


# BUSINESS PLAN [YEAR]





# Hair Extension Business Plan

Long Hair, Endless Possibilities

 **John Doe**

 10200 Bolsa Ave, Westminster, CA, 92683

 (650) 359-3153

 info@example.com

 <http://www.example.com>

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.

# Table of Contents

<b>Executive Summary</b>	<b>6</b>
Market opportunity .....	7
Services Offered .....	7
Marketing & Sales Strategies .....	8
Financial Highlights .....	8
Units Sold v/s Revenue .....	9
<b>Company Overview</b>	<b>10</b>
Ownership .....	11
Business Owners .....	11
Mission statement .....	12
Business history .....	12
Future goals .....	12
<b>Market Analysis</b>	<b>13</b>
Target Market .....	14
Market size and growth potential .....	14
Market Size .....	15
Competitive analysis .....	15
LuxeLocks Inc. ....	15
NaturalStrandz .....	16
ExtensionsPlus Boutique .....	16
Market trends .....	16
Regulatory environment .....	17
<b>Products and Services</b>	<b>18</b>
Products & Services List .....	19
Classic Hair Extensions .....	19
Synthetic Hair Extensions .....	20
Extension Accessories Kit .....	20
Hair Extension Installation .....	21

Customization & Color Matching Session .....	21
Hair Extension Consultation .....	21
Quality Measures .....	22
Additional Services .....	22

## Sales And Marketing Strategies 23

Unique Selling Proposition (USP) .....	24
Pricing Strategy .....	24
Marketing strategies .....	25
Online .....	25
Offline .....	25
Sales strategies .....	26
Customer retention .....	26

## Operations Plan 27

Staffing & Training .....	28
Operational Process .....	28
Equipment & Machinery .....	29

## Management Team 30

Key managers .....	31
John Doe .....	32
Jane Doe .....	32
Alice Brown .....	33
Robert Brown .....	33
Organizational structure .....	33
Organization chart .....	34
Compensation plan .....	34
Board of advisors .....	35
[ADVISOR NAME] .....	35

## Financial Plan 36

Profit & loss statement .....	37
-------------------------------	----

Cash flow statement .....	42
Balance sheet .....	44
Break-even Analysis .....	46
Financing needs .....	48

---

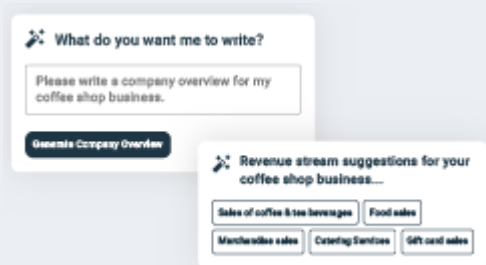
## Appendix

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

### AI-powered insights to streamline your plan

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

## Financial Forecasting Tool

### All the financials are calculated for you

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



## Business Plan Builder

### Guides you like a business mentor

Upmetrics' step-by-step instructions, prompts, and the library of 400+ sample business plans will guide you through each section of your plan as a business mentor.

Join over 110K entrepreneurs who trust **Upmetrics with Business Planning**

Create a comprehensive business plan and maximize your chances of securing funding, bank loans, and small business grants.

Create your business plan today

15-day money-back guarantee

1.

# Executive Summary

Market opportunity

Services Offered

Marketing & Sales Strategies

Financial Highlights



## REMEMBER

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

To unlock help try Upmetrics!

### Help tip

### Hair Extension Business Plan

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

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

To unlock help try Upmetrics!

*Start writing here..*

## Market opportunity

### Help tip

### Hair 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.

To unlock help try Upmetrics!

*Start writing here..*

## Services Offered

### Help tip

### Hair Extension Business Plan


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

To unlock help try Upmetrics!

