

Golf Driving Range Business Plan

Business Plan

[YEAR]

Drive, Golf, Relax

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.





John Doe



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http://www.example.com

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Executive Summary

Market opportunity
Food-Packaging Services
Marketing & Sales Strategies
Financial Highlights



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

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Golf Driving Range Business Plan

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

This section may include the name of your golf driving range, its location when it was founded

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Start writing here..

Market opportunity



Golf Driving Range 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..

Food-Packaging Services

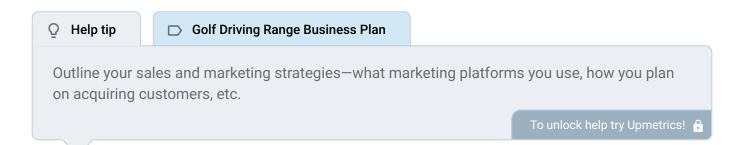


Golf Driving Range Business Plan

Highlight the golf driving range services you offer your clients. The USPs and differentiators you offer are always a plus.

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Marketing & Sales Strategies

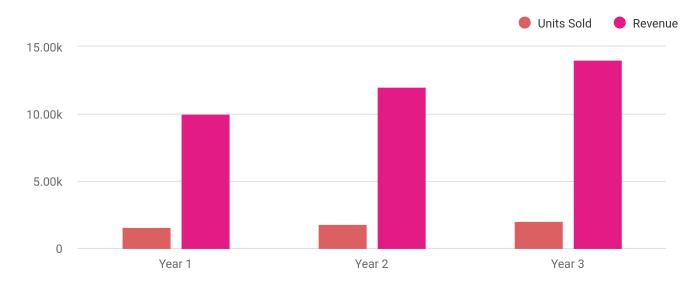


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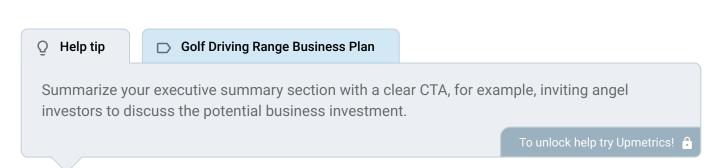
Financial Highlights



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



Write a call to action for your business plan.

Company Overview

Ownership

Mission statement

Business history

Future goals



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

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Golf Driving Range Business Plan

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

Describe what kind of golf driving range you run and the name of it. You may appoint in one

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Start writing here..

Ownership



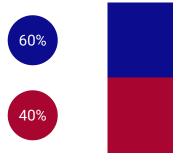
Golf Driving Range Business Plan

List the names of founders or owners at your golf driving range. Describe what shares they own and their responsibilities for efficiently managing the business.

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Start writing here..

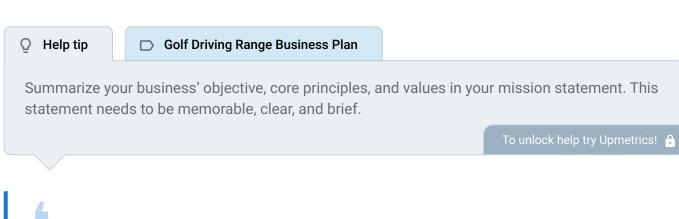
Business Owners



John Doe

Jane Doe

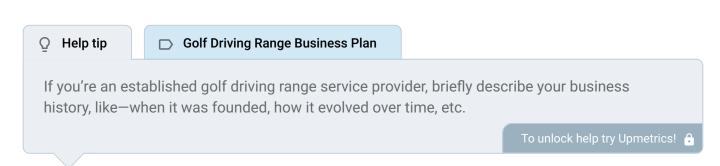
Mission statement

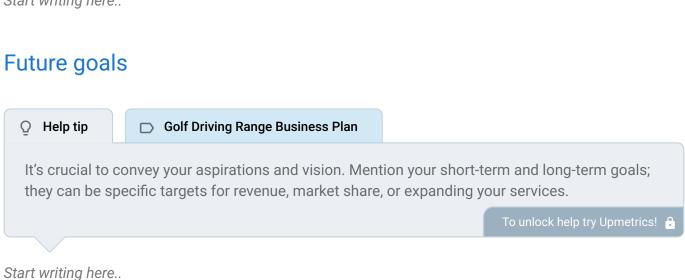


At [TopGolf Range], we are committed to delivering an unparalleled golfing experience. Our mission is to foster a love for the game, provide top-notch facilities, and ensure every golfer, from novice to pro, feels valued.

