Computer Repair Business Plan

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Business Plan

2023

Prepared By

John Doe

Fixing Tech, Restoring Ease

Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

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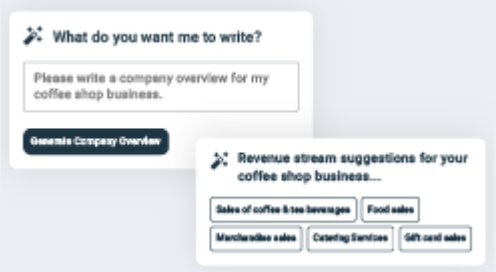
Business planning that's simpler and faster than you think

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

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1.

Executive Summary

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 | Computer Repair Business Plan

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

This section may include the name of your computer repair business, its location, when it was

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip | Computer Repair Business Plan

Summarize your market research, including market size, growth potential, and marketing trends. Highlight the opportunities in the market and how your business will fit in to fill the gap.

To unlock help try Upmetrics!

Start writing here..

Services Offered

Help tip | Computer Repair Business Plan

Highlight the computer repair services 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 | Computer Repair 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 | Computer Repair 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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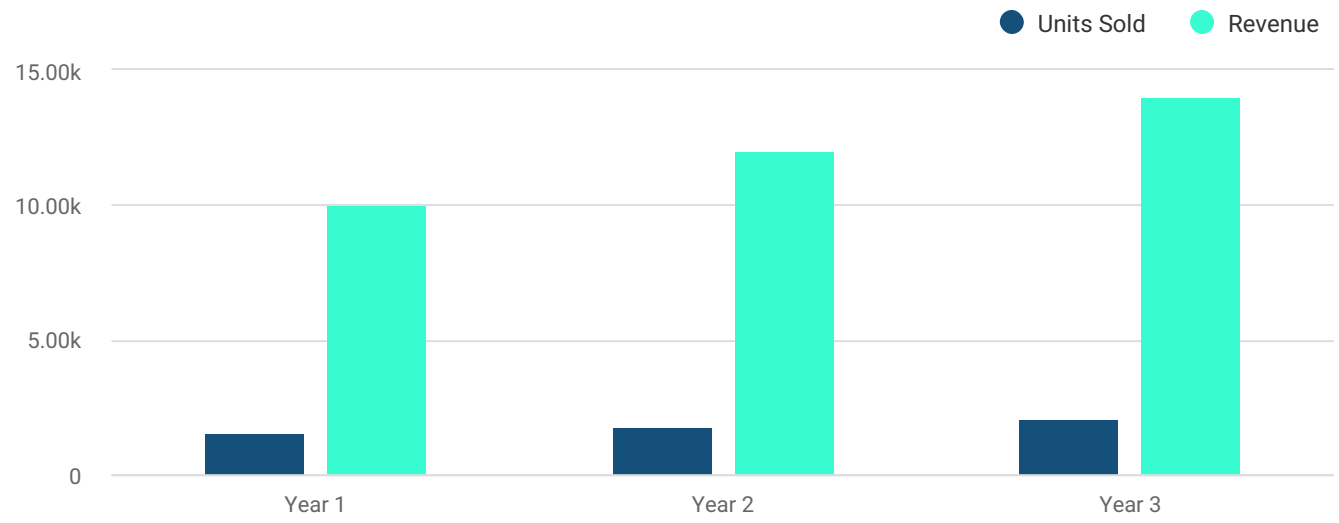
Start writing here..

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 | **Computer Repair Business Plan**

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

To unlock help try Upmetrics!

Write a call to action for your business plan.

2.

Company Overview

REMEMBER

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

To unlock help try Upmetrics!

Help tip | Computer Repair Business Plan

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

Describe what kind of computer repair company you run and the name of it. You may specialize

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Start writing here..

Ownership

Help tip | Computer Repair Business Plan

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

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Start writing here..

