



Bicycle Shop Business Plan

Two Wheels, Limitless Journeys

Business Plan

[YEAR]

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CONFIDENTIAL

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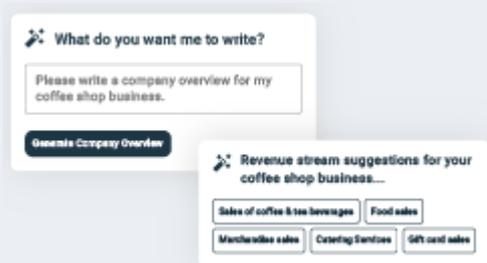
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Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

Upmetrics has everything you need to create a comprehensive business plan.



AI-powered Upmetrics Assistant

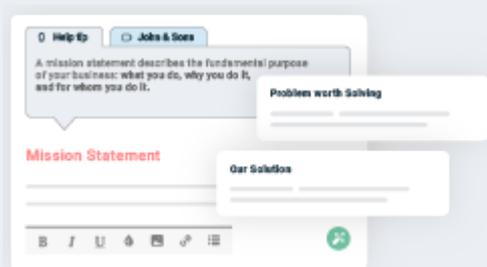
AI-powered insights to streamline your plan

Not sure where to start? Upmetrics' AI Assistant will automatically generate ideas for each section of your plan and offer improved versions of your writing, adjusting for tone, voice, and grammar or spelling errors.

Financial Forecasting Tool

All the financials are calculated for you

Forget the complex formulas and clumsy spreadsheets – with automatic financials and drag-and-drop forecasting, you can finish your plan faster and be confident that your numbers are accurate.



Business Plan Builder

Guides you like a business mentor

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1.

Executive Summary

Market opportunity

Services Offered

Marketing & Sales Strategies

Financial Highlights



REMEMBER

An executive summary is the first section of the business plan intended to provide an overview of the whole business plan.

To unlock help try Upmetrics!

Help tip

Bicycle Shop Business Plan

Start your executive summary by briefly introducing your business to your readers.

This section may include the name of your bicycle shop, its location, when it was founded, the

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Bicycle Shop Business Plan

Summarize your market research, including market size, growth potential, and marketing trends.

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Start writing here..

Services Offered

Help tip

Bicycle Shop Business Plan

Highlight the bicycle shop products you offer your clients. The USPs and differentiators you offer are always a plus.

To unlock help try Upmetrics!

Start writing here..

Marketing & Sales Strategies

 **Help tip**

 **Bicycle Shop Business Plan**

Outline your sales and marketing strategies—what marketing platforms you use, how you plan on acquiring customers, etc.

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Start writing here..

Financial Highlights

 **Help tip**

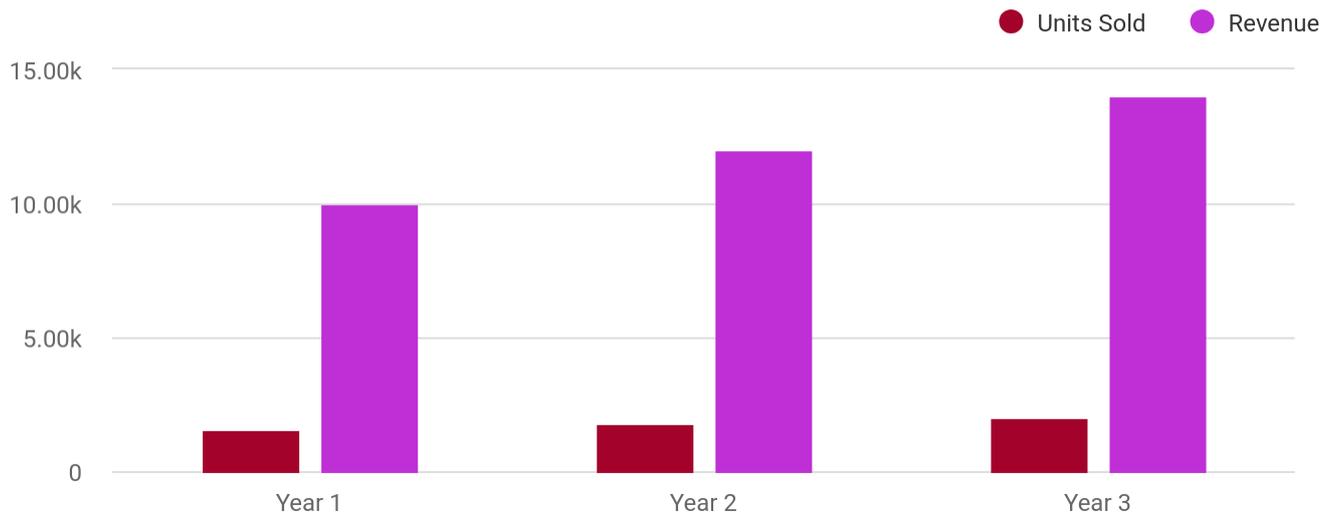
 **Bicycle Shop Business Plan**

Briefly summarize your financial projections for the initial years of business operations. Include any capital or investment requirements, associated startup costs, projected revenues, and profit forecasts.

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Start writing here..

Units Sold v/s Revenue



Financial Year	Units Sold	Revenue
Year 1	1,550	\$10,000
Year 2	1,800	\$12,000
Year 3	2,050	\$14,000

💡 Help tip

📄 Bicycle Shop Business Plan

Summarize your executive summary section with a clear CTA, for example, inviting angel investors to discuss the potential business investment.