*Start writing here..*

## Marketing & Sales Strategies

 **Help tip**

 **Hair Extension 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**

 **Hair Extension Business Plan**

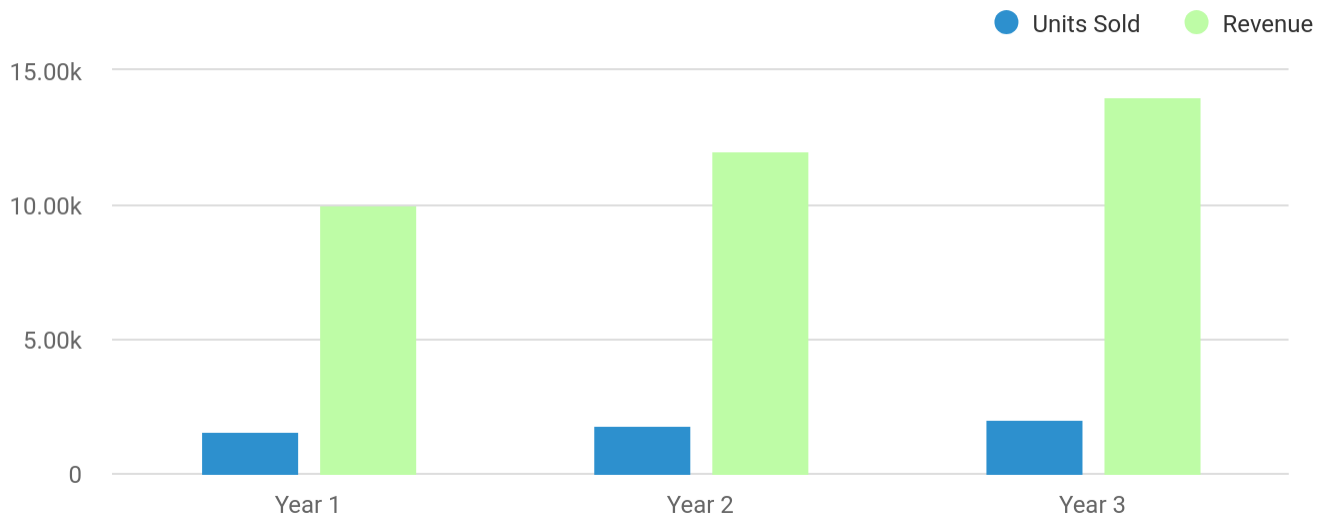
Briefly summarize your financial projections for the initial years of business operations. Include any capital or investment requirements, associated startup costs, projected revenues, and profit forecasts.

To unlock help try Upmetrics! 

*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

 Hair Extension 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**

**Hair Extension Business Plan**

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

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

To unlock help try Upmetrics!

*Start writing here..*

## Ownership

**Help tip**

**Hair Extension Business Plan**

List the names of your hair extension 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..*

## Business Owners



## Mission statement

 Help tip

 Hair Extension Business Plan

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

To unlock help try Upmetrics! 




**At [Hair Extensions Elegances], our mission is to empower individuals to express themselves confidently.**

**We believe in the transformative power of beauty, and through our high-quality hair extensions, we aim to enhance natural beauty, ensuring everyone can wear their hair with pride and elegance.**



## Business history

 Help tip

 Hair Extension Business Plan

If you're an established hair extension service provider, 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

 Hair 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.

To unlock help try Upmetrics! 

*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

### Hair Extension 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

### Hair 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.

To unlock help try Upmetrics!

*Start writing here..*

## Market size and growth potential

### Help tip

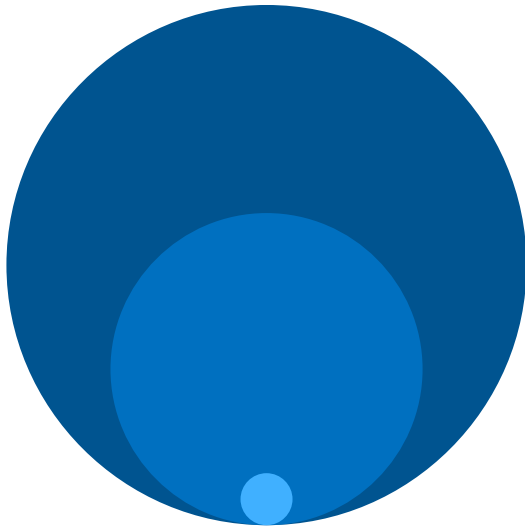
### Hair Extension Business Plan

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

To unlock help try Upmetrics!

