$0
Insurance	\$62,750

Start-up Expenses	Amount
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
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

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

3.

Products and Services

Service Description

Sales Literature

Fulfillment

Technology

Future Services



REMEMBER

Before starting a Web Design business, you must take many things into consideration such as you must consider what types of web services will you be providing to your customers. Deciding your services

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Robid

Robid Inc. will be a provider of internet service solutions for small businesses and institutions within Kapolei. Our focus will be on website services. We will offer the following services:

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Services



Web development and design



Web marketing



Analysis



Web hosting and maintenance

The new services will be additional to our range of existing services which include:

Existing services



Developing e-commerce for businesses



Renovation and upgrading of websites



Maintaining websites



Website training and seminars



Constructing databases

Once we are established, we will also offer services in the following areas within the first three years of operations:



**Installing Local Area Network
for small businesses**



Website marketing



Intranet set-up and installation

Service Description

Robid

Web development and design: Robid Inc. will offer a unique and customized web experience to each client's needs. We will model our designs to the caliber the large organization gets.

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Start writing here..

Sales Literature

Robid

Robid Inc. currently has a sales brochure containing all the pertinent information about the company and its services. We have included our company's strong history, pictorials, and pricing

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Fulfillment

Robid

Besides our existing team of experts in web-hosting and maintenance, we will hire professionals in web development and design to ensure proper handling of clients' needs. Our experts will be divided into teams of three to work better on different

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Technology

▢ Robid

Technological innovations influence most of our operations. We use the latest software and hardware components in all our office equipment and machinery. We intend to invest in additional tools to help us meet the customers' requirements more eff

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Future Services

▢ Robid

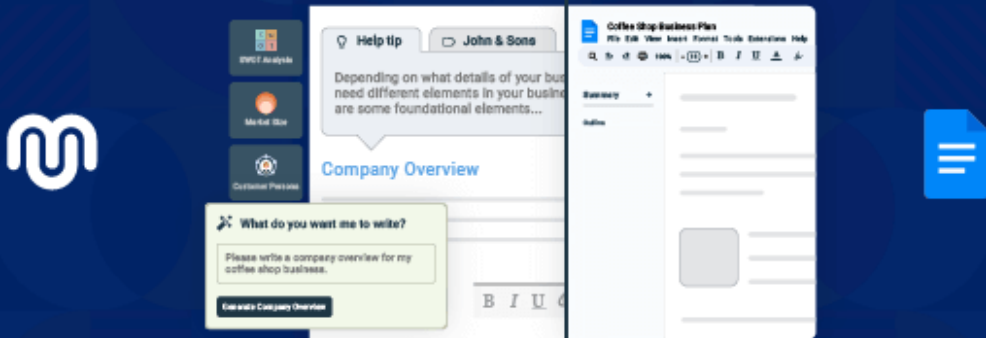
Installation of Local Area Network (LAN) services: With the increasing number of small businesses using computers and the Internet as necessary office tools, there is an urgent need to meet their new demands. We will help the businesses from purcha

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Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



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4.

Market Analysis

Target Market Segment Strategy

Market Trends

Market Growth

Service Business Analysis

Main Competitors

Business Participants

Market Segmentation



REMEMBER

The most important component of an effective Web Design company business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself.

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Robid

Robid Inc. will focus on small businesses and institutions that are looking to develop or upgrade their web presence. Our approach will be step-by-step; starting with a simple, basic website and improving it to meet their changing needs.

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Start writing here..

Target Market Segment Strategy

Robid

We will focus our marketing efforts on attracting institutions and small businesses. We reached this decision after careful market analysis and identifying the needs of this market segment. The high demand for web services by this market is an opportunity that we will exploit.

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Market Trends

Robid

The most notable trend in the industry currently is mass migration online. Small businesses are either waiting to migrate or are looking to upgrade their already existing sites to suit the rapidly changing industry.

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Market Growth

Robid

Our target market has expanded and grown at a rapid rate to cope up with the changing technologies. We have put together some evidence to support this exponential growth:

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Service Business Analysis

Robid

Companies in the web development and service industry vary with the size and nature of services. Robid Inc. will provide a unique alternative that the existing providers do not have. The bigger web development firms ignore our target market making it unique.

