


BUSINESS PLAN 2023




Eyelash Extension Business Plan

Eyes Adorned, Beauty Enhanced

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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

Eyelash Extension Business Plan

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

This section may include the name of your eyelash extension business, its location, when it was

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Start writing here..

Market opportunity

Help tip

Eyelash Extension 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.

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Start writing here..

Services Offered

Help tip

Eyelash Extension Business Plan


Highlight the eyelash extension services you offer your clients. The USPs and differentiators you offer are always a plus.

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Start writing here..

Marketing & Sales Strategies

 **Help tip**

 **Eyelash Extension Business Plan**


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

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Financial Highlights

 **Help tip**

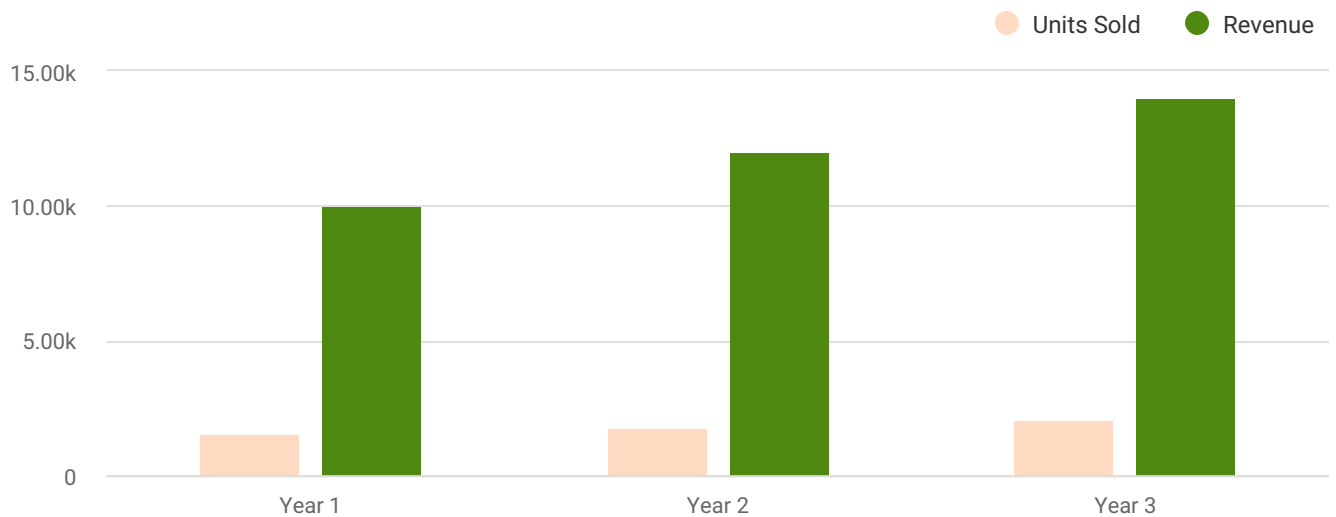
 **Eyelash Extension Business Plan**

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

📄 Eyelash Extension 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



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

Eyelash Extension Business Plan

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

Describe what kind of eyelash extension company you run and the name of it. You may

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Start writing here..

Ownership

Help tip

Eyelash Extension Business Plan

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

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Mission statement

Help tip

Eyelash Extension 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 [Lavish Lash Studios], we believe in enhancing beauty, one lash at a time. Committed to excellence, our mission is to provide unparalleled service, ensuring each client leaves with confidence and a renewed sense of self.



Business history

 **Help tip**

 **Eyelash Extension Business Plan**


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

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Future goals

 **Help tip**

 **Eyelash Extension 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.

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Help tip

Eyelash Extension 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

Eyelash Extension 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

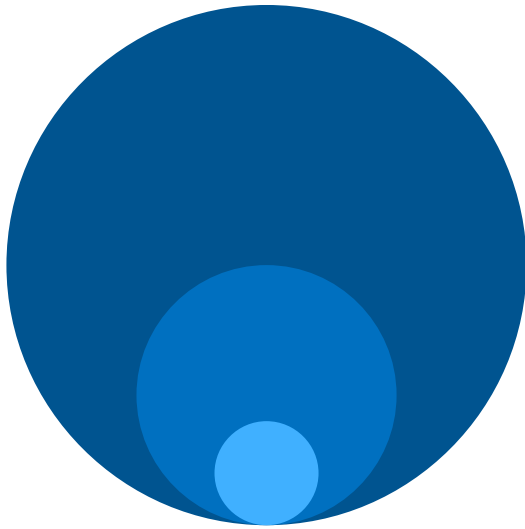
Eyelash Extension Business Plan

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 individuals seeking eyelash services in the country.