Mission statement

Help tip | Computer Repair 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 [TechGuard], we strive to bridge the gap between technology and seamless daily life. Our mission is to provide quick, reliable, and efficient computer repair services while upholding the highest standards of customer satisfaction.**
>
> **We are committed to continuous learning, adapting to technological advances, and ensuring our community stays connected.**

Business history

Help tip | Computer Repair Business Plan

If you're an established computer repair service provider, 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 | Computer Repair 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

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 | Computer Repair 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 | Computer Repair 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.

To unlock help try Upmetrics!

Start writing here..

Market size and growth potential

Help tip | Computer Repair 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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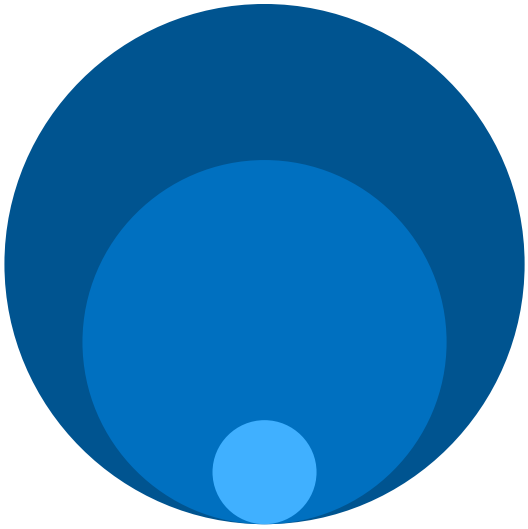
Market Size



Available Market

Total potential computer users in [City/Region] needing repair services.

5M

Served Market

Users currently using any computer repair service in the region.

3M

Target Market

Tech-focused educational institutes and IT offices in [City/Region].

1M

Help tip | Computer Repair Business Plan

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your computer repair services from them.

To unlock help try Upmetrics!

Competitive analysis

ProTech Solutions

Established in [Year], ProTech Solutions has quickly climbed the ladder to be one of the top computer repair services in [City/Region]. They have a reputation for swift service and have recently expanded their offering to include remote support.

Features

- General computer repair
- On-site repair services
- Remote support and diagnostics
- Membership plans for businesses
- Mobile device repair

Strengths

- Strong brand recognition in the local market
- A comprehensive range of services, catering to diverse tech needs
- Robust online presence with positive customer reviews

Weaknesses

- Higher pricing compared to market standards
- Occasional delays in on-site service appointments
- Limited expertise in gaming console repair

ByteBack Repairs

ByteBack Repairs, founded in [Year], focuses primarily on mobile device and laptop repair. With a team of dedicated technicians, they are particularly favored by the younger demographic.

Features

Laptop diagnostic and repair

Mobile device screen replacement and restoration

Battery replacement services

Walk-in repair centers with quick turnaround

Strengths

Strong rapport with the college and university crowd

Multiple walk-in centers across the city

Swift service, particularly for common repair needs

Weaknesses

Limited expertise in advanced computer repair

No remote support services

Less focus on business or institutional clients

NexTech Repairs

NexTech Repairs, in operation since [Year], caters primarily to businesses, offering annual maintenance contracts and on-site services tailored to corporate needs.

Features

Annual maintenance contracts for businesses

On-site repair services for enterprises

Networking solutions and setup

Hardware upgrade solutions for bulk orders

Strengths

Deep-rooted connections with the local business community

Tailored solutions for corporate clients, offering value-added services like networking

High client retention rate for annual contracts

Weaknesses

Less emphasis on individual customers or walk-ins

Inflexible pricing for smaller businesses or startups

Limited marketing efforts, relying mostly on word-of-mouth

Market trends

Help tip | **Computer Repair 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.

To unlock help try Upmetrics!

Start writing here..

Regulatory environment

Help tip | Computer Repair Business Plan

List regulations and licensing requirements that may affect your computer repair company, such as business registration, insurance, trade and association memberships, data privacy and security, intellectual property rights, etc.

