




Etsy Business Plan


Where Artistry Finds its Place

Business Plan [YEAR]

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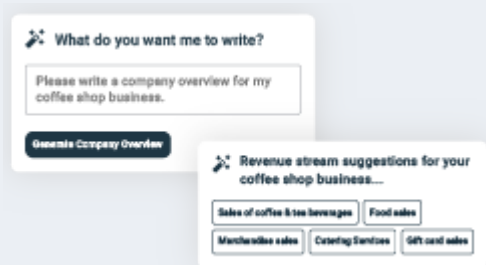
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50

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

Market opportunity

Products

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

Etsy Business Plan

Start your executive summary by briefly introducing your business to your readers. This section may include the name of your Etsy business, when it was founded, etc.

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Etsy 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..

Products

Help tip

Etsy Business Plan


Highlight the products you offer your clients. The USPs and differentiators you offer are always a plus. For instance, you might make homemade jewelry, art pieces, etc.

To unlock help try Upmetrics!

Start writing here..

Marketing & Sales Strategies

 **Help tip**

 **Etsy Business Plan**


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

To unlock help try Upmetrics! 


Start writing here..

Financial Highlights

 **Help tip**

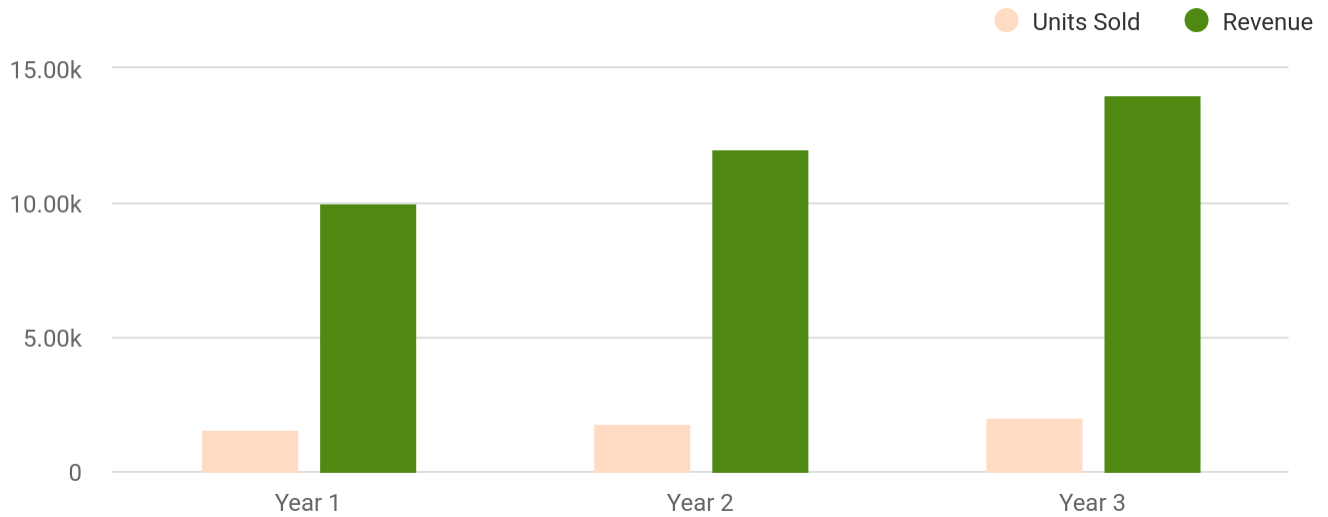
 **Etsy Business Plan**

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

Etsy 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

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.

To unlock help try Upmetrics!

Help tip

Etsy Business Plan

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

Describe what kind of Etsy business you run and the name of it. You may specialize in one of

To unlock help try Upmetrics!

Start writing here..

Ownership

Help tip

Etsy Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Mission statement

💡 Help tip

📄 Etsy 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 XYZ Creations, we aspire to [specific business objective, e.g., "infuse artistry into everyday life"]. Rooted in our core principles of [principle A, e.g., "sustainability"], [principle B, e.g., "craftsmanship"], and [principle C, e.g., "customer satisfaction"], our mission is to [memorable statement, e.g., "transform ordinary moments into extraordinary memories through our handcrafted products."]



Business history

💡 Help tip

📄 Etsy Business Plan


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

To unlock help try Upmetrics! 🔒

Start writing here..

Future goals

 **Help tip**

 **Etsy 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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Start writing here..