*Start writing here..*

## Market Size



### Available Market

Total individuals interested in hair extensions across the country.

**5M**

### Served Market


Consumers currently buying extensions, irrespective of the brand.

**3M**

### Target Market

Fashion-forward 20-35 year-olds seeking premium extensions.

**500k**

 **Help tip**

 **Hair Extension Business Plan**

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

To unlock help try Upmetrics! 

## Competitive analysis

### LuxeLocks Inc.

Established in 2015, LuxeLocks Inc. has become a recognized name in the luxury hair extension segment. They have a strong online presence and partnerships with leading beauty salons.

#### Features

Ethically sourced hair extensions

Wide variety of color options

Customizable lengths and textures

Virtual try-on with augmented reality integration

#### Strengths

Strong brand recognition

Extensive online marketing campaigns

Collaborations with celebrity stylists and influencers

#### Weaknesses

Premium pricing can alienate some market segments

Limited physical store presence

Occasional stock shortages reported by customers

## NaturalStrandz

NaturalStrandz is renowned for offering hair extensions that seamlessly mimic natural hair. Their USP is their focus on a diverse range of textures catering to all hair types.

### Features

- Extensions specifically tailored for various hair types (curly, wavy, straight)
- Heat-resistant options
- Subscription model for regular customers

### Strengths

- Niche focus gives them a unique market position
- High customer retention due to subscription model
- Regular product innovations

### Weaknesses

- Limited color customization options
- Branding and marketing efforts are not as aggressive as other competitors
- Longer delivery times compared to industry average

## ExtensionsPlus Boutique

A brick-and-mortar favorite, ExtensionsPlus Boutique has multiple outlets across the state and is often the first choice for those looking to touch and feel extensions before purchasing.

### Features

- In-store professional fitting sessions
- Loyalty programs for repeat customers
- Collaboration with local stylists for on-site styling

### Strengths


- Direct customer interaction allows for immediate feedback and personalization
- Strategic store locations in high footfall areas
- Strong community engagement through local events

### Weaknesses

- Lacks a comprehensive online shopping platform
- Inventory management issues have been highlighted in certain stores
- Slow adaptation to emerging industry trends

## Market trends

 Help tip

 Hair Extension Business Plan

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

To unlock help try Upmetrics! 

*Start writing here..*



# Regulatory environment

💡 Help tip

📄 Hair Extension Business Plan

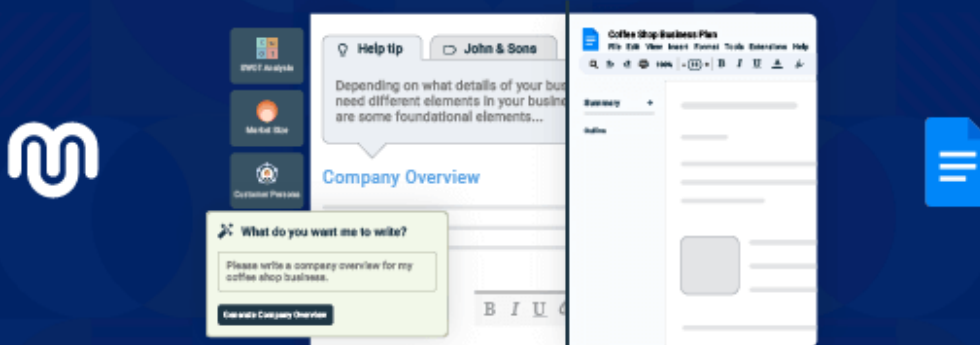
List regulations and licensing requirements that may affect your hair extension company, such as product safety & compliance, labeling & packaging, business licensing & registration, health & sanitation, etc.