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Main Competitors

Features



Peetle Graphics

It is located 5 miles from Kapolei and provide graphic and web development services. They have a loyal and established customer base. However, the company has only two employees; Mr. John Peetle and his son Peter. They work from home and are unable to meet all the needs of the market.



Create Innovations

They are located 10 miles from Kapolei and offer web development and design services to small businesses in Kawai and neighboring towns. They have a fairly wide customer base due to their large area of operation. They offer services to small businesses but charge highly, which does not go well with most of their clients.



Wackyweb Inc

It is located approximately 30 miles from our offices and offer services in marketing and web development. They have been in existence for over seven years and have a talented team of programmers and developers. Their pricing is, however, too high for the small and medium-sized businesses that they are now trying to attract.

Business Participants

Robid

Three types of firms make up the web services industry:

- Large companies: They generate high revenue and serve top companies. There are a few

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Market Segmentation

📄 Robid

The nature of our services and our location enables us to serve small businesses and institutions no matter their location. We plan to expand to other cities but will in the meantime use our communication technologies to get in touch with customers i

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5.

Strategy and Implementation

Competitive Advantage

Marketing Strategy

Marketing Programs

Pricing Strategy

Promotion Strategy

Sales Strategy

Strategic Alliances



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

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Ex :: Robid

At start-up, Robid Inc. will focus all the sales and marketing efforts on the city of Kapolei and its environs.

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Competitive Advantage

Ex :: Robid

The fact that our services target small businesses gives us an edge over our competitors. By setting up strategic alliances with some of the web and Internet-related companies, we will offer our customers efficient and affordable web services that will me

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Marketing Strategy

Ex :: AutoCar

We will approach and follow up with all the prospective clients with a clear and thorough marketing strategy. We will give them all the details about the web and the Internet so that they do not get confused and intimidated along the way.

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Start writing here..

Marketing Programs

Ex :: Robid

We intend to join the following organizations as part of our initial marketing programs:

- Hawaii Chamber of Commerce.

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Pricing Strategy

Ex :: Robid

Robid Inc. will establish a pricing system to guide our clients on the nature of the services and the corresponding prices. Since we will be dealing with a market segment that tries to reduce costs, we will charge our services on an hourly basis. It will make the


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Start writing here..

Promotion Strategy

Ex :: Robid

Since our target market is distinguishable, we will use a direct approach to marketing our services. We will use yellow pages directories to place our adverts. Robid Inc. will also put feature adverts in business publications with a wide audience like the

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Sales Strategy

Ex :: Robid

We will sell service, value, and quality to our prospective clients. We will need to convince them that having an online presence is a worthy course for their businesses. We have a database that has proven useful in getting new business contacts and establish

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Strategic Alliances

Ex :: Robid

We have established four strategic partnerships with two Internet service providing companies and another two with computer consultancy firms. We intend to use alliances to attract more businesses and referrals from our competitors.

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Start writing here..

6.

Management Summary

Organizational Structure

Management Team Gaps

Personnel Plan

Ex :: Robid

Robid Inc. is a partnership between two individuals who have equal shares in the company. They will all serve as directors. Richard Walker attended Gareth college and earned his Associates Degree in Management. He has completed various courses

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Organizational Structure

Ex :: Robid

Robid Inc. will be managed by the co-owners. They will conduct recruitment for important positions like office managers, accountants, marketing, customer care, and human resource.


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Start writing here..

Management Team Gaps

Ex :: Robid

The two directors will need management support in the marketing and business development departments. They feel that their prior experience did not need many of these departments. The company will contact accounting and a public relations firm to assist

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Start writing here..

Personnel Plan

Ex :: Robid

We will implement a system that will focus on developing a team and will consist of three web developers and two salespeople. The web development team will have one highly-qualified staff while the other two may be lesser-qualified. The team will work on

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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 a web design 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

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Important Assumptions

We have prepared this plan with the assumption that the economy will remain steady with the standard number of players in the industry. We also hope that there will be less interference from the government and the industry regulators.