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

Etsy Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Target Market

Help tip

Etsy Business Plan

Start this section by describing your target market. Define your ideal customer and explain what types of products 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

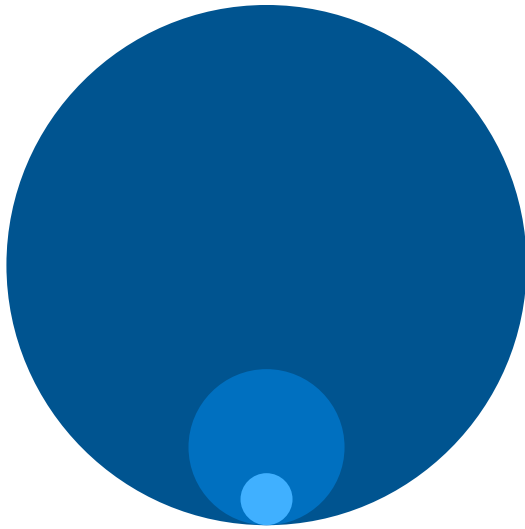
Etsy Business Plan

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

Total potential consumers seeking handcrafted jewellery globally.

5M

Served Market

Consumers on Etsy actively buying handcrafted jewellery pieces.


1M

Target Market

Eco-conscious millennials on Etsy seeking sustainable jewellery

500k

 **Help tip**

 **Etsy Business Plan**

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

To unlock help try Upmetrics! 

Competitive analysis

Artisan Gems

Artisan Gems, founded in [Year], specializes in [specific product type, e.g., "boho-inspired gemstone jewellery"]. With a significant following on social media platforms, they've successfully established a loyal customer base, particularly among millennials.

Features

A wide range of gemstone jewellery, including rings, necklaces, and bracelets.

Monthly subscription boxes offering curated jewellery pieces.

Virtual jewellery customization workshops.

Strengths

Strong brand presence on platforms like Instagram and Pinterest.

Collaborations with popular influencers in the jewellery niche.

Swift shipping and responsive customer service.

Weaknesses

Limited options for personalization and customization of jewellery.

Pricier compared to market averages, potentially alienating cost-conscious customers.

Some user feedback indicates quality inconsistencies in products.

EcoTreasures

Launched in [Year], EcoTreasures champions eco-friendly jewellery, emphasizing sustainable and ethical sourcing. Their brand ethos strongly resonates with eco-conscious consumers.

Features

Jewellery made from recycled materials and ethically-sourced stones.

A dedicated "Eco Blog" on their website, discussing sustainability in the jewellery industry.

Partnerships with environmental organizations, donating a percentage of sales to related causes.

Strengths

Unique selling proposition of sustainability appeals to a growing eco-friendly market segment.

Regular engagement initiatives, such as webinars on sustainable fashion.

Positive brand reputation for social responsibility.

Weaknesses

Limited product variety due to strict sustainability criteria.

Longer delivery times because of handmade production processes.

A premium pricing strategy, which could deter potential customers seeking more affordable options.

Charm Collective

Established in [Year], Charm Collective focuses on charm bracelets and accessories, offering a wide array of charms for every occasion and memory.

Features

Extensive collection of charms, from birthdays to travel themes.

"Build Your Bracelet" feature on their website, allowing full customization.

Seasonal limited-edition charm releases.

Strengths

Niche focuses on charm bracelets, attracting a specific target audience.

Regular product launches keep the brand fresh and top-of-mind.

Strong referral program encouraging word-of-mouth marketing.

Weaknesses


Dependence on a singular product line could be risky if market trends shift.

Some customer feedback cites challenges with the website's user experience.

Comparatively lower engagement on social media platforms.

Market trends

 **Help tip**

 **Etsy Business Plan**


Analyse 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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Start writing here..

Regulatory environment

 **Help tip**

 **Etsy Business Plan**

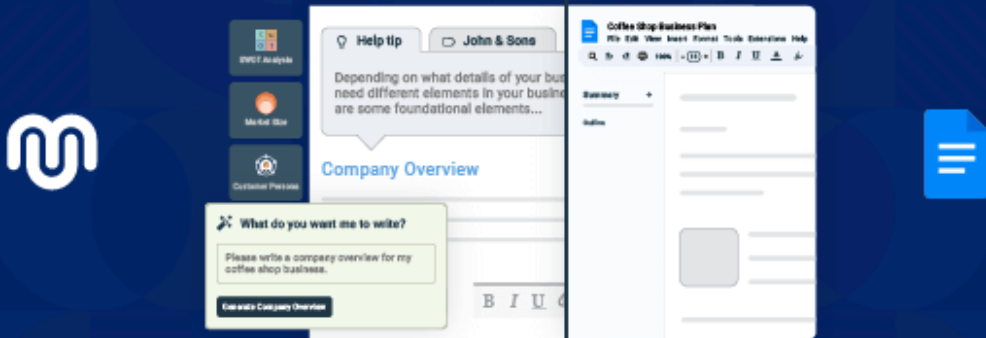
List regulations and licensing requirements that may affect your Etsy business, such as business registration, sales tax, international regulations, intellectual property, etc.