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Write a call to action for your business plan.

2.

Company Overview

Ownership

Mission statement

Business history

Future goals



REMEMBER

Depending on what details of your business are essential, you'll need different elements in your business overview.

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Help tip

Bicycle Shop Business Plan

Describe your business in this section by providing all the basic information:

Describe what kind of bicycle shop company you run and the name of it. You may specialize in

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Start writing here..

Ownership

Help tip

Bicycle Shop Business Plan

List the names of your bicycle shop's founders or owners. Describe what shares they own and their responsibilities for efficiently managing the business.

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Start writing here..

Business Owners



Mission statement

💡 Help tip

📄 Bicycle Shop Business Plan

Summarize your business' objective, core principles, and values in your mission statement. This statement needs to be memorable, clear, and brief.

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At [Bicycle Shop Name], we believe in [Core Principle, e.g., "empowering individuals through the joy of cycling"]. Our mission is to provide [Objective, e.g., "unparalleled cycling products and services"], ensuring every ride is memorable. Rooted in [Core Values, e.g., "quality, community, and sustainability"], we strive to foster a community of passionate cyclists and nurture the cycling culture in [City, e.g., "Westminster"].



Business history

💡 Help tip

📄 Bicycle Shop Business Plan

If you're an established bicycle shop, briefly describe your business history, like—when it was founded, how it evolved over time, etc.

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Start writing here..

Future goals

💡 Help tip

📄 Bicycle Shop Business Plan

It's crucial to convey your aspirations and vision. Mention your short-term and long-term goals; they can be specific targets for revenue, market share, or expanding your services.

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3.

Market Analysis

Target Market

Market size and growth potential

Competitive analysis

Market trends

Regulatory environment



REMEMBER

Market analysis provides a clear understanding of the market in which your printing business will run along with the target market, competitors, and growth opportunities.

To unlock help try Upmetrics!

Help tip

Bicycle Shop Business Plan

To write the introduction section of your market analysis, start by clearly identifying your primary target market.

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Start writing here..

Target Market

Help tip

Bicycle Shop Business Plan

Start this section by describing your target market. Define your ideal customer and explain what types of services they prefer. Creating a buyer persona will help you easily define your target market to your readers.

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Market size and growth potential

Help tip

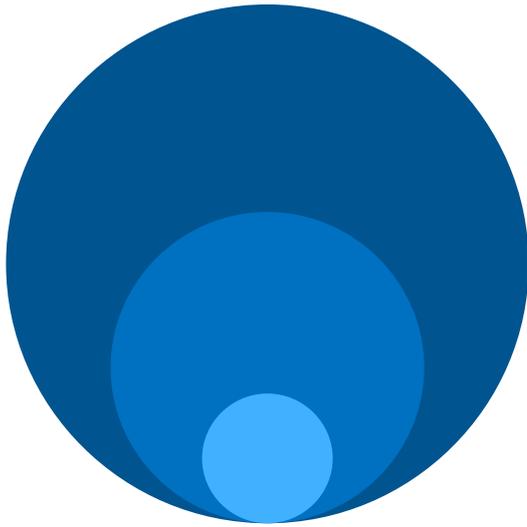
Bicycle Shop Business Plan

Describe your market size and growth potential and whether you will target a niche or a much broader market.

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Start writing here..

Market Size



Available Market

All individuals in the U.S. interested in cycling.

100M

Served Market

Those who have purchased a bicycle or cycling gear in the last year.

60M

Target Market

Urban adults aged 20-40 prioritizing eco-friendly transit.

25M

 Help tip

 Bicycle Shop Business Plan

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your bicycle shop from them.

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Competitive analysis

CycloCity

Established in 2015, CycloCity is a well-recognized name in the bicycle market, catering to both urban cyclists and adventure enthusiasts.

Features

Wide range of bicycles, including road, mountain, and hybrid bikes.

Cycling accessories and maintenance services.

Monthly cycling workshops and community rides.

Strengths

Strong brand recognition in the local market.

Extensive range of products catering to diverse customer needs.

Active community engagement with monthly events

Weaknesses

Limited presence in the electric bicycle segment.

Higher price point compared to other local competitors.

Limited online sales platform, with predominant focus on in-store sales.

BikeBurst

A relatively new entrant, BikeBurst has quickly made its mark with innovative marketing campaigns and a strong online presence.

Features

E-commerce platform offering bikes, gear, and accessories.

Customizable bicycle options with a "Build Your Bike" feature.

Regular online promotions and discounts.

Strengths

Robust online sales platform with a user-friendly interface.

Effective digital marketing campaigns driving online traffic.

Competitive pricing with regular online promotions.

Weaknesses

Limited physical storefronts lead to challenges in immediate servicing and customer touchpoints.

Relatively new brand, lacking the heritage and trust established by longer-standing competitors.

A narrower range of products, with a predominant focus on urban bikes.

GreenPedals

GreenPedals has carved a niche for itself by focusing exclusively on eco-friendly and electric bicycles.

Features

Comprehensive range of electric bikes, from commuter models to high-performance ones.

Charging solutions and battery maintenance services.

Sustainability-focused workshops and green cycling events.

Strengths

Unique positioning in the eco-friendly and electric bicycle segment.

Strong partnerships with electric bike manufacturers, ensuring exclusive product launches.

Commitment to sustainability, appealing to environmentally-conscious consumers.

Weaknesses

Exclusive focus on electric bikes may limit customer base.

Higher product price points due to the specialized nature of products.