To unlock help try Upmetrics! 🔒

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 & Services List

Quality Measures

Additional Services



## REMEMBER

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

To unlock help try Upmetrics!

### Help tip

#### Hair 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.

To unlock help try Upmetrics!

*Start writing here..*

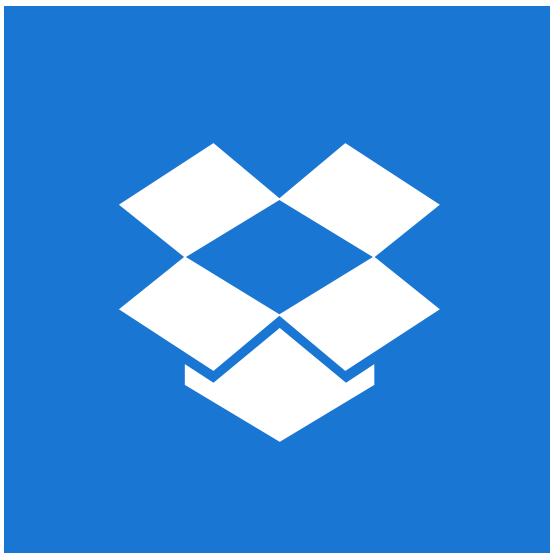
### Help tip

Mention the hair extension products & services your business will offer. This list may include

- THair extension

To unlock help try Upmetrics!

## Products & Services List



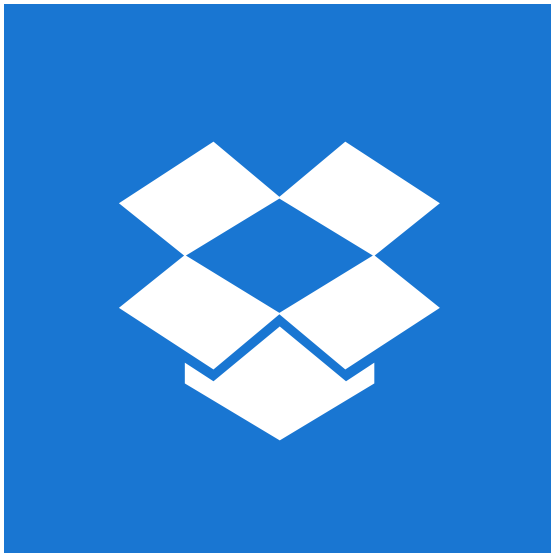
### Classic Hair Extensions

Price: **[\$150] per set**

Premium quality human hair extensions designed to seamlessly blend with natural hair, adding volume and length.

#### Specifications

- Type: Human Hair
- Lengths Available: 14", 18", 24"
- Colors Available: Jet Black, Chestnut Brown, Sun-Kissed Blonde, etc.
- Texture: Straight, Wavy, Curly



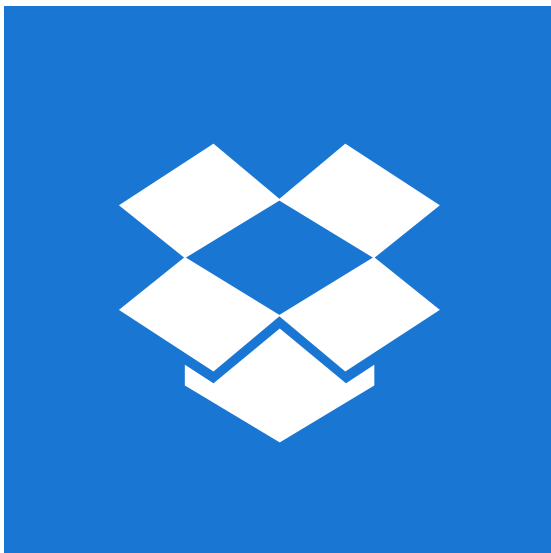
## Synthetic Hair Extensions

Price: **[\$50] per set**

High-quality synthetic hair extensions, perfect for those seeking a budget-friendly solution without compromising on style.