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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

Quality Measures



REMEMBER

The product and services section of an etsy 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

Etsy 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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Start writing here..

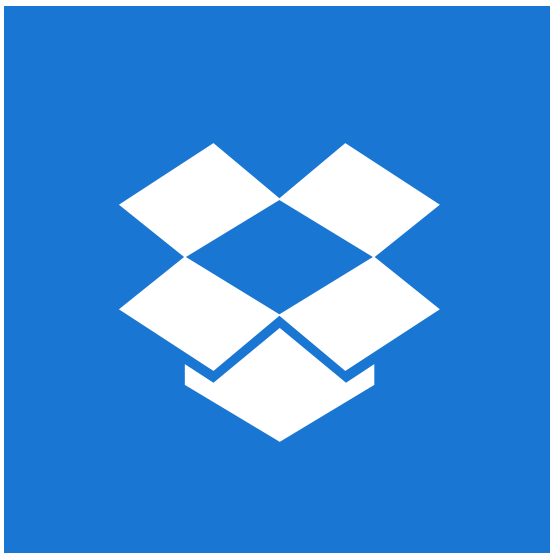
Help tip

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

- Handmade Jewelry

To unlock help try Upmetrics!

Products



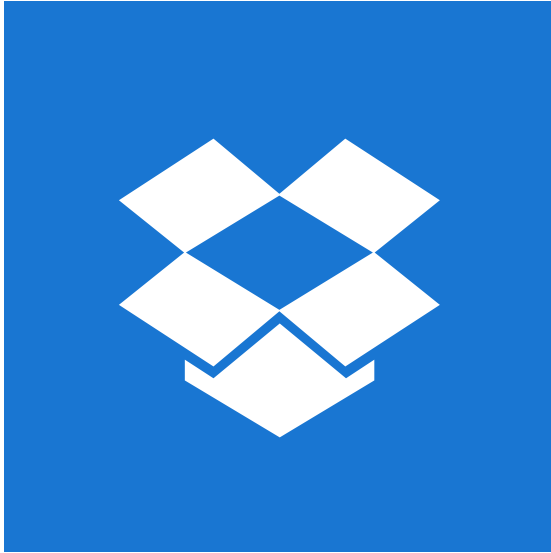
Handmade Emerald Necklace

Price: **\$150.00**

An elegantly crafted necklace featuring a radiant emerald stone set in sterling silver. Designed to enhance both casual and formal outfits.

Specifications

- Material: 925 Sterling Silver
- Gemstone: Natural Emerald, oval cut, 0.75 carats
- Chain Length: 18 inches, with adjustable clasp
- Closure: Lobster clasp



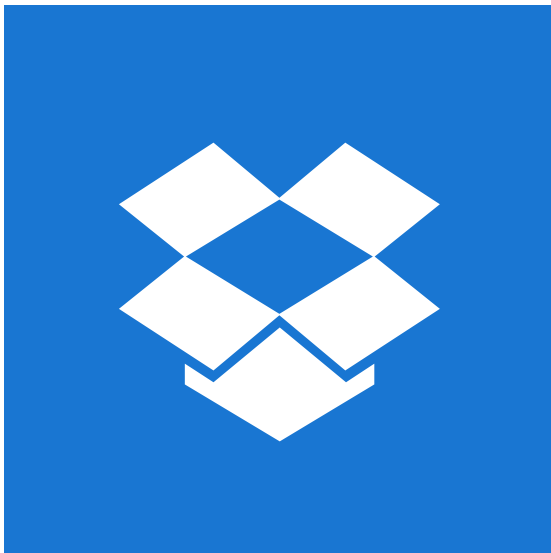
Boho Crochet Scarf

Price: **\$45.00**

A beautifully crocheted scarf in a bohemian pattern, perfect for cool evenings or as a fashion statement.