Limited traditional bicycle options, might alienate certain segments of the market.

Market trends

 Help tip

 Bicycle Shop Business Plan

Analyze emerging trends in the industry, such as technology disruptions, changes in customer behavior or preferences, etc. Explain how your business will cope with all the trends.

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Regulatory environment

Help tip

Bicycle Shop Business Plan

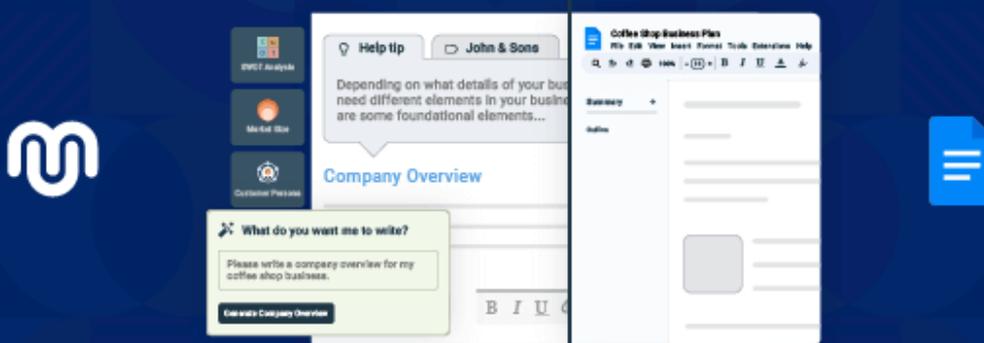
List regulations and licensing requirements that may affect your bicycle shop company, such as business registration & licensing, bicycle safety standards, consumer protection & product safety, etc.

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Start writing here..

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.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

[Start your planning today](#)

4.

Products and Services

Products and Services

Quality Measures

Additional Services



REMEMBER

The product and services section of a bicycle shop business plan should describe the specific services and products that will be offered to customers. To write this section should include the following:

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Help tip

Bicycle Shop Business Plan

To craft the introduction for your "Products and Services" chapter, begin by positioning your business within its industry, emphasizing its unique strengths or value proposition.

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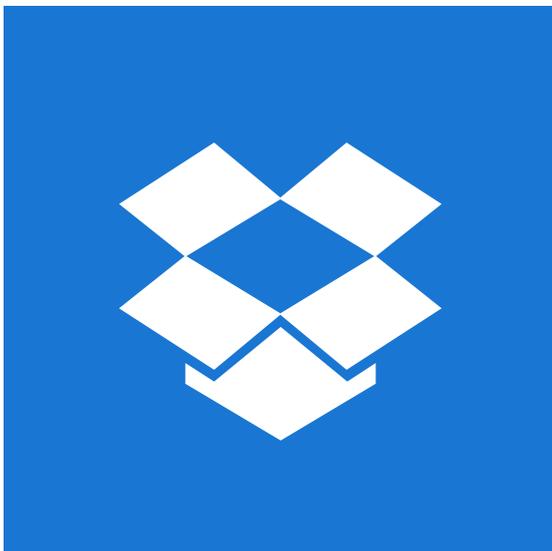
Help tip

Mention the bicycle shop products your business will offer. This list may include products like,

- Types of bicycles such as road bikes, mountain bikes, etc

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Products and Services



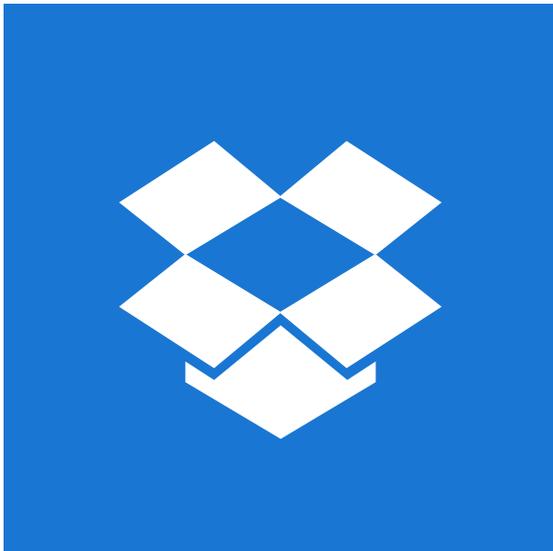
ProRide Racing Bike

Price: **[\$1,200]**

A lightweight and aerodynamic bicycle designed for competitive racing enthusiasts seeking top-notch performance.

Specifications

- Frame: Aluminum alloy
- Weight: 17 lbs
- Wheel Size: 700c
- Gears: 22-speed drivetrain
- Brakes: Dual-disc brakes



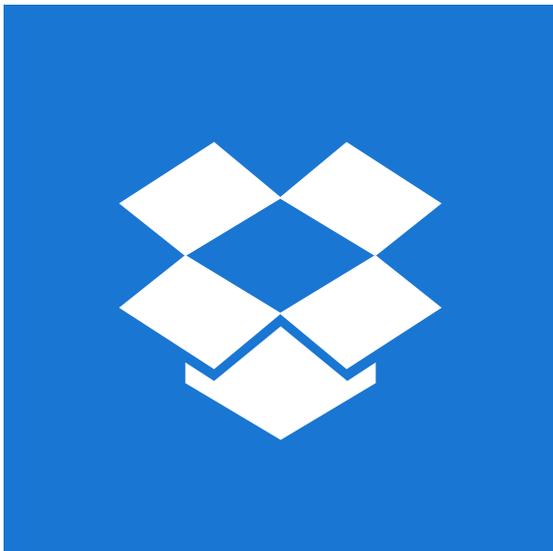
TrailBlaze Mountain Bike

Price: **[\$950]**

Robust and versatile, the TrailBlaze is built for tackling rough terrains and steep descents with ease.