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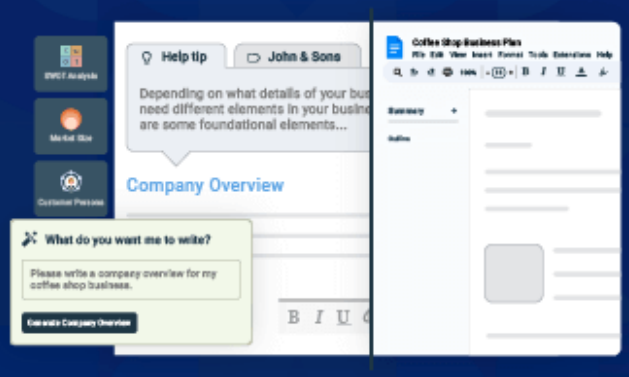
Upmetrics vs Business Plan Templates

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.



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

REMEMBER

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

To unlock help try Upmetrics!

Help tip

Computer Repair 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.

To unlock help try Upmetrics!

Start writing here..

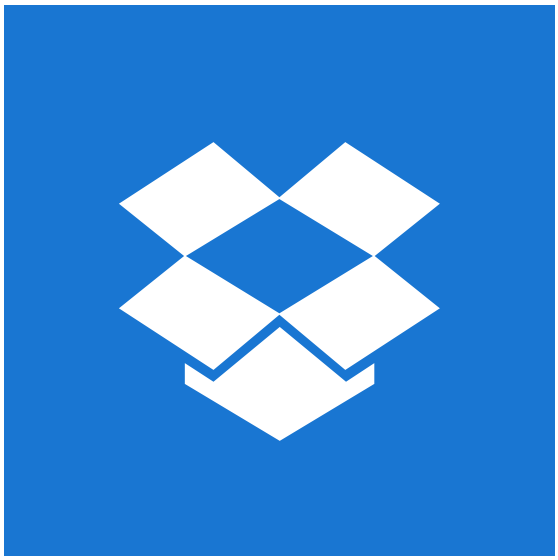
Help tip

Mention the computer repair services your business will offer. This list may include services like

- Diagnosis and troubleshooting

To unlock help try Upmetrics!

Services



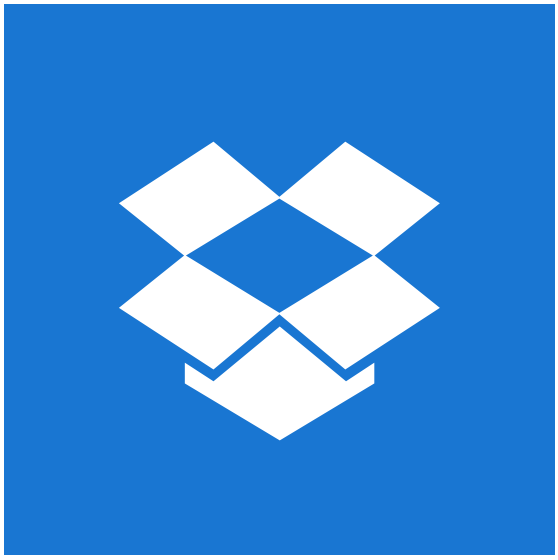
Diagnosis and Troubleshooting

Price: **$[50] per session**

A comprehensive check to identify potential software or hardware issues using advanced diagnostic tools.