Specifications

- Material: 100% Organic Cotton Yarn
- Dimensions: 70 inches long, 10 inches wide
- Color: Multi-color pattern
- Care Instructions: Hand wash recommended



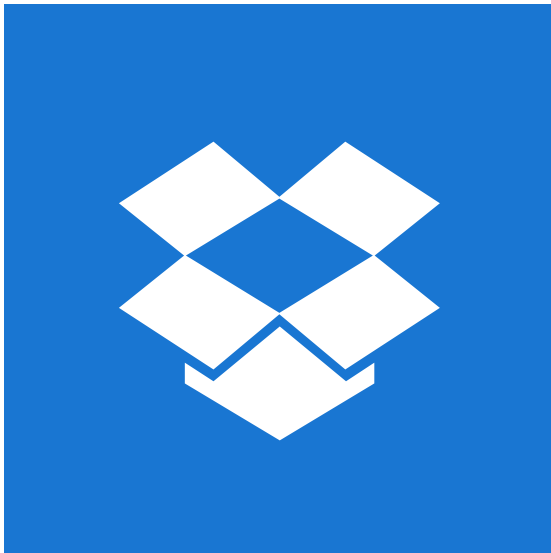
Leather-Engraved Keychain

Price: **\$20.00**

A durable keychain crafted from premium leather, featuring intricate engravings. Personalized engraving is available upon request.

Specifications

- Material: Genuine Leather
- Dimensions: 3 inches by 1 inch
- Color: Chestnut Brown
- Engraving: Customizable up to 15 characters



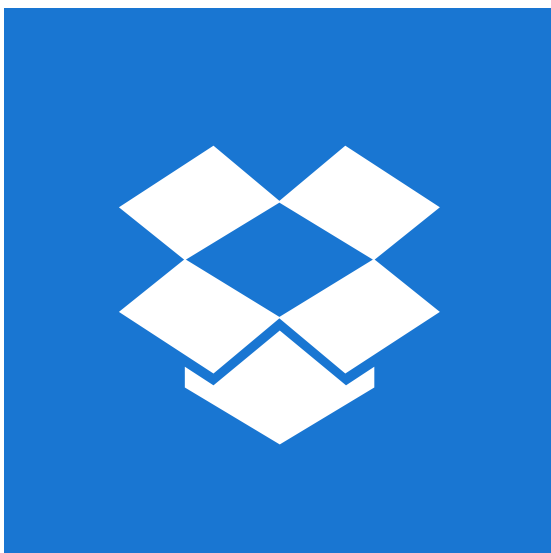
Custom Portrait Painting

Price: **Starts at \$100.00 (Price varies based on size and complexity)**

Commission a hand-painted portrait, rendered meticulously to capture every detail. Ideal for special occasions or as a personalized gift.

Specifications

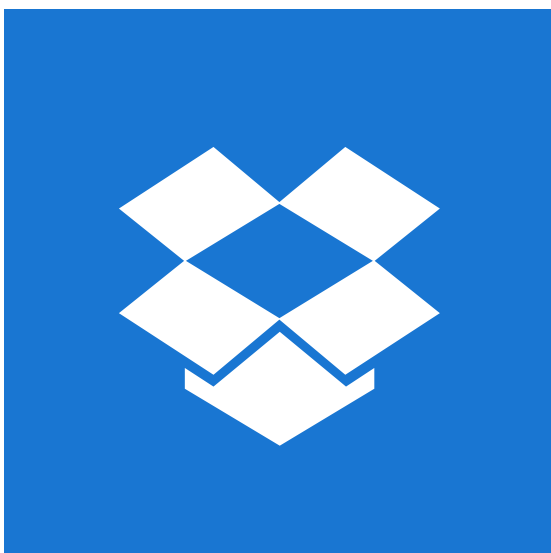
- Medium: Acrylic on Canvas
- Standard Sizes: 8x10, 12x16, 18x24 inches (Custom sizes available)
- Duration: 7-14 days, depending on size and details
- Reference: Clear photograph required for accuracy



Handmade jewellery

Price: **Approximately [XX hours/days] from conceptualization to final product.**

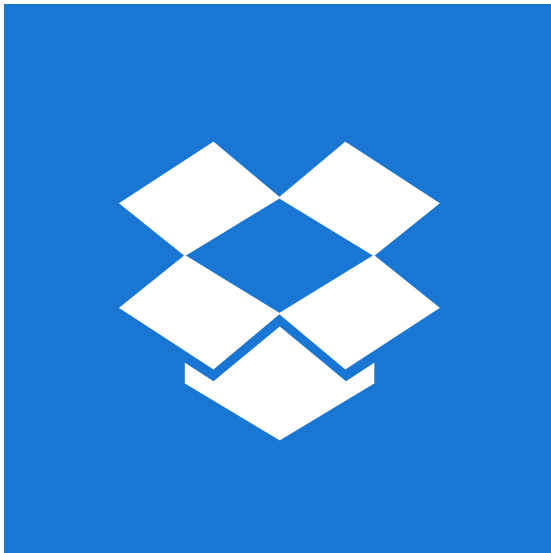
Each jewellery item is meticulously designed, incorporating [specific materials, e.g., "ethically sourced gemstones"] and metals. Using [specific techniques, e.g., "lost-wax casting"], our artisans bring designs to life.