Specifications

- Frame: Carbon fibre
- Weight: 24 lbs
- Wheel Size: 29-inch
- Gears: 18-speed drivetrain
- Suspension: Dual (front and rear)



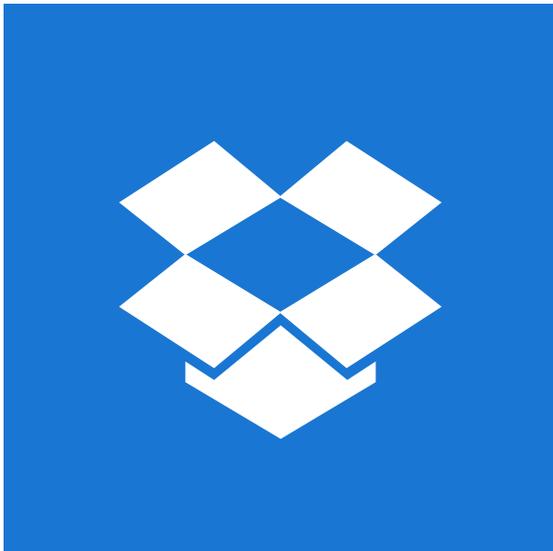
SafetyMax Helmet

Price: **[\$60]**

A crucial safety accessory, the SafetyMax Helmet offers maximum protection with a comfortable fit.

Specifications

- Material: Polycarbonate outer shell with EPS foam
- Size: Available in S, M, L
- Adjustable strap
- Ventilation: 21 vents
- Safety Standards: CPSC Certified



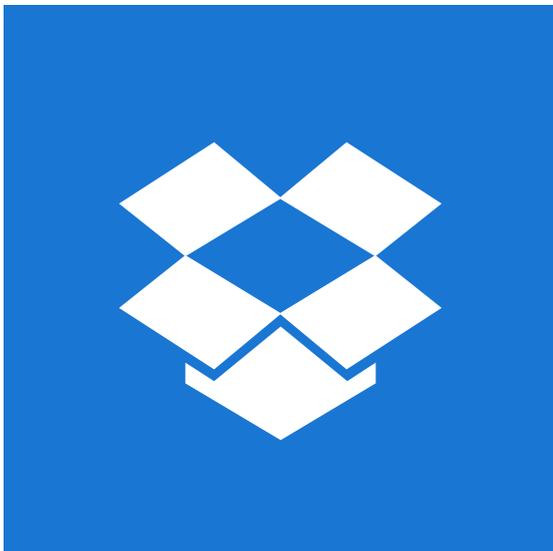
Bike Maintenance Service

Price: **Starting at [\$50]**

Comprehensive maintenance service to keep your bike in pristine condition. Includes tuning, brake checks, and gear adjustments.

Specifications

- Duration: 1-2 hours
- Service Includes Cleaning, gear and brake adjustments, tire check, and lubrication.
- Optional Add-ons: Tire replacement, and advanced tuning.



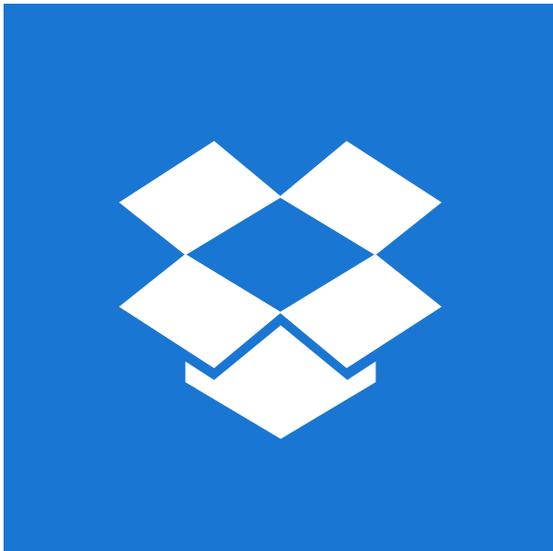
CycleMaster Lock

Price: **[\$30]**

Ensure the security of your prized bicycle with the heavy-duty CycleMaster Lock.

Specifications

- Material: Hardened steel
- Length: 3 feet
- Lock Type: Combination
- Weatherproof and anti-drill design



Custom Bike Fitting

Price: **[\$100]**

Personalized bike fitting service to tailor your bicycle to your unique riding style and posture, maximizing comfort and efficiency.

Specifications

- Duration: 1.5 hours
- Includes: Measurement of rider's height, arm length, leg inseam, and flexibility.
- Adjustments: Saddle height, handlebar position, pedal position.

Quality Measures

 Help tip

 Bicycle Shop Business Plan

This section should explain how you maintain quality standards and consistently provide the highest quality.

To unlock help try Upmetrics! 

Start writing here..

Additional Services

 Help tip

 Bicycle Shop Business Plan

Mention if your bicycle shop company offers any additional services. You may include services like bike repair & maintenance services, bike fitting & customization, bike rental services, and educational workshops, etc.

To unlock help try Upmetrics! 

Start writing here..

5.

Sales And Marketing Strategies

Unique Selling Proposition (USP)

Pricing Strategy

Marketing strategies

Sales strategies

Customer retention



REMEMBER

Writing the sales and marketing strategies section means a list of strategies you will use to attract and retain your clients.