Through innovation, dedication, and a passion for excellence, we strive to be the premier golf destination in [City/Region].

Business history





Market Analysis

Target Market

Market size and growth potential

Competitive analysis

Market trends

Regulatory environment



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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Golf Driving Range 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



Golf Driving Range 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

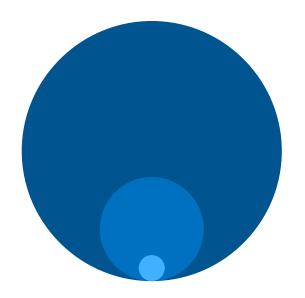


Golf Driving Range Business Plan

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 golf enthusiasts in the country

50M

Served Market

Golf enthusiasts who visit ranges

20M

Target Market

Families and groups seeking golf fun



Golf Driving Range Business Plan

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your golf driving range services from them.

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Competitive analysis

Topgolf

Topgolf is one of the pioneers in revolutionizing the golf driving range experience. Beyond the conventional range, they provide a multi-tiered, high-tech entertainment venue with a mix of golf, food, and drinks.

Features

Advanced ball-tracing technology

Multi-level hitting bays

An extensive menu with a fullservice bar

Event hosting, including corporate events and parties

Golf lessons and leagues

Strengths

Strong brand recognition

Advanced technology providing interactive feedback

A wide array of food and beverage options, enhancing customer experience

Weaknesses

Premium pricing might exclude some potential customers

Being a large chain, it can sometimes lack the personalized touch local ranges offer

Drive Shack

Drive Shack offers a similar entertainment venue experience but tends to be more flexible in pricing and membership options.

Features

Multi-level driving ranges with technology feedback

Arcade games and other recreational activities

A diverse food menu and bar

Golf academies and lessons

Strengths

A balanced mix of golf and entertainment

Membership options offering flexibility for frequent visitors

Hosting capabilities for diverse events, from birthdays to corporate get-togethers

Weaknesses

Limited locations compared to larger competitors

Technology offerings, while advanced, don't match the breadth of some leading competitors

Bayside Golf Club

Bayside Golf Club offers a more traditional golf driving range experience, focusing on pure golf skills without the added entertainment components.

Features

Spacious golf range

Pro shop with equipment and gear

PGA certified instructors for lessons

Quiet, serene environment ideal for serious practice

Strengths

Appeals to purist golfers looking for a traditional experience

Expert instructors providing quality lessons

Typically lower pricing due to a focus on core golfing without entertainment frills

Weaknesses

Lacks the entertainment aspects which can appeal to a broader audience

Limited tech integration might not appeal to younger, tech-savvy golfers

Market trends



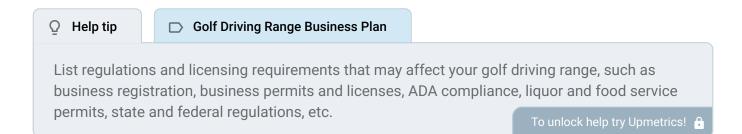
Golf Driving Range Business Plan

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

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Regulatory environment





Products and Services

Services

Products

Quality Measures

Additional Services



The product and services section of a golf driving range 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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Golf Driving Range 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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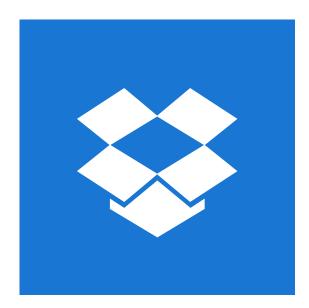
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Mention the golf driving range services your business will offer. This list may include services like,

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Services



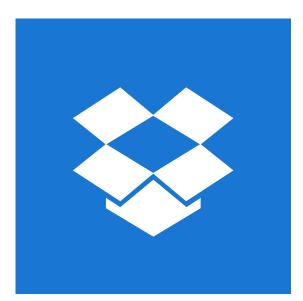
Golf Club Rentals

Price: [\$20] per hour

High-quality golf clubs available for rent, suitable for players of all skill levels.