Crotchet

Price: **Typically ranges from [XX hours for smaller items] to [XX days for larger items].**

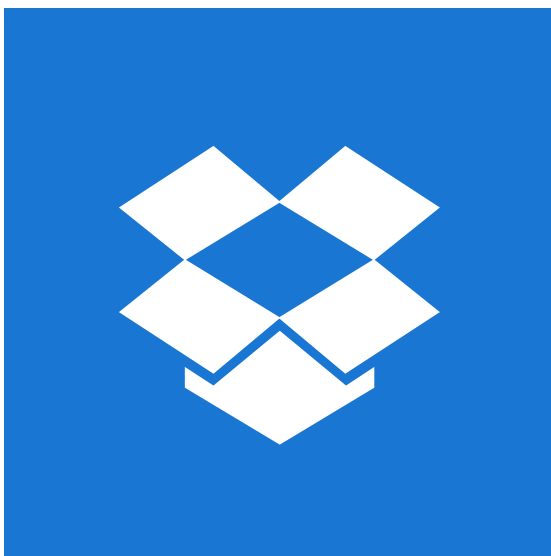
Using premium [type of yarn, e.g., "organic cotton yarn"], our experts employ traditional crocheting techniques, creating [specific products, e.g., "scarves, beanies, and throws"].



Cute little keychains

Price: **Approximately [XX hours/days] per batch.**

Crafted from [specific material, e.g., "resin or leather"], these keychains are both durable and delightful. Incorporating designs ranging from [e.g., "floral motifs to abstract art"], there's something for everyone.




Customized Products

Price: **Varies based on complexity, averaging around [XX hours/days].**

After a consultation with the client to understand preferences and requirements, designs are drafted. Once approved, our team sets forth in crafting the unique piece, ensuring it aligns with the client's vision.

Quality Measures

 **Help tip**

 **Etsy Business Plan**

This section should explain how you maintain quality standards and consistently provide the highest quality products by using top-notch materials, or by providing excellent packaging services, 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

Etsy 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

Etsy 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

Etsy Business Plan

Describe your pricing strategy—how you plan to price your products 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..

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, email marketing, content marketing, etc.

To unlock help try Upmetrics! 

Marketing strategies

Online



Social Media Marketing

Leveraging platforms such as [specific platforms, e.g., "Instagram and Pinterest"], we'll showcase our products, share behind-the-scenes glimpses, and engage with our audience.



Email Marketing

Curated newsletters and updates, offering exclusives, discounts, and insights to our subscribers.



Content Marketing

Through [specific channels, e.g., "our blog and guest postings"], we'll share insights about our craft, DIY tips, and industry trends



Google Ads

Targeted advertisements will ensure we reach potential customers actively seeking products in our niche.

 **Help tip**

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include offering promotions & discounts, offering excellent customer service, etc.

To unlock help try Upmetrics! 

Sales strategies



Promotions and Discounts

Seasonal sales and bundle offers to incentivize purchases.



Stellar Customer Service

Quick response times, easy return policies, and attentive after-sales services to ensure customer satisfaction.



Interactive Product Showcases

Live sessions on [platforms e.g., "Instagram or Facebook Live"], walking customers through new arrivals and offering real-time purchase options.

 **Help tip**

Describe your customer retention strategies and how you plan to execute them. For instance, introducing loyalty programs, discounts on bulk purchases, personalized service, etc.

To unlock help try Upmetrics! 

Customer retention



Loyalty Programs

Rewarding repeat customers with points that can be redeemed against future purchases.



Bulk Purchase Discounts

Special rates for customers buying in larger quantities.



Personalized Service

Offering bespoke customization and design consultations to cater to individual preferences.

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

Etsy 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.

To unlock help try Upmetrics!

Start writing here..

Staffing & Training

Help tip

Etsy Business Plan

Mention your Etsy business's staffing requirements, including the number of employees. Include their qualifications, the training required, and the duties they will perform.

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Start writing here..