To unlock help try Upmetrics!

Help tip

Bicycle Shop Business Plan

To create an effective introduction for your "Sales and Marketing Strategies" chapter, start by setting the stage within your specific industry or market.

To unlock help try Upmetrics!

Unique Selling Proposition (USP)

Help tip

Bicycle Shop Business Plan

Define your business's USPs depending on the market you serve, the equipment you use, and the unique services you provide. Identifying USPs will help you plan your marketing strategies.

To unlock help try Upmetrics!

Start writing here..

Pricing Strategy

Help tip

Bicycle Shop Business Plan

Describe your pricing strategy—how you plan to price your products and stay competitive in the local market.

To unlock help try Upmetrics!

Start writing here..

Discuss your marketing strategies to market your services. You may include some of these marketing strategies in your business plan—social media marketing, brochures, email marketing, content marketing, and print marketing.

To unlock help try Upmetrics! 

Marketing strategies

Online



Social Media Marketing

Leveraging platforms like Facebook, Instagram, and Twitter, we'll showcase our products, share cycling tips, and engage with our community.



Email Marketing

Monthly newsletters with updates, promotions, and expert articles on cycling.



Content Marketing

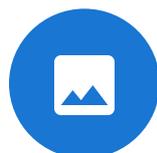
A dedicated blog on our website with articles ranging from bicycle maintenance tips to reviews of the latest cycling gear.

Offline



Brochures

Detailed brochures are available both in-store and digitally, highlighting our range and services.



Print Marketing

Collaborations with local newspapers and magazines, ensuring visibility in the local community.

 **Help tip**

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include product demonstrations & test rides, partnering with other businesses, offering referral programs, etc.

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Sales strategies



Partner with Businesses

Collaborations with local fitness centres, cafes, and other businesses, introducing bundled offers and promotions.



Product Demonstrations & Test Rides

Allowing customers to experience our products firsthand, ensuring they make informed purchasing decisions.



Referral Programs

Offering discounts to customers who refer friends and family, driving organic growth

Describe your customer retention strategies and how you plan to execute them.

For instance, introducing loyalty programs, discounts on bulk orders, personalized service, etc.

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Customer retention



Loyalty Programs

Reward points for every purchase, redeemable against future purchases or services.



Bul Order Discounts

Encouraging bulk purchases, especially for accessories and maintenance products.



Personalized Service

Tailored recommendations, custom fittings, and regular check-ins post-purchase to ensure customer satisfaction.

6.

Operations Plan

Staffing & Training

Operational Process

Equipment & Machinery



REMEMBER

When writing the operations plan section, it's important to consider the various aspects of your business operations.

To unlock help try Upmetrics!

Help tip

Bicycle Shop Business Plan

To create an effective introduction for your "Operational Plan" chapter, start by emphasizing the pivotal role of efficient operations in the success of your business, underscoring how they directly impact the quality of services delivered.

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Start writing here..

Staffing & Training

Help tip

Bicycle Shop Business Plan

Mention your business's staffing requirements, including the number of employees or sales associates needed.

To unlock help try Upmetrics!

Start writing here..

Operational Process

Help tip

Bicycle Shop Business Plan

Outline the processes and procedures you will use to run your bicycle shop. Your operational processes may include inventory management, procurement & supplier management, sales & customer service, and repair department.

To unlock help try Upmetrics!

Start writing here..

Equipment & Machinery

 **Help tip**

 **Bicycle Shop Business Plan**

Include the list of equipment and machinery required for the bicycle shop, such as bicycle repair stand, POS system, bike wash stations, bicycle display stands & racks, etc.

To unlock help try Upmetrics! 

Start writing here..

7.

Management Team

Key managers

Organizational structure

Compensation plan

Board of advisors



REMEMBER

The management team section provides an overview of the individuals responsible for running your business plan.

To unlock help try Upmetrics!

Help tip

Bicycle Shop Business Plan

To craft an introduction for your "Management Team" chapter, begin by emphasizing the crucial role of leadership in the success of any business.

To unlock help try Upmetrics!

Start writing here..

Key managers

Help tip

Bicycle Shop Business Plan

Introduce your management and key members of your team, and explain their roles and responsibilities.

To unlock help try Upmetrics!

Start writing here..



John Doe

CEO & Co-founder - john.doe@example.com

Overseeing the overall strategic direction of [Bicycle Shop Name], forging strategic alliances, and ensuring financial health.



- Background: With over [X years, e.g., "10 years"] in the bicycle industry, John brings a wealth of experience, knowledge, and passion to the business. His vision for [Bicycle Shop Name] is to make it a household name for cycling enthusiasts.



Alice Brown

Operations Manager - alice.brown@example.com

With an unwavering commitment to operational excellence, Alice is at the helm of our daily business functions.



Her expertise in streamlining processes and optimizing workflows has been instrumental in the smooth running of [Bicycle Shop Name].

- **Educational Background:** Alice holds a Bachelor's Degree in Business Administration from [University Name, e.g., "Stanford University"] and has also completed an Advanced Operations Management course from [Institute Name, e.g., "Harvard Business School"].
- **Professional Background:** Alice's professional journey spans over [X years, e.g., "10 years"] in the bicycle retail industry.

She previously served as the Assistant Operations Manager at [Previous Company Name, e.g., "CycleWorld Inc."], where she played a pivotal role in optimizing their supply chain processes.