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	\$709,965.37	\$1,508,149.26	\$2,724,533.04
Web Design Projects	\$477,740	\$858,280	\$1,541,540
Unit Sales	239	429	771
Unit Price	\$2,000	\$2,000	\$2,000
Website Maintenance Services	\$187,148	\$577,699	\$1,067,446
Users	295	652	1,110
Recurring Charges	\$100	\$100	\$100
Web Hosting Services	\$45,077.37	\$72,170.26	\$115,547.04

	2024	2025	2026
Cost Of Sales	\$223,396.55	\$310,486.66	\$440,160.63
General Costs	\$223,396.55	\$310,486.66	\$440,160.63
Web Development Costs	\$138,000	\$144,551.75	\$151,831.32
Developer Salaries	\$84,000	\$88,931.75	\$94,542.72
Software Licenses	\$54,000	\$55,620	\$57,288.60
Hosting and Maintenance Costs	\$85,396.55	\$165,934.91	\$288,329.31
Server Hosting Fees	\$14,400	\$15,120	\$15,876
Website Maintenance	\$70,996.55	\$150,814.91	\$272,453.31
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$486,568.82	\$1,197,662.60	\$2,284,372.41
Gross Margin (%)	68.53%	79.41%	83.84%
Operating Expense	\$1,063,982.29	\$1,126,908.30	\$1,211,150.20
Payroll Expense (Indirect Labor)	\$982,284	\$1,004,089.32	\$1,026,431.88
Web Development Team	\$477,900	\$489,933	\$502,281.24
Senior Web Developers	\$247,500	\$254,925	\$262,572.84
Junior Web Developers	\$230,400	\$235,008	\$239,708.40
Design Team	\$212,064	\$217,921.92	\$223,943.04
Graphic Designers	\$111,264	\$114,601.92	\$118,039.92
UI/UX Designers	\$100,800	\$103,320	\$105,903.12
Support and Administration	\$292,320	\$296,234.40	\$300,207.60

	2024	2025	2026
Customer Support Representatives	\$193,200	\$195,132	\$197,083.20
Administrative Staff	\$99,120	\$101,102.40	\$103,124.40
General Expense	\$81,698.29	\$122,818.98	\$184,718.30
Office and Administration	\$30,000	\$30,660	\$31,335
Office Rent	\$24,000	\$24,480	\$24,969.60
Utilities	\$6,000	\$6,180	\$6,365.40
Marketing and Advertising	\$45,098.29	\$85,378.98	\$146,414.30
Digital Marketing	\$35,498.29	\$75,407.46	\$136,226.66
Print Advertising	\$9,600	\$9,971.52	\$10,187.64
Technology and Equipment	\$6,600	\$6,780	\$6,969
Software Subscriptions	\$3,600	\$3,780	\$3,969
Computer Hardware	\$3,000	\$3,000	\$3,000
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$577,413.47)	\$70,754.30	\$1,073,222.21
Additional Expense	\$7,999.02	\$6,724.40	\$5,344.01
Long Term Depreciation	\$4,554	\$4,554	\$4,554
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$581,967.47)	\$66,200.30	\$1,068,668.21
Interest Expense	\$3,445.02	\$2,170.41	\$790.01
EBT	(\$585,412.49)	\$64,029.90	\$1,067,878.20

	2024	2025	2026
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,295,377.86	\$1,444,119.36	\$1,656,654.84
Net Income	(\$585,412.49)	\$64,029.90	\$1,067,878.20
Net Income (%)	(82.46%)	4.25%	39.19%
Retained Earning Opening	\$0	(\$603,412.49)	(\$547,382.59)
Owner's Distribution	\$18,000	\$8,000	\$8,000
Retained Earning Closing	(\$603,412.49)	(\$547,382.59)	\$512,495.61

Projected Cash Flow

	2024	2025	2026
Cash Received	\$709,965.37	\$1,508,149.26	\$2,724,533.04
Cash Paid	\$1,290,823.86	\$1,439,565.36	\$1,652,100.84
COS & General Expenses	\$305,094.84	\$433,305.64	\$624,878.95
Salary & Wages	\$982,284	\$1,004,089.32	\$1,026,431.88
Interest	\$3,445.02	\$2,170.41	\$790.01
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$580,858.49)	\$68,583.90	\$1,072,432.20
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$45,000	\$0	\$0