Operational Process

Help tip

Etsy Business Plan


Describe your production procedure and how you'll carry out orders submitted through your Etsy shop. It should contain information about your plan for obtaining supplies, creating your goods, packaging them, and delivering them to clients.

To unlock help try Upmetrics!

Start writing here..

Equipment & Machinery

 **Help tip**

 **Etsy Business Plan**

Describe your plan for managing your inventory levels, including the tools or software you'll use to keep checks on stock levels and place new orders for supplies. It should also cover your strategy for handling inventory.

To unlock help try Upmetrics! 

Start writing here..

7.

Management Team

Key managers

Organizational structure

Compensation plan

Advisors & Consultants



REMEMBER

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

To unlock help try Upmetrics!

Help tip

Etsy 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

Etsy 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

Founder and CEO - john.doe@example.com

- Education: MBA from Harvard Business School
- Professional Background: With over 15 years in the handcrafted jewellery sector, John has led multiple initiatives, transforming budding ideas into successful enterprises.

His acumen for strategic planning and passion for artisanal craftsmanship have been the cornerstone of XYZ Creations.



Jane Smith

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

- Education: Masters in Business Operations from Stanford University
- Professional Background: Jane brings a wealth of experience, having overseen operations in leading e-commerce platforms for over a decade.

Her expertise in optimizing processes and driving efficiency has been instrumental in the growth of XYZ Creations.



Alice Brown

Chief Marketing Officer (CMO) - alice.brown@example.com

- Education: Masters in Digital Marketing from the University of California, Berkeley
- Professional Background: Alice has spent over 12 years crafting compelling narratives for brands in the digital space.

Her knack for understanding market nuances and designing impactful campaigns has led to significant brand milestones for XYZ Creations.



Robert Brown

Chief Financial Officer (CFO) - robert.brown@example.com

- Education: CPA and Masters in Finance from MIT Sloan School of Management
- Professional Background: Robert, with his 20 years in corporate finance, specializes in fiscal strategy and financial stewardship.

His analytical approach and experience in overseeing budgets, mergers, and acquisitions make him a vital asset to XYZ Creations.