Robert Brown

Customer Services Manager - robert.brown@example.com

Robert is the cornerstone of our customer-centric approach at [Bicycle Shop Name].



His unwavering focus on enhancing customer experiences and addressing client grievances ensures that we maintain our reputation for top-notch service.

- **Educational Background:** Robert graduated with a Bachelor's Degree in Public Relations from [University Name, e.g., "UCLA"] and went on to attain a Master's in Customer Relationship Management from [University Name, e.g., "Columbia University"].
- **Professional Background:** With over [X years, e.g., "8 years"] in roles centred around customer service, Robert previously served as the Head of Customer Engagement at [Previous Company Name, e.g., "BikeMasters Co."], where he introduced several initiatives to enhance customer loyalty and satisfaction.



Jane Brown

Store Manager, Downtown Branch - jane.brown@example.com

Jane's expertise in retail management and her deep understanding of the local cycling community make her the perfect leader for our downtown branch.



Her leadership ensures the branch consistently meets its targets and delivers outstanding service.

- **Educational Background:** Jane acquired her Bachelor's Degree in Retail Management from [University Name, e.g., "New York University"] and has also completed a specialized course in Bicycle Retail Strategy from [Institute Name, e.g., "MIT Sloan School of Management"].
- **Professional Background:** Jane's impressive tenure of over [X years, e.g., "12 years"] in the bicycle retail industry includes her role as an Assistant Store Manager at [Previous Company Name, e.g., "CycleElite Ltd."], where she oversaw daily sales targets and staff training programs

Organizational structure

 **Help tip**

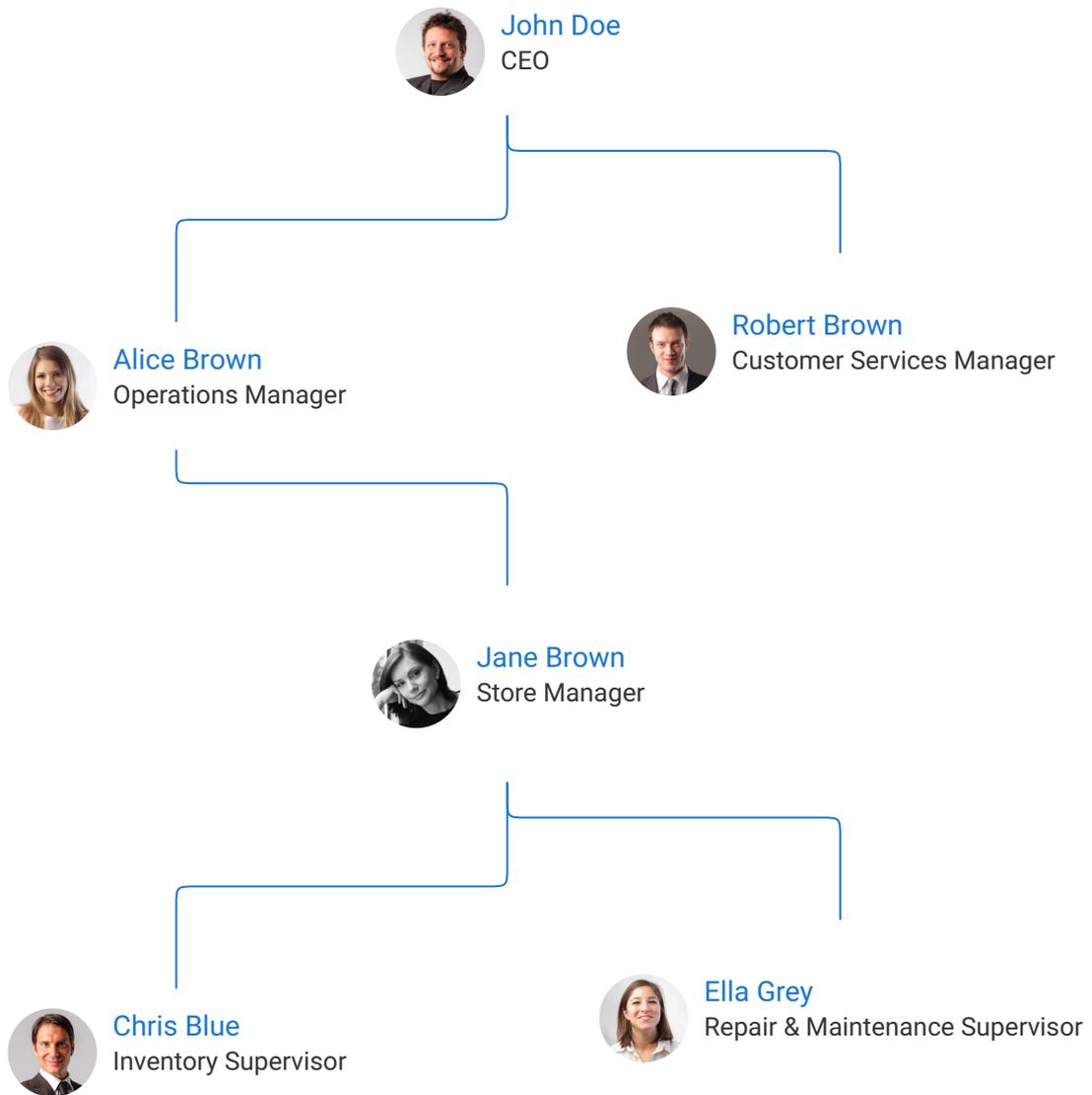
 **Bicycle Shop Business Plan**

Explain the organizational structure of your management team. Include the reporting line and decision-making hierarchy.