Specifications

Brands include Titleist, Callaway, and TaylorMade. Sets include drivers, irons, wedges, and putters.



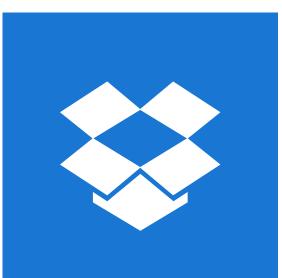
Golf Ball Rentals

Price: [\$5] for a bucket of 30 balls

Premium quality golf balls available for rent, ensuring an optimal golfing experience.

Specifications

Brands include Titleist Pro V1, Callaway Chrome Soft, and Srixon Z-Star.



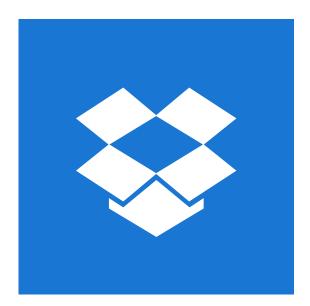
Golf Lessons

Price: [\$50] per 30-minute session

Personalized golf lessons from PGA-certified instructors, catering to golfers of all skill levels.

Specifications

Lessons cover all aspects of the game, including driving, chipping, putting, and course management.



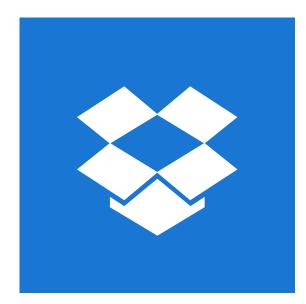
Snacks and Refreshment Services

Price: Varies by item

A range of snacks and refreshments available to keep golfers energized during their game.

Specifications

Offerings include sandwiches, hot dogs, chips, candy, sodas, and water.



Rental Hitting Bays

Price: [\$30] per hour

High-tech rental hitting bays equipped with the latest technology to provide instant feedback on your performance.

Specifications

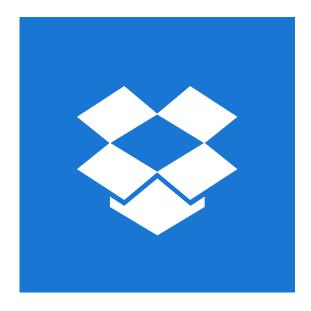
Bays are equipped with launch monitors, video analysis, and other tech tools.



Mention the products you sell at your golf driving range. This list may include golf merchandise like,

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Products



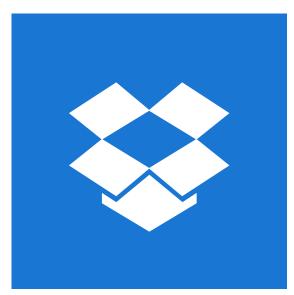
Golf Clubs

Price: Varies by brand and model

A range of golf clubs from top brands, catering to golfers of all skill levels.

Specifications

Offerings include drivers, fairway woods, hybrids, irons, wedges, and putters.



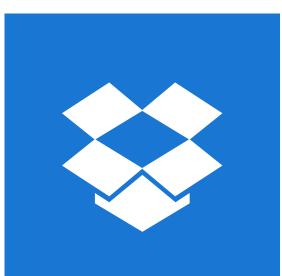
Golf Balls

Price: Varies by brand and model

A variety of golf balls from top brands, ensuring that golfers have access to the best quality balls for their game.

Specifications

Offerings include Titleist Pro V1, Callaway Chrome Soft, and Srixon Z-Star.



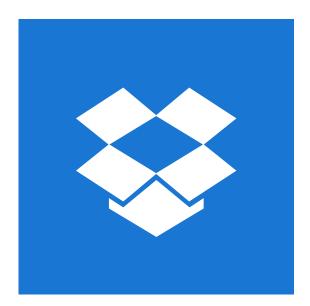
Golf Tees

Price: [\$3] for a pack of 50

A selection of golf tees available for purchase.