Organizational structure

Help tip

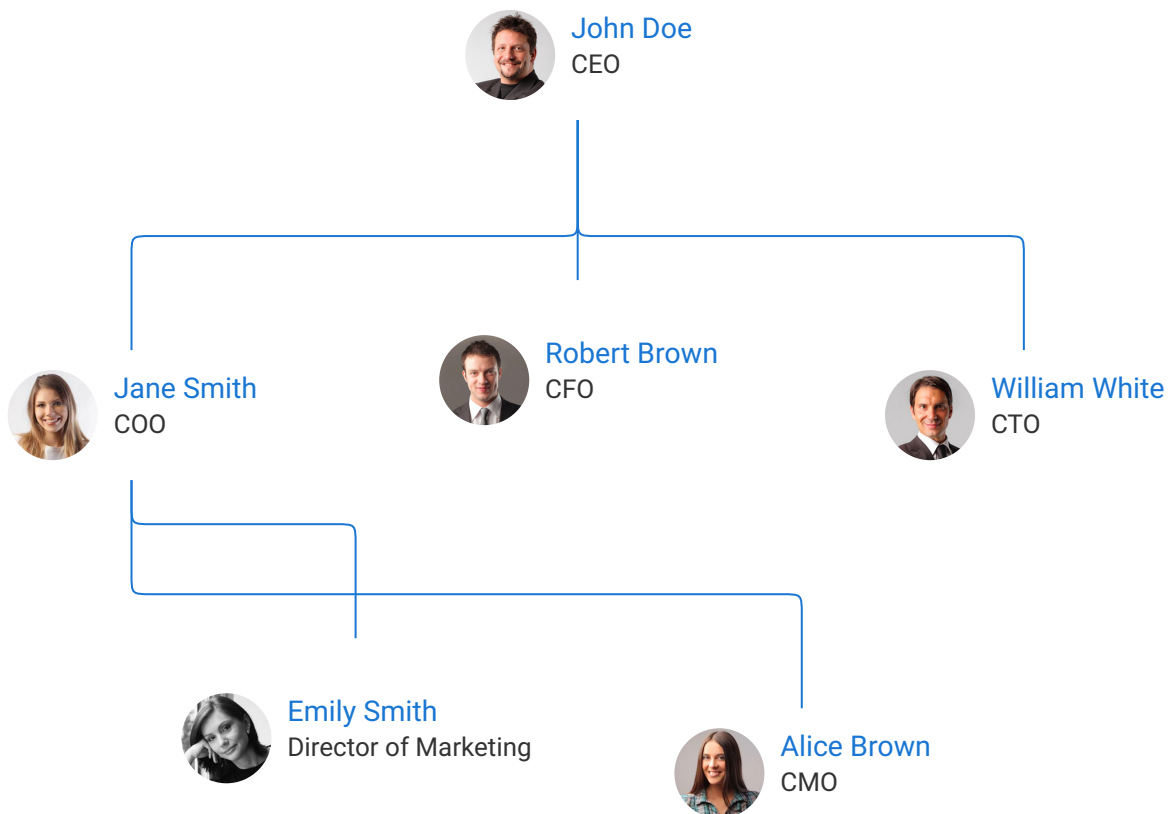
Etsy Business Plan

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**

 **Etsy 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! 

Advisors & Consultants



Dr. Robert White

Advisor

A renowned figure in the [specific industry, e.g., "handcrafted goods industry"], Dr. White offers insights into market trends and product innovation.



[ADVISOR NAME]

Consultant

A consulting firm specializing in e-commerce strategies, assisting XYZ Creations in optimizing its online presence and sales funnel.

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

Etsy 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	\$641,805.75	\$1,616,353.10	\$3,032,521.20
Custom Handmade Jewelry	\$108,000	\$150,414.60	\$270,118.20


	2024	2025	2026
Unit Sales	3,600	5,014	9,004
Unit Price	\$30	\$30	\$30
Personalized Digital Artwork	\$124,685	\$169,464	\$241,622.50
Unit Sales	2,494	3,389	4,832
Unit Price	\$50	\$50	\$50
Monthly Subscription Box for Craft Supplies	\$409,120.75	\$1,296,474.50	\$2,520,780.50
Users	2,592	5,948	10,771
Recurring Charges	\$25	\$25	\$25
Cost Of Sales	\$78,684.05	\$151,661.41	\$261,336.38
General Costs	\$78,684.05	\$151,661.41	\$261,336.38
Raw Materials for Custom Handmade Jewelry	\$37,205.22	\$58,936.75	\$94,609.34
Beads and Gemstones	\$15,917.22	\$28,585.23	\$51,335.22
Metal Supplies	\$21,288	\$30,351.52	\$43,274.12

	2024	2025	2026
Printing and Packaging for Personalized Digital Artwork	\$41,478.83	\$92,724.66	\$166,727.04
Packaging Materials	\$9,388.52	\$11,906.99	\$15,100.97
Printing Costs	\$32,090.31	\$80,817.67	\$151,626.07
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$563,121.70	\$1,464,691.69	\$2,771,184.82
Gross Margin (%)	87.74%	90.62%	91.38%
Operating Expense	\$518,533.55	\$541,578.63	\$567,363.49
Payroll Expense (Indirect Labor)	\$484,980	\$502,183.20	\$520,016.40
Production Team	\$169,800	\$175,794	\$182,012.88
Jewelry Craftsperson	\$45,000	\$47,250	\$49,612.56
Artwork Designer	\$124,800	\$128,544	\$132,400.32

	2024	2025	2026
Sales and Marketing Team	\$145,380	\$151,195.20	\$157,242.96
Sales Manager	\$76,800	\$79,872	\$83,066.88
Marketing Specialist	\$68,580	\$71,323.20	\$74,176.08
Administrative Team	\$169,800	\$175,194	\$180,760.56
Office Manager	\$60,000	\$62,100	\$64,273.56
Administrative Assistant	\$109,800	\$113,094	\$116,487
General Expense	\$33,553.55	\$39,395.43	\$47,347.09
Marketing and Advertising	\$11,353.55	\$16,187.43	\$23,079.05
Social Media Advertising	\$7,095.96	\$10,117.14	\$14,424.58
SEO and Website Maintenance	\$4,257.59	\$6,070.29	\$8,654.47
Utilities and Rent	\$20,400	\$21,372	\$22,391.16
Office Rent	\$18,000	\$18,900	\$19,845
Utilities	\$2,400	\$2,472	\$2,546.16
Software Subscriptions	\$1,800	\$1,836	\$1,876.88
Design Software Subscription	\$1,200	\$1,224	\$1,248.48

	2024	2025	2026
Accounting Software Subscription	\$600	\$612	\$628.40
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$44,588.15	\$923,113.05	\$2,203,821.33
Additional Expense	\$10,078.93	\$8,144.77	\$6,091.31
Long Term Depreciation	\$4,932	\$4,932	\$4,932
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$39,656.15	\$918,181.05	\$2,198,889.33
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	\$34,509.22	\$914,968.28	\$2,197,730.02
Income Tax Expense / Benefit	\$0	\$0	\$0