Specifications

- Use of [XYZ Diagnostic Software]
- Complete system scan
- Initial report generation within [2 hours]
- Recommendations for further repairs or replacements



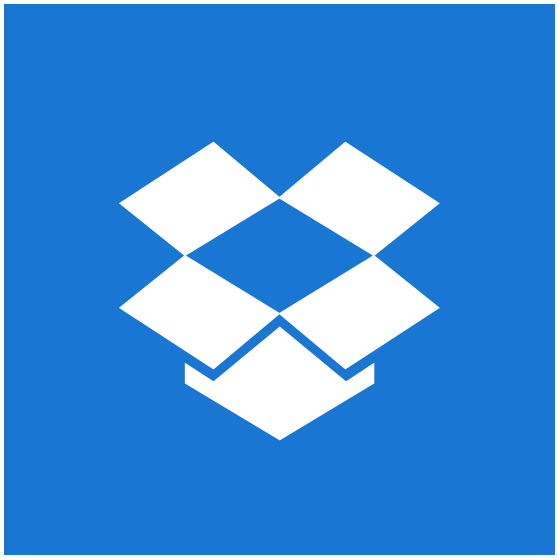
Hardware Repair and Replacement

Price: **Starting at $[100] (Varies based on the component)**

Replacement or repair of malfunctioning hardware components using original or top-grade alternatives.

Specifications

- Replacement parts sourced from [Top Brands/OEMs]
- Labor and component warranty of [12 months]
- Service completion typically within [24-48 hours] depending on part availability



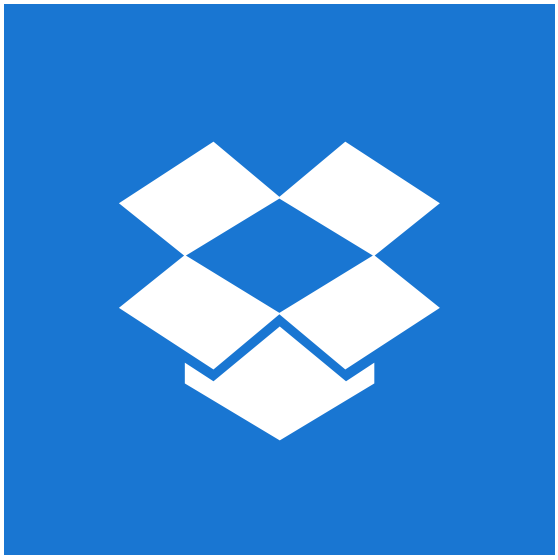
Virus and Malware Removal

Price: **$[80] per device**

Detection and removal of harmful software, ensuring optimal device performance and security.

Specifications

- Use of [XYZ Antivirus & Antimalware Tools]
- Complete system clean-up and threat removal
- Optional installation of protective software
- Post-service report detailing threats neutralized



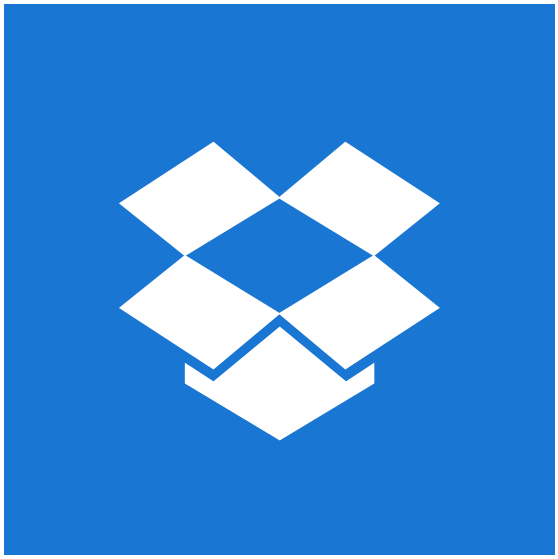
Networking and Connectivity Solutions

Price: **Starting at $[150] (Based on network size and complexity)**

End-to-end solutions for setting up and optimizing networks for homes and businesses.

Specifications

- Installation of routers, switches, and other networking equipment
- Configuration of Wi-Fi and LAN settings
- Network security setup
- Post-installation testing to ensure robust connectivity



Software Installation and Configuration

Price: **$[40] per software**

Efficient installation and setup of software applications, ensuring compatibility and smooth performance.