Specifications

Offerings include wooden and plastic tees in various lengths.



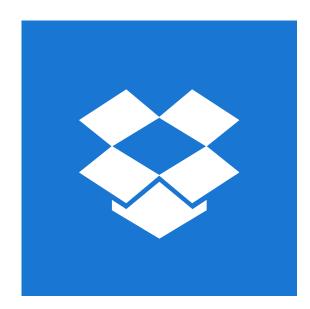
Training Aids

Price: Varies by product

A range of training aids designed to help golfers improve their skills and take their game to the next level.

Specifications

Offerings include swing trainers, putting mats, and alignment aids.



Golf Gloves

Price: Varies by brand and model

A selection of high-quality golf gloves that provide a great grip.

Specifications

Offerings include gloves made from leather, synthetic materials, or a combination of both.

Quality Measures



Golf Driving Range Business Plan

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

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Start writing here..

Additional Services



Golf Driving Range Business Plan

Mention if your golf driving range company offers any additional services. You may include services like, hosting tournaments, organizing professional classes, entertainment sessions, etc.

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Sales And Marketing Strategies

Unique Selling Proposition (USP)

Pricing Strategy

Marketing strategies

Sales strategies

Customer retention



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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□ Golf Driving Range 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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Start writing here..

Unique Selling Proposition (USP)



Golf Driving Range 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.

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Start writing here..

Pricing Strategy



Golf Driving Range Business Plan

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

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Golf Driving Range 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, brochures, email marketing, content marketing, event sponsorship, and print marketing

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Marketing strategies

Online



Social Media

With platforms like Facebook, Instagram, and Twitter, we aim to engage our audience with regular updates, promotions, and golfing tips.



Email Marketing

Regular newsletters and updates will be sent to our subscribed members, keeping them informed about upcoming events and promotions.



Content Marketing

Blog posts, articles, and videos that provide value to golf enthusiasts will be published, positioning [TopGolf Range] as a thought leader in the industry.



Google Ads

Targeted ads will ensure we appear in relevant search results, capturing potential customers looking for golfing experiences.

Offline



Brochures

Distributed at strategic locations, our brochures will provide comprehensive information about our offerings.



Print Marketing

Local magazines, newspapers, and banners will feature our ads, targeting a local demographic.



Event Sponsorship

By sponsoring local golf tournaments or events, we'll gain visibility and build our brand's reputation.

Golf Driving Range Business Plan

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include partnerships and affiliations, individual and group packages, events, targeted marketing, etc.

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Sales strategies



Partnerships and Affiliations

Collaborations with local businesses and golf brands can provide mutual benefits and widen our customer base.



Group Packages

Special offers for corporate events, birthdays, or large gatherings will attract group bookings.



Targeted Marketing

Specific marketing campaigns will be launched for different segments of our audience, ensuring we address their unique needs.

Golf Driving Range Business Plan

Describe your customer retention strategies and how you plan to execute them. For instance, introducing annual memberships, organizing exciting events and competitions, personalized service, etc.

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Customer retention



Annual Memberships

Attractive membership packages will be available, offering discounts and exclusive benefits.



Events and Competitions

Regular tournaments, championships, and social events will keep our customers engaged and connected to the [TopGolf Range] community.



Personalized Service

Recognizing the preferences of our regular customers and tailoring our service accordingly will make them feel valued and appreciated.

Operations Plan

Staffing & Training
Operational Process
Equipment & Machinery



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

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Golf Driving Range 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



Golf Driving Range Business Plan

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

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Start writing here..

Operational Process



Golf Driving Range Business Plan

Outline the processes and procedures you will use to run your golf driving range. Your operational processes may include facility maintenance, customer check-in, service offering, and implementing quality check measures.

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Equipment & Machinery



□ Help tip

Golf Driving Range Business Plan

Include the list of equipment and machinery required for the golf driving range, such as golf carts, retrieval vehicles, range dividers, ball dispensers, maintenance equipment, etc.