10M

Served Market

Those in urban areas are accessible to lash studios.


5M

Target Market


Women aged 20-40 in metropolitan areas seeking premium lash services.

2M

 **Help tip**

 **Eyelash Extension Business Plan**

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

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Competitive analysis

LuxeLash Lounge

Founded in [Year], LuxeLash Lounge has quickly emerged as a significant player in [City/Region]. Known for their luxe ambience and a broad range of services, they have established a loyal client base, predominantly among young professionals.

Features

A comprehensive range of lash extensions: Classic, Volume, Hybrid, and Mega Volume.

Lash maintenance products are available for purchase.

Lash training sessions for aspiring lash artists.

Strengths

Strong brand presence, bolstered by aggressive social media marketing.

Convenient online booking and appointment management system.

Loyalty program offering discounts and perks to returning clients.

Weaknesses

Higher price point, potentially alienating budget-conscious clientele.

Limited customization in lash designs.

Occasional feedback regarding inconsistent service quality across different technicians.

Natural Lash Boutique

Established in [Year], Natural Lash Boutique prides itself on using eco-friendly products and offering a more 'natural' eyelash enhancement experience. Located in the eco-conscious district of [City/Region], they've cultivated a niche audience.

Features

Emphasis on natural-looking lash extensions.

Eco-friendly, hypoallergenic products.

Lash tinting using organic dyes.

Strengths

Unique market positioning appealing to eco-conscious clientele.

Strong word-of-mouth referrals due to specialized services.

Commitment to sustainable practices, enhancing brand image.

Weaknesses


The narrower range of services potentially limits broader market appeal.

Longer appointment durations due to the nature of products and services.

Limited marketing presence outside of the eco-conscious community.

Market trends

 **Help tip**

 **Eyelash Extension Business Plan**


Analyze emerging trends in the industry, such as 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**

 **Eyelash Extension Business Plan**

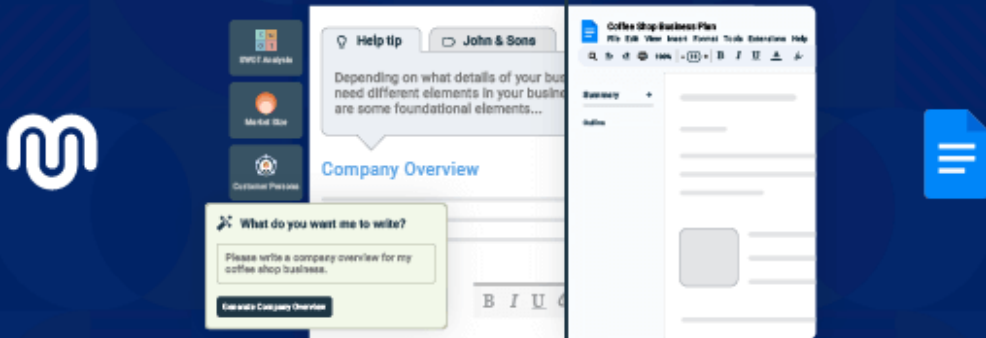
List regulations and licensing requirements that may affect your eyelash extension company, such as licensing & certification, health & safety regulation, client consent & documentation, insurance & permits, etc.

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



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4.

Products and Services



REMEMBER

The product and services section of an eyelash extension business plan should describe the specific services and products that will be offered to customers. To write this section should include the

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Help tip

Eyelash Extension 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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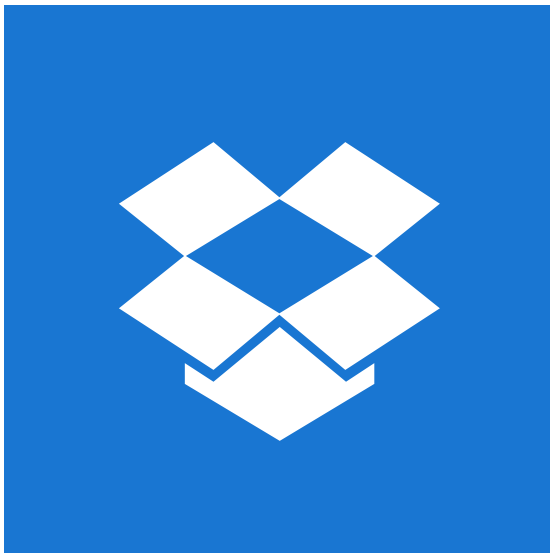
Start writing here..