Specifications

- Compatibility check prior to installation
- Installation of the latest software versions
- Configuration based on user preferences and needs
- Post-installation checks for optimal performance

Quality Assurance

Help tip | Computer Repair Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Additional Services

Help tip | Computer Repair Business Plan

Mention if your computer repair company offers any additional services. You may include services like IT consulting and support, data migration, cybersecurity solutions, cloud services, and e-waste recycling and disposal.

To unlock help try Upmetrics!

Start writing here..

5.

Sales And Marketing Strategies

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 | Computer Repair 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 | Computer Repair 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 | Computer Repair Business Plan

Describe your pricing strategy—how you plan to price your services and stay competitive in the local market. You can mention any discounts you plan on offering to attract new customers.

To unlock help try Upmetrics!

Start writing here..

Help tip | Computer Repair Business Plan

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

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Marketing strategies

Online

Social Media

Engaging content and service promotions on platforms like [Facebook, Instagram, and LinkedIn].

Email Marketing

Regular updates, maintenance tips, and promotional offers sent to our subscriber base.

Google Ads

Targeted advertisements to reach clients actively seeking computer repair services.

Local SEO

Optimization to ensure [TechGuard] is prominently featured in local searches for computer repair services.

Offline

Brochures and Print Marketing

Distributed in strategic locations like [universities, tech parks, and corporate buildings].

Help tip

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include offering free consultations, upselling and cross-selling, and forming strategic partnerships.

To unlock help try Upmetrics!

Sales strategies

Partner with Businesses

Aligning with [local businesses, educational institutions, and tech vendors] to offer exclusive repair packages.

Upselling and Cross-Selling

Recommending additional necessary services during repair consultations, ensuring comprehensive client device health.

Free Consultations

Allowing potential clients to understand our services without initial financial commitment.

Help tip

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

For instance, your customer retention strategies may include providing excellent customer

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Customer retention

Exemplary Customer Service

Ensuring every client interaction is satisfactory and adds value.

Customer Feedback and Surveys

Regularly sourcing feedback to refine our services.

Follow-up Calls

Post-service calls to ascertain client satisfaction and address potential concerns.

6.

Operations Plan

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 | Computer Repair 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 | Computer Repair Business Plan

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

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Start writing here..

Operational Process

Help tip | Computer Repair Business Plan

Outline the processes and procedures you will use to run your computer repair business. Your operational processes may include equipment and inventory management, data and privacy protection, communication & customer service, and quality assurance

To unlock help try Upmetrics!

Start writing here..

Equipment & Machinery

Help tip | Computer Repair Business Plan

Include the list of equipment and machinery required for computer repairs, such as workbench or repair tables, hand tools, diagnostic and testing tools, hardware components & repair parts, and software for data backup.

To unlock help try Upmetrics!

Start writing here..

7.

Management Team

REMEMBER

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

To unlock help try Upmetrics!

Help tip | Computer Repair 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.

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Start writing here..

Key managers

Help tip | Computer Repair Business Plan

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

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Start writing here..

JOHN DOE

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

Education & Background:

- John completed his Master's in Computer Engineering from the prestigious Stanford University.
- He began his career at TechTitan Inc., where he climbed the ranks and managed a division dedicated to IT solutions.
- With over 15 years in the tech industry, John envisioned a company that prioritized quality and efficiency, leading to the inception of TechGuard Computer Repair.

JANE DOE

Chief Operating Officer (COO) - jane.doe@example.com

Education & Background:

- Jane holds a Bachelor's degree in Business Management from the University of California, Berkeley.
- She boasts a rich professional background, having worked with leading tech firms like ByteCrafters and DigitalDynamo.
- With over 10 years of operational expertise, Jane ensures the smooth execution of TechGuard's daily functions and service quality.

ROBERT BROWN

CMO - robert.brown@example.com

Education & Background:

- After graduating with honours in Marketing from the Wharton School, University of Pennsylvania, Robert embarked on a marketing journey in the tech sphere.
- He held pivotal roles at companies like NanoTech and CyberScape, crafting marketing strategies that propelled significant growth.
- At TechGuard, Robert spearheads initiatives to enhance brand presence and customer engagement.