### Specifications

- Type: Synthetic Fibers
- Lengths Available: 12", 16", 20"
- Colors Available: Vibrant Blue, Ruby Red, Electric Pink, etc.
- Texture: Straight, Curly



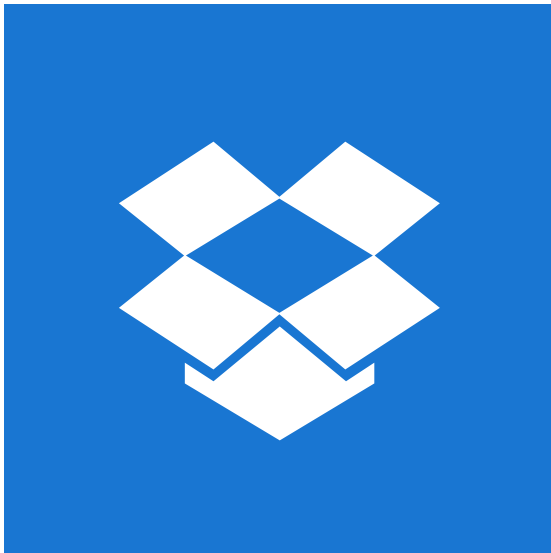
## Extension Accessories Kit

Price: **[\$30] per kit**

A curated set of essential accessories ensuring secure and optimal extension application and maintenance.

### Specifications

- Items Included: Extension Clips, Tapes, Beads, Hair Extension Brush
- Material: Stainless Steel (Clips, Beads), High-Quality Adhesive (Tapes)



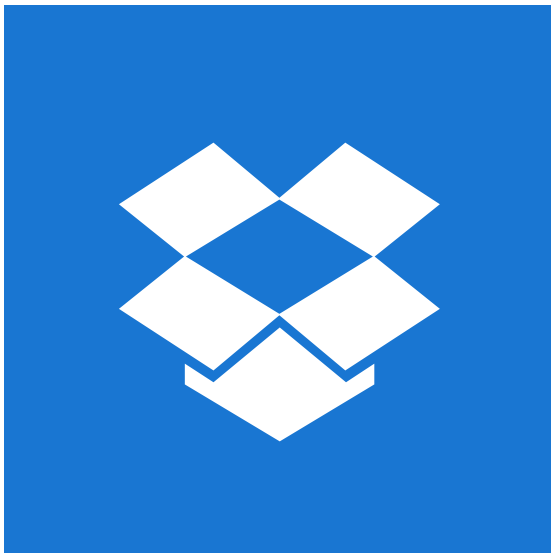
## Hair Extension Installation

Price: **[\$100] per session**

Professional installation service provided by trained stylists to ensure perfect application, placement, and blend with natural hair.

### Specifications

- Duration: 2-3 hours (depending on hair length & volume)
- Tools Used: Professional-grade heat tools, clips, and tapes



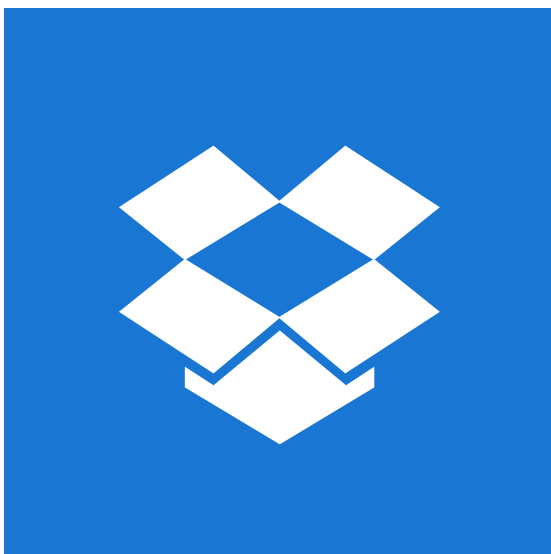
## Customization & Color Matching Session

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

Bespoke service ensuring that extensions match the client's natural hair color, providing an indistinguishable and flawless blend.