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Management Team

Key managers
Organizational structure
Compensation plan
Advisors/Consultants



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

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Golf Driving Range 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



Golf Driving Range 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 Founder & CEO - john.doe@example.com

With over 15 years of experience in the golf industry and a Bachelor's degree in Business Administration, John has a profound understanding of the golf business and its intricacies.

His strategic planning, financial management, and leadership skills are instrumental in steering [TopGolf Range] toward success.







Jane has a Master's degree in Operations Management and over 10 years of experience in the field.



Her meticulous attention to detail and organizational skills ensure that the dayto-day operations at [TopGolf Range] run smoothly and efficiently.



Alice Brown

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

Alice holds a Bachelor's degree in Marketing and has a proven track record of successful brand development and marketing strategy implementation.



Her innovative ideas and strategies are pivotal in establishing [TopGolf Range] as a premier golf driving range destination.



Robert Brown

Head Coach - robert.brown@example.com

With a Bachelor's degree in Sports Science and numerous golf coaching certifications, Robert brings a wealth of knowledge and expertise to [TopGolf Range].

His passion for teaching and commitment to delivering top-quality instruction make him a valuable asset to our team.

Organizational structure

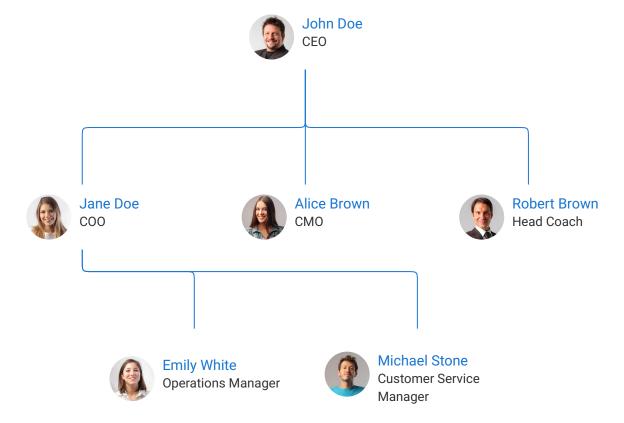


Golf Driving Range Business Plan

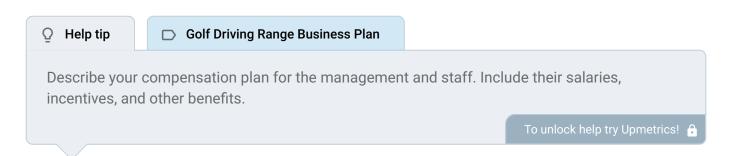
Explain the organizational structure of your management team. Include the reporting line and decision-making hierarchy.

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Organization chart



Compensation plan



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

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Advisors/Consultants



Michael Taylor Advisor - michael.taylor@example.com

With over 20 years of experience in the golf industry, Michael is an invaluable source of knowledge and insights.



His guidance and advice have been instrumental in shaping the strategic direction of [TopGolf Range].



Emily Johnson Consultant - emily.johnson@example.com

Emily is a seasoned business consultant with a specialization in the golf industry.





Her expertise in strategic planning and financial management has provided [TopGolf Range] with the tools and knowledge needed to navigate the competitive golf business landscape.

8.

Financial Plan

Profit & loss statement

Cash flow statement

Balance sheet

Break-even Analysis

Financing needs



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:

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□ Golf Driving Range 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..



Golf Driving Range Business Plan

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

	2024	2025	2026
Revenue	\$375,767.98	\$701,297	\$1,271,579.25
Bucket Sales	\$119,378.10	\$214,384.80	\$385,004.70