Help tip

Mention the eyelash extension services your business will offer. This list may include services like,

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Services



Classic Lash Extensions

Price: **[\$80.00]**

A subtle enhancement for those looking to add length and curl to their natural lashes without going too bold. Ideal for daily wear.

Specifications

- Lash Type: Synthetic mink
- Lash Lengths: 8mm to 14mm
- Application Duration: 1.5 hours
- Maintenance: Recommended refill every 3-4 weeks



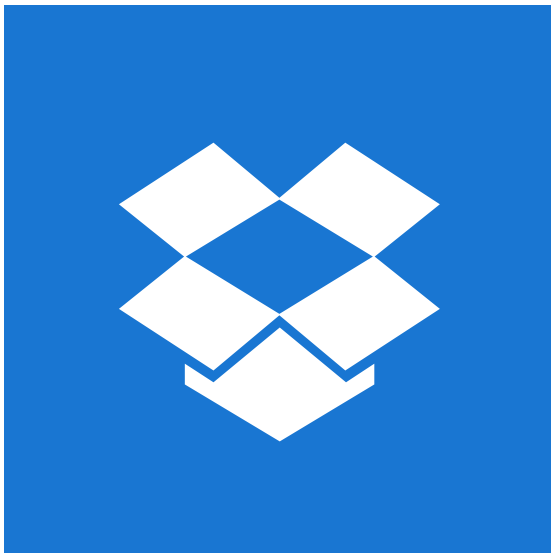
Volume Lash Extensions

Price: **[\$120.00]**

Multi-lash technique involving adhering synthetic, ultra-fine lashes onto a single natural lash, giving a fuller, more voluminous look.

Specifications

- Lash Type: Silk blend
- Lash Lengths: 9mm to 15mm
- Application Duration: 2 hours
- Maintenance: Recommended refill every 4 weeks



Dramatic Lash Extensions

Price: **[\$150.00]**

Designed for those seeking a bold and glamorous appearance. These lashes are longer, thicker, and perfect for special occasions.

Specifications

- Lash Type: Faux mink
- Lash Lengths: 12mm to 18mm
- Application Duration: 2.5 hours
- Maintenance: Recommended refill every 3 weeks



Lash Tinting

Price: **[\$40.00]**


Enhance the colour, shape, and thickness of your lashes, making them more noticeable. Perfect for those with light-coloured lashes.

Specifications

- Tint Type: Vegetable-based dye
- Tint Colors: Black, dark brown, medium brown
- Application Duration: 30 minutes
- Maintenance: Lasts up to 6 weeks

Aftercare & Maintenance

 **Help tip**

 **Eyelash Extension Business Plan**


If there is any guideline for aftercare or you provide any aftercare and maintenance services, then mention it here. It might cover advice on how to take care of lash extensions, suggested supplies, and the value of routine refills.

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Start writing here..

Additional Products

 **Help tip**

 **Eyelash Extension Business Plan**

Mention if your eyelash extension offers any additional products. You may include products like, lash serums, adhesives, cleansers, accessories, etc.

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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.

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Help Tip

Eyelash Extension 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.

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Unique Selling Proposition (USP)

Help tip

Eyelash Extension 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

Eyelash Extension 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.

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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, influencer marketing, content marketing with visuals, local advertisements, etc.

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Marketing strategies

Online



Social Media Marketing

Leveraging platforms like Instagram and Pinterest, showcasing before-and-after transformations, client testimonials, and behind-the-scenes peeks.



Influencer Marketing

Collaborating with local beauty influencers, offering them our services and harnessing their reach to showcase our expertise.



Content Marketing

Engaging blogs, video tutorials, and infographics, diving deep into the world of lashes and aftercare.

Offline



Local Advertisement

Taking advantage of local print media, radio, and community events to bolster our presence in [City/Region].

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include referral programs, loyalty programs, upselling & cross-selling, collaboration with beauticians, etc.

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Sales strategies



Upselling & Cross-Selling

Introducing clients to complementary services and products.



Loyalty Programs

Points-based systems that offer exclusive discounts and perks.



Referral Programs

Rewarding our loyal clients for bringing in friends and family.



Collaborations

Partnering with local beauticians and salons, offering them package deals and special rates.

Describe your customer retention strategies and how you plan to execute them. For instance, introducing loyalty programs, discounts on orders above a certain amount, personalized service, etc.

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Customer retention



Loyalty Programs

Earning points for every dollar spent, which can be redeemed against services.



Exclusive Discounts

Special rates for clients who book recurrent services.



Personalized Service

Recognizing returning clients, understanding their preferences, and tailoring services accordingly.

6.