Organizational structure

Help tip | **Computer Repair Business Plan**

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

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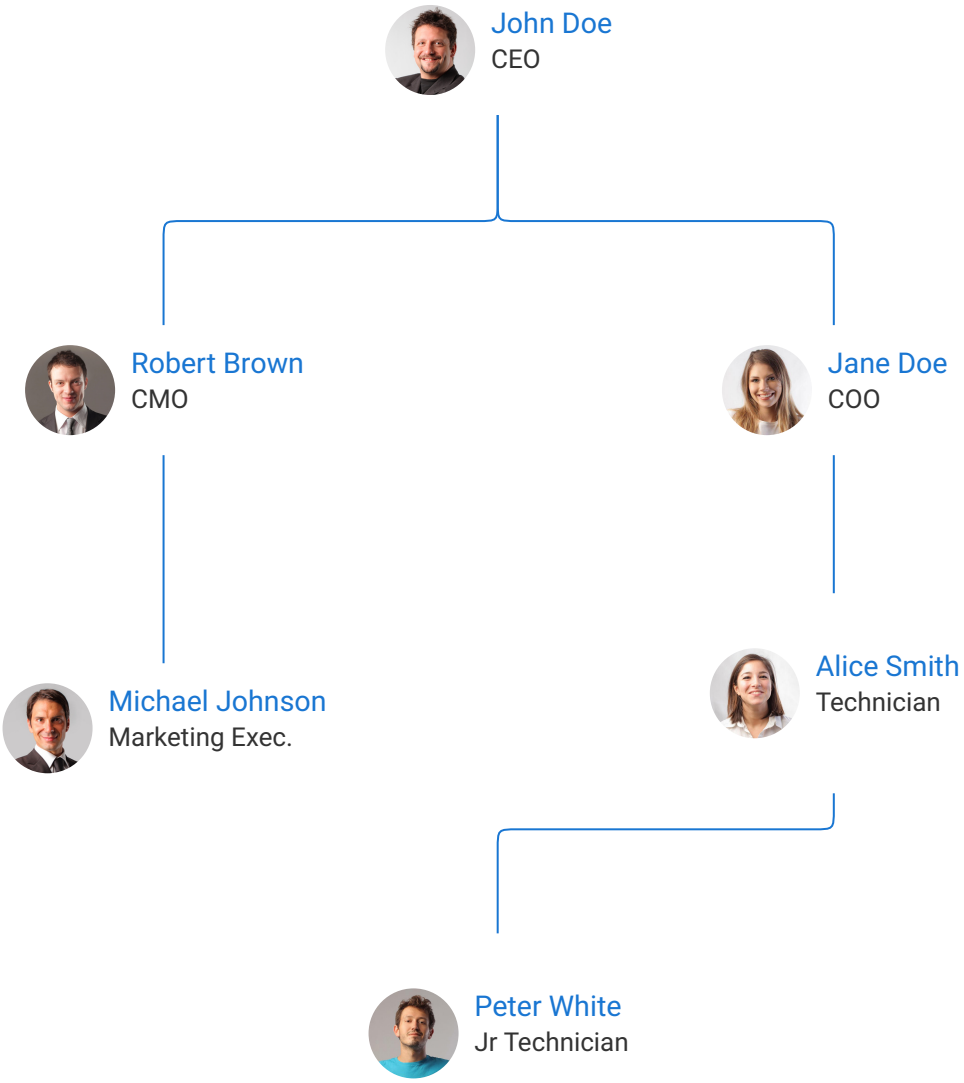
Start writing here..

Organization chart



Compensation plan

Help tip | **Computer Repair Business Plan**

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

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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

ALICE BROWN

IT Consultant

With over [15] years in the tech industry, Alice provides invaluable insights into industry trends and best practices.