	2024	2025	2026
Total Expense	\$607,296.53	\$701,384.82	\$834,791.18
Net Income	\$34,509.22	\$914,968.28	\$2,197,730.02
Net Income (%)	5.38%	56.61%	72.47%
Retained Earning Opening	\$0	\$16,509.22	\$913,477.50
Owner's Distribution	\$18,000	\$18,000	\$18,000
Retained Earning Closing	\$16,509.22	\$913,477.50	\$3,093,207.52

 **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	\$641,805.75	\$1,616,353.10	\$3,032,521.20
Cash Paid	\$602,364.53	\$696,452.80	\$829,859.18

	2024	2025	2026
COS & General Expenses	\$112,237.60	\$191,056.83	\$308,683.47
Salary & Wages	\$484,980	\$502,183.20	\$520,016.40
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$39,441.22	\$919,900.30	\$2,202,662.02
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$25,000	\$0	\$0
Net Cash From Investments	(\$25,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0

	2024	2025	2026
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$49,359.35	\$51,293.51	\$53,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$18,000	\$18,000	\$18,000
Net Cash From Financing	\$100,640.65	(\$51,293.51)	(\$53,347.12)
Summary			
Starting Cash	\$0	\$115,081.87	\$983,688.66
Cash In	\$791,805.75	\$1,616,353.10	\$3,032,521.20
Cash Out	\$676,723.88	\$747,746.31	\$883,206.30
Change in Cash	\$115,081.87	\$868,606.79	\$2,149,314.90
Ending Cash	\$115,081.87	\$983,688.66	\$3,133,003.56

 **Help tip**

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

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Balance sheet

	2024	2025	2026
Assets	\$135,149.87	\$998,824.66	\$3,143,207.56
Current Assets	\$115,081.87	\$983,688.66	\$3,133,003.56
Cash	\$115,081.87	\$983,688.66	\$3,133,003.56
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$20,068	\$15,136	\$10,204
Gross Long Term Assets	\$25,000	\$25,000	\$25,000
Accumulated Depreciation	(\$4,932)	(\$9,864)	(\$14,796)

	2024	2025	2026
Liabilities & Equity	\$135,149.88	\$998,824.64	\$3,143,207.52
Liabilities	\$68,640.66	\$35,347.14	\$0
Current Liabilities	\$33,293.52	\$35,347.14	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
Long Term Liabilities	\$35,347.14	\$0	\$0
Long Term Debt	\$35,347.14	\$0	\$0
Equity	\$66,509.22	\$963,477.50	\$3,143,207.52
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	\$16,509.22	\$913,477.50	\$3,093,207.52
Check	\$0	\$0	\$0

Break-even Point

 Help tip

 Etsy 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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Start writing here..

Financing needs

 Help tip

 Etsy Business Plan

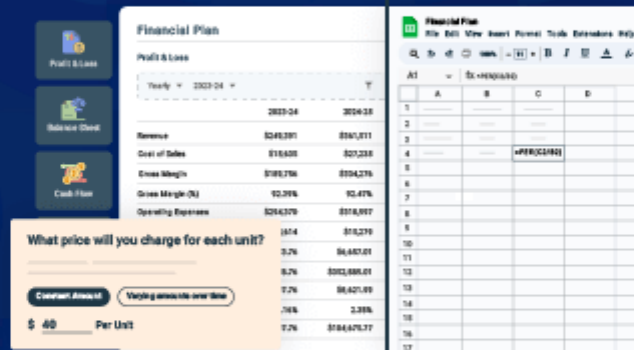
Calculate costs associated with starting an Etsy business, and estimate your financing needs and how much capital you need to raise to operate your business.

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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.



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 icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. A pop-up window asks 'What price will you charge for each unit?' with a 'Calculate Amount' button and a 'View price table over time' link. On the right is a standard spreadsheet interface, which is cluttered with many tabs and a complex grid of cells. A formula '=PERC(100)' is visible in cell C4.

	2023-24	2024-25
Revenue	\$245,391	\$261,811
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$196,784	\$234,573
Gross Margin (%)	80.2%	90.4%
Operating Expenses	\$294,329	\$318,967
	1814	\$15,239
	3.2%	\$6,657.01
	0.2%	\$202,695.01
	7.2%	\$6,627.00
	.18%	3.38%
	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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Create a winning business plan that gets you funded

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Mariia Yevlash



Student, Sumy State University – Ukraine

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