Operations Plan



REMEMBER

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

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Help tip

Eyelash Extension 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

Eyelash Extension Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Operational Process

Help tip

Eyelash Extension Business Plan


Outline the processes and procedures you will use to run your eyelash extension business. Your operational processes may include sending quotations, client consultation, the lash application process, and aftercare instructions.

To unlock help try Upmetrics!

Start writing here..

Equipments

 **Help tip**

 **Eyelash Extension Business Plan**

Include the list of equipment required for eyelash extensions, such as lash extension supplies, treatment area equipment, sanitization & sterilization equipment, etc.

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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

Eyelash Extension 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

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

The visionary founder of [Lavish Lash Studios], John took a passion for aesthetics and transformed it into a thriving business that puts clients at the centre. His leadership style fosters innovation while ensuring consistent quality.



- Educational Background: MBA from Harvard Business School, with a specialization in Entrepreneurship.
- Professional Background: Over a decade in the beauty industry, having worked with top brands like L'Oréal and Sephora, focusing on brand development and customer experience.



JANE DOE

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

Jane's operational acumen ensures the seamless day-to-day functioning of [Lavish Lash Studios]. From resource allocation to process optimization, her attention to detail is unmatched.

- Educational Background: Master's in Operations Management from Stanford University.
- Professional Background: Former Operations Manager at [Renowned Beauty Chain], where she spearheaded the opening of 20 new outlets across the country.



ALICE BROWN

CMO - alice.brown@example.com

Alice's marketing prowess has been pivotal in building [Lavish Lash Studios]' brand identity. Her innovative strategies have ensured our consistent growth in clientele and market share.

- Educational Background: Bachelor's in Marketing from the Wharton School, University of Pennsylvania.
- Professional Background: Previously led marketing campaigns for iconic beauty brands like MAC and Estée Lauder, delivering record-breaking sales figures.



ROBERT BROWN

Operations Manager - robert.brown@example.com

Robert's deep understanding of the intricacies of lash services, combined with his managerial expertise, ensures our services' precision and client satisfaction.

- Educational Background: Certified Eyelash Extension Specialist with a bachelor's in Business Management from the University of California, Los Angeles.
- Professional Background: Over eight years in the beauty industry, with roles ranging from a Lash Technician to Training Lead at [Well-known Lash Studio Chain].