11,938	21,438	38,500
\$10	\$10	\$10
\$17,631.58	\$58,133.75	\$116,546.25
340	812	1,509
\$8.33	\$8.33	\$8.33
\$238,758.30	\$428,778.45	\$770,028.30
15,917	28,585	51,335
\$15	\$15	\$15
\$46,523.31	\$55,176.33	\$66,359.20
\$46,523.31	\$55,176.33	\$66,359.20
\$31,364.99	\$34,701.81	\$38,448.93
\$25,364.99	\$28,581.81	\$32,206.53
\$6,000	\$6,120	\$6,242.40
\$15,158.32	\$20,474.52	\$27,910.27
\$11,353.62	\$16,187.39	\$23,079.54
\$3,804.70	\$4,287.13	\$4,830.73
	\$10 \$17,631.58 340 \$8.33 \$238,758.30 15,917 \$15 \$46,523.31 \$46,523.31 \$31,364.99 \$25,364.99 \$6,000 \$15,158.32 \$11,353.62	\$10 \$17,631.58 \$58,133.75 340 812 \$8.33 \$8.33 \$238,758.30 \$428,778.45 15,917 28,585 \$15 \$15 \$15 \$46,523.31 \$55,176.33 \$446,523.31 \$55,176.33 \$31,364.99 \$34,701.81 \$25,364.99 \$28,581.81 \$6,000 \$6,120 \$15,158.32 \$20,474.52 \$11,353.62 \$16,187.39

	2024	2025	2026
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$329,244.67	\$646,120.67	\$1,205,220.05
Gross Margin (%)	87.62%	92.13%	94.78%
Operating Expense	\$445,241.59	\$478,237.86	\$521,921.60
Payroll Expense (Indirect Labor)	\$318,282	\$330,561.12	\$343,337.28
Management	\$142,512	\$146,787.36	\$151,191
General Manager	\$78,000	\$80,340	\$82,750.20
Operations Manager	\$64,512	\$66,447.36	\$68,440.80
Frontline Staff	\$78,480	\$81,619.20	\$84,883.92
Customer Service Representative	\$36,000	\$37,440	\$38,937.60
Maintenance Worker	\$42,480	\$44,179.20	\$45,946.32
Instructional Staff	\$97,290	\$102,154.56	\$107,262.36

	2024	2025	2026
Head Golf Pro	\$51,750	\$54,337.56	\$57,054.48
Assistant Golf Pro	\$45,540	\$47,817	\$50,207.88
General Expense	\$126,959.59	\$147,676.74	\$178,584.32
Facility Costs	\$65,129.93	\$71,851.66	\$79,395.32
Facility Costs	\$14,400	\$14,688	\$14,981.76
Rent	\$50,729.93	\$57,163.66	\$64,413.56
Marketing and Advertising	\$19,829.66	\$32,985.08	\$55,492.20
Digital Marketing	\$12,733.70	\$22,867.94	\$41,067.62
Print Advertising	\$7,095.96	\$10,117.14	\$14,424.58
Operational Costs	\$42,000	\$42,840	\$43,696.80
Equipment Lease	\$24,000	\$24,480	\$24,969.60
Insurance	\$18,000	\$18,360	\$18,727.20
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$115,996.94)	\$167,882.83	\$683,298.46

	2024	2025	2026
Additional Expense	\$15,032.42	\$14,627.88	\$14,202.59
Long Term Depreciation	\$10,212	\$10,212	\$10,212
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$126,208.94)	\$157,670.83	\$673,086.46
Interest Expense	\$4,820.42	\$4,415.86	\$3,990.60
EBT	(\$131,029.36)	\$153,254.95	\$669,095.87
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$506,797.32	\$548,042.07	\$602,483.39
Net Income	(\$131,029.36)	\$153,254.95	\$669,095.87
Net Income (%)	(34.87%)	21.85%	52.62%
Retained Earning Opening	\$0	(\$143,529.36)	(\$274.41)
Owner's Distribution	\$12,500	\$10,000	\$10,000

○ Help tip

Golf Driving Range Business Plan

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

2025	2026
\$701,297.02	\$1,271,579.26
\$537,830.07	\$592,271.39
\$202,853.07	\$244,943.52
\$330,561.12	\$343,337.28
\$4,415.86	\$3,990.60
\$0	\$0
\$0	\$0
	\$701,297.02 \$537,830.07 \$202,853.07 \$330,561.12 \$4,415.86 \$0