	2024	2025	2026
Net Cash From Investments	(\$45,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$0	\$0
Amount Paid	\$33,356.82	\$24,631.44	\$26,011.76
Loan Capital	\$15,356.82	\$16,631.43	\$18,011.76
Dividends & Distributions	\$18,000	\$8,000	\$8,000
Net Cash From Financing	\$116,643.18	(\$24,631.44)	(\$26,011.76)
Summary			
Starting Cash	\$0	(\$509,215.31)	(\$465,262.85)
Cash In	\$859,965.37	\$1,508,149.26	\$2,724,533.04
Cash Out	\$1,369,180.68	\$1,464,196.80	\$1,678,112.60
Change in Cash	(\$509,215.31)	\$43,952.46	\$1,046,420.44
Ending Cash	(\$509,215.31)	(\$465,262.85)	\$581,157.59

Projected Balance Sheet

	2024	2025	2026
Assets	(\$468,769.31)	(\$429,370.85)	\$612,495.59
Current Assets	(\$509,215.31)	(\$465,262.85)	\$581,157.59
Cash	(\$509,215.31)	(\$465,262.85)	\$581,157.59

	2024	2025	2026
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$40,446	\$35,892	\$31,338
Gross Long Term Assets	\$45,000	\$45,000	\$45,000
Accumulated Depreciation	(\$4,554)	(\$9,108)	(\$13,662)
Liabilities & Equity	(\$468,769.30)	(\$429,370.83)	\$612,495.61
Liabilities	\$34,643.19	\$18,011.76	\$0
Current Liabilities	\$16,631.43	\$18,011.76	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,631.43	\$18,011.76	\$0
Long Term Liabilities	\$18,011.76	\$0	\$0
Long Term Debt	\$18,011.76	\$0	\$0
Equity	(\$503,412.49)	(\$447,382.59)	\$612,495.61
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$100,000	\$100,000
Retained Earnings	(\$603,412.49)	(\$547,382.59)	\$512,495.61
Check	\$0	\$0	\$0

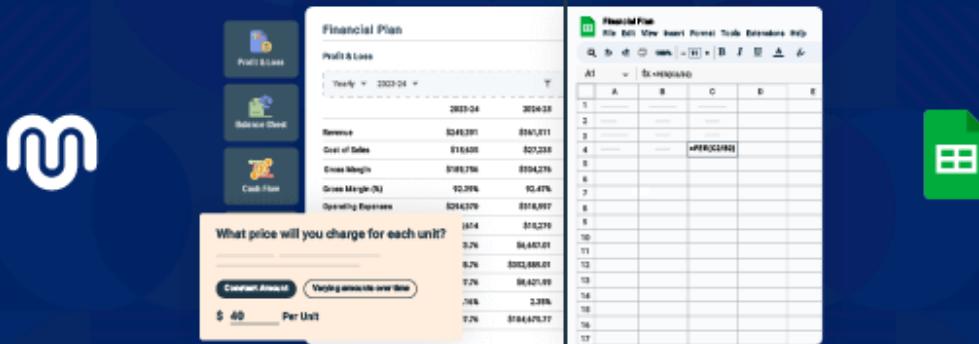
Business Ratios

	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%
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	Year 1	Year 2	Year 3	
Net Profit Margin	19,20%	21,16%	23,12%	N.A.

	Year 1	Year 2	Year 3	Industry Profile
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.
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 shows a side-by-side comparison of two financial planning tools. On the left is the Upmetrics interface, which is clean and user-friendly. It features a sidebar with navigation options: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. A table shows financial metrics for two periods: 2023-24 and 2024-25. Below the table is a form to input 'What price will you charge for each unit?' with a 'Convert Annual' button and a 'Viewing amounts over time' option. On the right is a standard spreadsheet interface with a grid and various toolbars. A green document icon with a grid pattern is positioned to the right of the spreadsheet.

	2023-24	2024-25
Revenue	\$241,291	\$181,811
Cost of Sales	\$16,620	\$27,233
Gross Margin	\$191,756	\$154,276
Gross Margin (%)	79.5%	85.4%
Operating Expenses	\$214,379	\$118,987
	104	\$12,279
	0.2%	\$6,657.01
	0.2%	\$302,888.01
	0.2%	\$6,621.89
	0.6%	2,356
	0.2%	\$184,675.77

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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