Organizational structure

Help tip

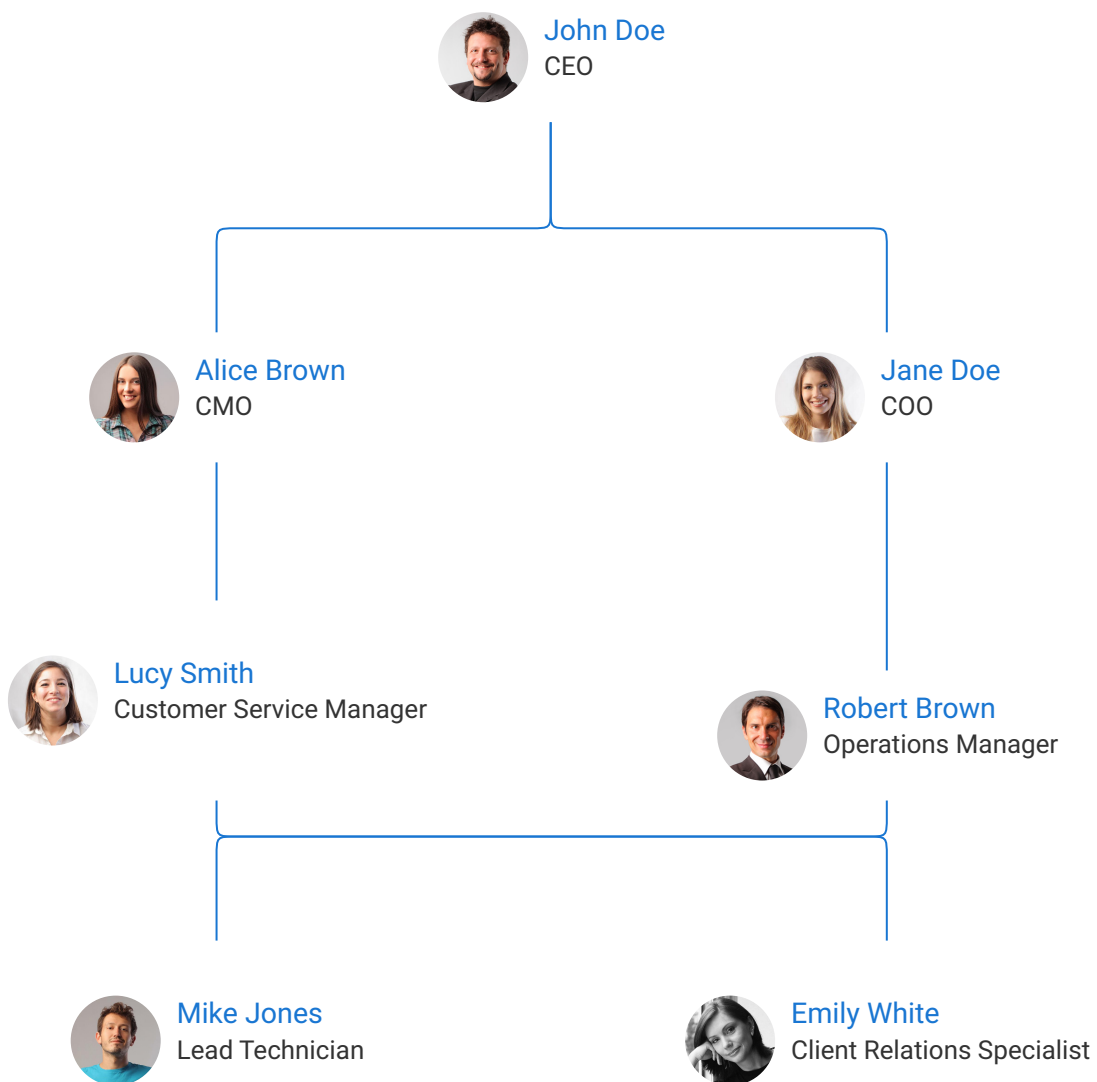
Eyelash Extension Business Plan

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

 Eyelash Extension 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.

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Advisors/Consultants



[ADVISOR NAME]

Advisor

A stalwart in the beauty industry, with over [X years] of experience, providing insights into market trends and service innovations



[CONSULTANT NAME]

Consultant

Specializing in business strategy, assisting in optimizing our growth trajectory and ensuring financial prudence.

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 information:

To unlock help try Upmetrics!

Help tip

Eyelash Extension 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.

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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.


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Profit & loss statement

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

	2023-24	2024-25	2025-26	2026-27	2027-28
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
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.

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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
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


	2023-24	2024-25	2025-26	2026-27	2027-28
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

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 eyelash extension business's assets, liabilities, and equity.

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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
Cash	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
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
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

Break-even Point

 **Help tip**

 **Eyelash Extension Business Plan**


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

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Start writing here..

Financing needs

 **Help tip**

 **Eyelash Extension Business Plan**

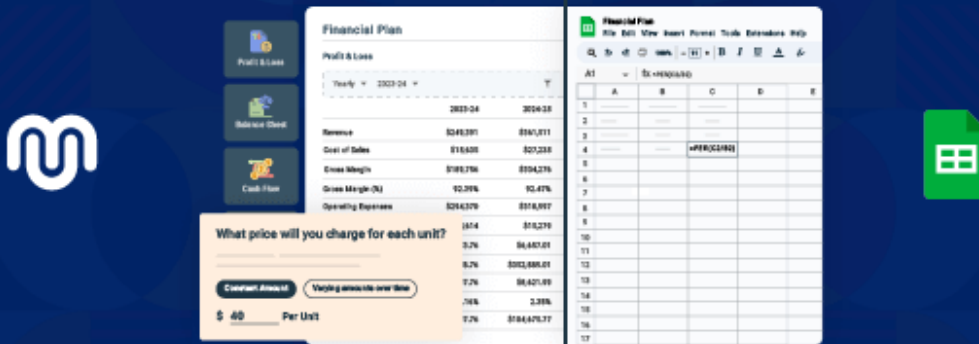
Calculate costs associated with starting an eyelash extension business, and estimate your financing needs and how much capital you need to raise to operate your business.

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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 table shows financial metrics for two periods: 2023-24 and 2024-25. Below the table is a form titled 'What price will you charge for each unit?' with a 'Convert Amount' button and a 'Varying amounts over time' option. The price is set to '\$ 40 Per Unit'. On the right is a standard spreadsheet interface with a grid and various toolbars. A green document icon with a grid pattern is positioned to the right of the spreadsheet.

	2023-24	2024-25
Revenue	\$241,391	\$181,811
Cost of Sales	\$16,620	\$27,233
Gross Margin	\$191,756	\$154,276
Gross Margin (%)	79.5%	85.0%
Operating Expenses	\$214,379	\$114,987
	104	\$1,279
	0.2%	\$6,657.01
	0.2%	\$102,888.01
	7.2%	\$6,821.89
	7.6%	2,386
	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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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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