	2024	2025	2026
Net Cash From Operations	(\$120,817.36)	\$163,466.95	\$679,307.87
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$60,000	\$0	\$0
Net Cash From Investments	(\$60,000)	\$0	\$0
Amount Received	\$112,500	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$12,500	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Amount Paid	\$20,407.50	\$18,312.04	\$18,737.33
Loan Capital	\$7,907.50	\$8,312.06	\$8,737.32
Dividends & Distributions	\$12,500	\$10,000	\$10,000
Net Cash From Financing	\$92,092.50	(\$18,312.04)	(\$18,737.33)

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$88,724.86)	\$56,430.05
Cash In	\$488,267.96	\$701,297.02	\$1,271,579.26
Cash Out	\$576,992.82	\$556,142.11	\$611,008.72
Change in Cash	(\$88,724.86)	\$145,154.91	\$660,570.54
Ending Cash	(\$88,724.86)	\$56,430.05	\$717,000.59

Balance sheet

○ Help tip

	2024	2025	2026
Assets	(\$38,936.86)	\$96,006.05	\$746,364.59
Current Assets	(\$88,724.86)	\$56,430.05	\$717,000.59

□ Golf Driving Range Business Plan

Create a projected balance sheet documenting your golf driving range assets, liabilities, and equity.

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	2024	2025	2026
Cash	(\$88,724.86)	\$56,430.05	\$717,000.59
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$49,788	\$39,576	\$29,364
Gross Long Term Assets	\$60,000	\$60,000	\$60,000
Accumulated Depreciation	(\$10,212)	(\$20,424)	(\$30,636)
Liabilities & Equity	(\$38,936.86)	\$96,006.02	\$746,364.57
Liabilities	\$92,092.50	\$83,780.43	\$75,043.11
Current Liabilities	\$8,312.06	\$8,737.32	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$8,312.06	\$8,737.32	\$0
Long Term Liabilities	\$83,780.44	\$75,043.11	\$75,043.11
Long Term Debt	\$83,780.44	\$75,043.11	\$75,043.11

	2024	2025	2026
Equity	(\$131,029.36)	\$12,225.59	\$671,321.46
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$12,500	\$12,500	\$12,500
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0
Retained Earnings	(\$143,529.36)	(\$274.41)	\$658,821.46
Check	\$0	\$0	\$0



□ Golf Driving Range 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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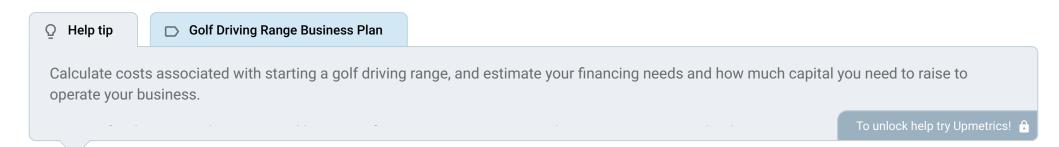
Break-even Analysis

	2024	2025	2026
Starting Revenue	\$0	\$375,767.96	\$1,077,064.98

	2024	2025	2026
Net Revenue	\$375,767.98	\$701,297	\$1,271,579.25
Closing Revenue	\$375,767.96	\$1,077,064.98	\$2,348,644.24
Starting Expense	\$0	\$506,797.32	\$1,054,839.39
Net Expense	\$506,797.32	\$548,042.07	\$602,483.39
Closing Expense	\$506,797.32	\$1,054,839.39	\$1,657,322.78
Is Break Even?	No	Yes	Yes
Break Even Month	0	Nov '25	0
Days Required	0	19 Days	0
Break Even Revenue	\$506,797.32	\$974,720.37	\$0
Bucket Sales	\$0	\$302,682.19	\$0
Membership Fees	\$0	\$66,664.13	\$0
Equipment Rental	\$0	\$605,374.05	\$0
Break Even Units			
Bucket Sales	0	30,268	0

	2024	2025	2026
Membership Fees	0	758	0
Equipment Rental	0	40,358	0

Financing needs



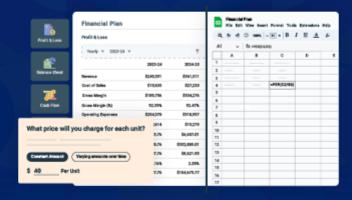
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9.

Appendix



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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★ ★ ★ ★

Student, Sumy State University – Ukraine

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