To unlock help try Upmetrics! 

Start writing here..

Organization chart



Compensation plan

 **Help tip**

 **Bicycle Shop Business Plan**

Describe your compensation plan for the management and staff. Include their salaries, incentives, and other benefits.

To unlock help try Upmetrics! 

Start writing here..

 **Help tip**

Mentioning advisors or consultants in your business plans adds credibility to your business idea.

To unlock help try Upmetrics! 

Board of advisors



Dr. Sarah Lee

Consultant

A consultant with [X years, e.g., "20 years"] in the cycling industry, assisting in product procurement and supplier relationships.



Mr. Michael Green

Advisor

An expert in retail strategy, he advises on store layout, customer engagement, and local marketing initiatives.

8.

Financial Plan

Profit & loss statement

Cash flow statement

Balance sheet

Break-even Point

Financing needs



REMEMBER

When writing the financial plan section of a business plan, it's important to provide a comprehensive overview of your financial projections for the first few years of your business, You may provide the following:

To unlock help try Upmetrics!

Help tip

Bicycle Shop Business Plan

To create an effective introduction for your "Financial Plan" chapter, begin by stressing the critical role of a well-structured financial plan in the success of your venture.

To unlock help try Upmetrics!

Start writing here..

Help tip

Describe details such as projected revenue, operational costs, and service costs in your projected profit and loss statement.

Make sure to include your business's expected net profit or loss.

To unlock help try Upmetrics!

Profit & loss statement

	2024	2025	2026
Revenue	\$594,104.70	\$979,227.10	\$1,617,952.20
Bicycle Sales	\$450,845	\$721,925	\$1,155,865

	2024	2025	2026
Unit Sales	902	1,444	2,312
Unit Price	\$500	\$500	\$500
Service and Repairs	\$95,507.20	\$171,538.40	\$308,067.20
Unit Sales	1,194	2,144	3,851
Unit Price	\$80	\$80	\$80
Accessories and Gear	\$47,752.50	\$85,763.70	\$154,020
Unit Sales	1,592	2,859	5,134
Unit Price	\$30	\$30	\$30
Cost Of Sales	\$267,600	\$277,848	\$288,492.24
General Costs	\$267,600	\$277,848	\$288,492.24
Bicycle Inventory Costs	\$252,000	\$261,720	\$271,818
Bicycles Purchase	\$216,000	\$224,640	\$233,625.60
Bicycle Parts	\$36,000	\$37,080	\$38,192.40
Service Supplies	\$15,600	\$16,128	\$16,674.24
Repair Supplies	\$6,000	\$6,240	\$6,489.60
Maintenance Supplies	\$9,600	\$9,888	\$10,184.64

	2024	2025	2026
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$326,504.70	\$701,379.10	\$1,329,459.96
Gross Margin (%)	54.96%	71.63%	82.17%
Operating Expense	\$417,240	\$430,819.20	\$444,860.88
Payroll Expense (Indirect Labor)	\$361,440	\$373,147.20	\$385,248.84
Sales Team	\$86,400	\$89,856	\$93,458.88
Full-Time Sales Associate	\$43,200	\$44,496	\$45,830.88
Part-Time Sales Associate	\$43,200	\$45,360	\$47,628
Service Team	\$165,600	\$170,568	\$175,685.04
Bicycle Technician	\$100,800	\$103,824	\$106,938.72
Service Manager	\$64,800	\$66,744	\$68,746.32
Management and Administration	\$109,440	\$112,723.20	\$116,104.92

	2024	2025	2026
Store Manager	\$70,800	\$72,924	\$75,111.72
Administrative Assistant	\$38,640	\$39,799.20	\$40,993.20
General Expense	\$55,800	\$57,672	\$59,612.04
Rent and Utilities	\$36,000	\$37,020	\$38,069.40
Rent	\$30,000	\$30,900	\$31,827
Utilities	\$6,000	\$6,120	\$6,242.40
Marketing and Advertising	\$15,600	\$16,344	\$17,123.76
Online Advertising	\$12,000	\$12,600	\$13,230
Community Events	\$3,600	\$3,744	\$3,893.76
Shop Operations and Maintenance	\$4,200	\$4,308	\$4,418.88
Equipment Maintenance	\$2,400	\$2,472	\$2,546.16
Shop Supplies	\$1,800	\$1,836	\$1,872.72
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$90,735.30)	\$270,559.90	\$884,599.08

	2024	2025	2026
Additional Expense	\$9,749.91	\$9,640.86	\$9,525.07
Long Term Depreciation	\$9,198	\$9,198	\$9,198
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$99,933.30)	\$261,361.90	\$875,401.08
Interest Expense	\$551.90	\$442.85	\$327.08
EBT	(\$100,485.21)	\$260,919.04	\$875,074.01
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$694,589.91	\$718,308.06	\$742,878.19
Net Income	(\$100,485.21)	\$260,919.04	\$875,074.01
Net Income (%)	(16.91%)	26.65%	54.09%
Retained Earning Opening	\$0	(\$102,485.21)	\$155,433.83
Owner's Distribution	\$2,000	\$3,000	\$2,000

	2024	2025	2026
Retained Earning Closing	(\$102,485.21)	\$155,433.83	\$1,028,507.84

 **Help tip**

The cash flow for the first few years of your operation should be estimated and described in this section.

This may include billing invoices, payment receipts, loan payments, and any other cash flow statements.