MICHAEL SMITH

Business Strategy Advisor

A seasoned entrepreneur, Michael offers guidance on business growth and expansion strategies.

8.

Financial Plan

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 | Computer Repair 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

		2023-24	2024-25	2025-26	2026-27	2027-28
Revenue		**$0**	**$0**	**$0**	**$0**	**$0**

	2023-24	2024-25	2025-26	2026-27	2027-28
Cost Of Sales	**$0**	**$0**	**$0**	**$0**	**$0**
General Costs	$0	$0	$0	$0	$0
Revenue Specific Costs	$0	$0	$0	$0	$0
Personnel Costs (Direct Labor)	$0	$0	$0	$0	$0
Gross Margin	**$0**	**$0**	**$0**	**$0**	**$0**
Gross Margin (%)	**0%**	**0%**	**0%**	**0%**	**0%**
Operating Expense	**$0**	**$0**	**$0**	**$0**	**$0**
Payroll Expense (Indirect Labor)	$0	$0	$0	$0	$0
General Expense	$0	$0	$0	$0	$0
Bad Debt	$0	$0	$0	$0	$0
Amortization of Current Assets	$0	$0	$0	$0	$0
EBITDA	**$0**	**$0**	**$0**	**$0**	**$0**

	2023-24	2024-25	2025-26	2026-27	2027-28
Additional Expense	**$0**	**$0**	**$0**	**$0**	**$0**
Long Term Depreciation	$0	$0	$0	$0	$0
Gain or loss from Sale of Assets	$0	$0	$0	$0	$0
EBIT	$0	$0	$0	$0	$0
Interest Expenses	$0	$0	$0	$0	$0
EBT	$0	$0	$0	$0	$0
Income Tax Expense	$0	$0	$0	$0	$0
Total Expense	**$0**	**$0**	**$0**	**$0**	**$0**
Net Income	**$0**	**$0**	**$0**	**$0**	**$0**
Net Income (%)	**0%**	**0%**	**0%**	**0%**	**0%**
Retained Earning Opening	$0	$0	$0	$0	$0
Owner's Distribution	$0	$0	$0	$0	$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Retained Earning Closing	**$0**	**$0**	**$0**	**$0**	**$0**

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.

To unlock help try Upmetrics!

Cash flow statement

	2023-24	2024-25	2025-26	2026-27	2027-28
Cash Received	**$0**	**$0**	**$0**	**$0**	**$0**
Cash Paid	**$0**	**$0**	**$0**	**$0**	**$0**
COS & General Expenses	$0	$0	$0	$0	$0
Salary & Wages	$0	$0	$0	$0	$0
Interest	$0	$0	$0	$0	$0
Sales Tax	$0	$0	$0	$0	$0
Income Tax	$0	$0	$0	$0	$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Net Cash From Operations	**$0**	**$0**	**$0**	**$0**	**$0**
Assets Sell	$0	$0	$0	$0	$0
Assets Purchase	$0	$0	$0	$0	$0
Net Cash From Investments	**$0**	**$0**	**$0**	**$0**	**$0**
Amount Received	**$0**	**$0**	**$0**	**$0**	**$0**
Loan Received	$0	$0	$0	$0	$0
Common Stock					
Preferred Stock	$0	$0	$0	$0	$0
Owner's Contribution	$0	$0	$0	$0	$0
Amount Paid	**$0**	**$0**	**$0**	**$0**	**$0**
Loan Capital	$0	$0	$0	$0	$0
Dividends & Distributions	$0	$0	$0	$0	$0
Net Cash From Financing	**$0**	**$0**	**$0**	**$0**	**$0**

	2023-24	2024-25	2025-26	2026-27	2027-28
Summary					
Starting Cash	$0	$0	$0	$0	$0
Cash In	$0	$0	$0	$0	$0
Cash Out	$0	$0	$0	$0	$0
Change in Cash	$0	$0	$0	$0	$0
Ending Cash	**$0**	**$0**	**$0**	**$0**	**$0**

Help tip

Create a projected balance sheet documenting your repair business's assets, liabilities, and equity.