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Cash flow statement

	2024	2025	2026
Cash Received	\$594,104.70	\$979,227.10	\$1,617,952.20
Cash Paid	\$685,391.91	\$709,110.06	\$733,680.19
COS & General Expenses	\$323,400	\$335,520	\$348,104.28
Salary & Wages	\$361,440	\$373,147.20	\$385,248.84
Interest	\$551.90	\$442.85	\$327.08
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
Net Cash From Operations	(\$91,287.21)	\$270,117.04	\$884,272.01
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$255,000	\$0	\$0
Net Cash From Investments	(\$255,000)	\$0	\$0
Amount Received	\$60,000	\$0	\$0
Loan Received	\$10,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$3,768.05	\$4,877.10	\$3,992.89
Loan Capital	\$1,768.06	\$1,877.11	\$1,992.88
Dividends & Distributions	\$2,000	\$3,000	\$2,000
Net Cash From Financing	\$56,231.95	(\$4,877.10)	(\$3,992.89)

2024

2025

2026

Summary

Starting Cash	\$0	(\$290,055.26)	(\$24,815.32)
Cash In	\$654,104.70	\$979,227.10	\$1,617,952.20
Cash Out	\$944,159.96	\$713,987.16	\$737,673.08
Change in Cash	(\$290,055.26)	\$265,239.94	\$880,279.12
Ending Cash	(\$290,055.26)	(\$24,815.32)	\$855,463.80

Help tip

Create a projected balance sheet documenting your bicycle shop's assets, liabilities, and equity.

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Balance sheet

2024

2025

2026

Assets	(\$44,253.26)	\$211,788.68	\$1,082,869.80
Current Assets	(\$290,055.26)	(\$24,815.32)	\$855,463.80

	2024	2025	2026
Cash	(\$290,055.26)	(\$24,815.32)	\$855,463.80
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$245,802	\$236,604	\$227,406
Gross Long Term Assets	\$255,000	\$255,000	\$255,000
Accumulated Depreciation	(\$9,198)	(\$18,396)	(\$27,594)
Liabilities & Equity	(\$44,253.26)	\$211,788.67	\$1,082,869.80
Liabilities	\$8,231.95	\$6,354.84	\$4,361.96
Current Liabilities	\$1,877.11	\$1,992.88	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$1,877.11	\$1,992.88	\$0
Long Term Liabilities	\$6,354.84	\$4,361.96	\$4,361.96
Long Term Debt	\$6,354.84	\$4,361.96	\$4,361.96

	2024	2025	2026
Equity	(\$52,485.21)	\$205,433.83	\$1,078,507.84
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$102,485.21)	\$155,433.83	\$1,028,507.84
Check	\$0	\$0	\$0

 **Help tip**

 **Bicycle Shop Business Plan**

Determine and mention your business's break-even point—the point at which your business costs and revenue will be equal.

This exercise will help you understand how much revenue you need to generate to sustain or be profitable.

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Break-even Point

Break Even

	2024	2025	2026
Starting Revenue	\$0	\$594,104.70	\$1,573,331.80
Net Revenue	\$594,104.70	\$979,227.10	\$1,617,952.20
Closing Revenue	\$594,104.70	\$1,573,331.80	\$3,191,284
Starting Expense	\$0	\$694,589.91	\$1,412,897.97
Net Expense	\$694,589.91	\$718,308.06	\$742,878.19
Closing Expense	\$694,589.91	\$1,412,897.97	\$2,155,776.16
Is Break Even?	No	Yes	Yes
Break Even Month	0	Aug '25	0
Days Required	0	10 Days	0
Break Even Revenue	\$694,589.91	\$1,133,849.93	\$0
Bicycle Sales	\$0	\$851,395	\$0
Service and Repairs	\$0	\$188,305.33	\$0
Accessories and Gear	\$0	\$94,149.60	\$0
Break Even Units			

	2024	2025	2026
Bicycle Sales	0	1,703	0
Service and Repairs	0	2,354	0
Accessories and Gear	0	3,138	0

Financing needs

 **Help tip**

 **Bicycle Shop Business Plan**

Calculate costs associated with starting a bicycle shop, and estimate your financing needs and how much capital you need to raise to operate your business.

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Start writing here..

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 financial planning tools. On the left is the Upmetrics interface, which is user-friendly and includes a sidebar with 'Profit & Loss', 'Balance Sheet', and 'Cash Flow' options. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. It includes a table with columns for '2023-24' and '2024-25' and rows for Revenue, Cost of Sales, Gross Margin, and Operating Expenses. Below the table is a form titled 'What price will you charge for each unit?' with a 'Comment Ahead' button and a 'View previous data over time' link. On the right is a standard spreadsheet view of the same data, showing a grid with columns A-E and rows 1-17. A green spreadsheet icon is positioned to the right of the spreadsheet view.

	2023-24	2024-25
Revenue	\$245,391	\$261,811
Cost of Sales	\$188,608	\$207,238
Gross Margin	\$156,784	\$154,574
Gross Margin (%)	63.9%	58.6%
Operating Expenses	\$294,329	\$318,967
	1814	\$15,239
	3.2%	\$6,657.01
	0.2%	\$202,695.01
	7.2%	\$6,621.00
	.18%	3,386
	7.2%	\$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.

[Start your planning today](#)

9.

Appendix



REMEMBER

When writing the appendix section, you should include any additional information that supports the main content of your plan. This may include financial statements, market research data, legal documents, and other relevant information.

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