To unlock help try Upmetrics!

Balance sheet

	2023-24	2024-25	2025-26	2026-27	2027-28
Assets	**$0**	**$0**	**$0**	**$0**	**$0**
Current Assets	**$0**	**$0**	**$0**	**$0**	**$0**

	2023-24	2024-25	2025-26	2026-27	2027-28
Cash	$0	$0	$0	$0	$0
Accounts Receivable	$0	$0	$0	$0	$0
Inventory	$0	$0	$0	$0	$0
Other Current Assets	$0	$0	$0	$0	$0
Long Term Assets	**$0**	**$0**	**$0**	**$0**	**$0**
Gross Long Term Assets	$0	$0	$0	$0	$0
Accumulated Depreciation	$0	$0	$0	$0	$0
Liabilities & Equity	**$0**	**$0**	**$0**	**$0**	**$0**
Liabilities	**$0**	**$0**	**$0**	**$0**	**$0**
Current Liabilities	**$0**	**$0**	**$0**	**$0**	**$0**
Accounts Payable	$0	$0	$0	$0	$0
Income Tax Payable	$0	$0	$0	$0	$0
Sales Tax Payable	$0	$0	$0	$0	$0
Short Term Debt	$0	$0	$0	$0	$0
Long Term Liabilities	**$0**	**$0**	**$0**	**$0**	**$0**
Long Term Debt	$0	$0	$0	$0	$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Equity	**$0**	**$0**	**$0**	**$0**	**$0**
Paid-in Capital	$0	$0	$0	$0	$0
Common Stock	$0	$0	$0	$0	$0
Preferred Stock	$0	$0	$0	$0	$0
Owner's Contribution	$0	$0	$0	$0	$0
Retained Earnings	$0	$0	$0	$0	$0
Check	**$0**	**$0**	**$0**	**$0**	**$0**

Help tip | Computer Repair 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 Analysis

	2023-24	2024-25	2025-26	2026-27	2027-28
Starting Revenue	$0	$0	$0	$0	$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Net Revenue	$0	$0	$0	$0	$0
Closing Revenue	**$0**	**$0**	**$0**	**$0**	**$0**
Starting Expense	$0	$0	$0	$0	$0
Net Expense	$0	$0	$0	$0	$0
Closing Expense	**$0**	**$0**	**$0**	**$0**	**$0**
Is Break Even?	**0**	**0**	**0**	**0**	**0**
Break Even Month	**0**	**0**	**0**	**0**	**0**
Days Required	**0**	**0**	**0**	**0**	**0**
Break Even Revenue	**$0**	**$0**	**$0**	**$0**	**$0**
Break Even Units					

Financing needs

Help tip | Computer Repair Business Plan

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

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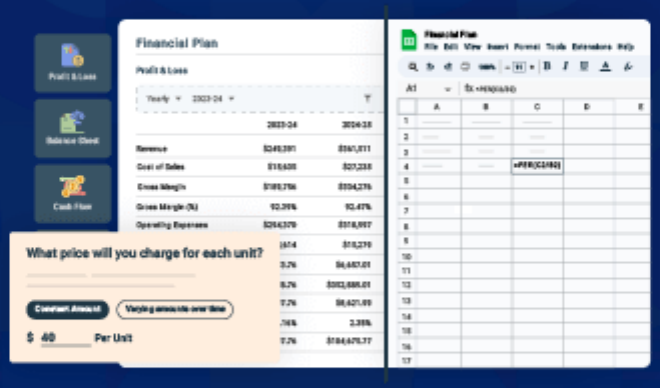
Start writing here..

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.



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 do

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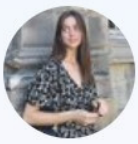

Mariia Yevlash

★★★★★

Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

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