### Specifications

- Duration: 1 hour
- Techniques Used: Advanced color matching technology, manual dyeing for unique shades



## Hair Extension Consultation


Price: **[\$25] per session (deducted from final purchase)**

A comprehensive discussion with experts to understand client needs and preferences, ensuring they make an informed choice.

### Specifications

- Duration: 30-45 minutes
- Key Points Covered: Hair health, desired look, maintenance tips, product recommendations

## Quality Measures

 **Help tip**


 **Hair Extension Business Plan**


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

To unlock help try Upmetrics! 

*Start writing here..*

## Additional Services

 **Help tip**

 **Hair Extension Business Plan**

Mention if your hair extension company offers any additional services. You may include services like consultations, styling services, maintenance & upkeep, removal & reinstallation, 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

### Hair 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.

To unlock help try Upmetrics!

*Start writing here..*

## Unique Selling Proposition (USP)

### Help tip

### Hair 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

### Hair 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.

To unlock help try Upmetrics!

*Start writing here..*



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

To unlock help try Upmetrics! 

## Marketing strategies

### Online



#### Social Media

Leveraging platforms like Instagram, Facebook, and Pinterest, we showcase our work, share client testimonials, and engage with our community.



#### Email Marketing

Periodic newsletters and offers are sent to our subscribers, keeping them updated on the latest trends and services.



#### Content Marketing

Regular blog posts and video content highlight our expertise and offer valuable insights into hair care and fashion.

### Offline



#### Brochures

Elegantly designed brochures provide an in-depth look into our offerings, available at our store and strategic partner locations.



#### Print Marketing

Advertisements in local magazines and newspapers enhance our visibility in the local community.

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include partnering with other businesses, influencer marketing, offering referral programs, etc.

To unlock help try Upmetrics! 

## Sales strategies



### Partner with Businesses

Collaborating with local salons, beauty bloggers, and stylists to cross-promote services.



### Influencer Marketing


Partnering with beauty influencers to reach a wider audience and gain credibility in the industry.



### Referral Programs

Encouraging satisfied clients to refer friends and family, with attractive incentives for both the referrer and the referred.

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

To unlock help try Upmetrics! 

## Customer retention



### Loyalty Programs

Rewarding frequent customers with points that can be redeemed for services or products.



### Exclusive Offers

Periodic offers tailored exclusively for our regular clientele.



### Personalized Service

Understanding individual preferences and maintaining a client profile ensures they receive a tailored experience on every visit.

# 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

### Hair 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.

To unlock help try Upmetrics!

*Start writing here..*

## Staffing & Training

### Help tip

### Hair Extension Business Plan

Mention your business's staffing requirements, including the number of employees or hairstylists 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

### Hair Extension Business Plan


Outline the processes and procedures you will use to run your hair extension business. Your operational processes may include product sourcing & inventory management, order processing, application & installation, etc.

To unlock help try Upmetrics!

*Start writing here..*

## Equipment & Machinery

 **Help tip**

 **Hair Extension Business Plan**

Include the list of equipment and machinery required for hair extension, such as styling tools, application tools, cutting & shaping tools, etc.

To unlock help try Upmetrics! 

*Start writing here..*

# 7.

## Management Team

Key managers

Organizational structure

Compensation plan

Board of advisors



## REMEMBER

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

To unlock help try Upmetrics!

### Help tip

### Hair 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

### Hair Extension Business Plan

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

To unlock help try Upmetrics!

*Start writing here..*



---

## John Doe

CEO - [john.doe@example.com](mailto:john.doe@example.com)

John Doe, the visionary founder and CEO of "[Hair Extensions Elegance]," has been pivotal in setting the business's strategic direction.



With over 15 years of experience in the beauty and hair extension industry, John understands market nuances, ensuring that the company remains at the forefront of industry trends and innovations.

- **Educational Background:** John holds an MBA from Harvard Business School, where he specializes in Luxury Brand Management. Prior to that, he earned his Bachelor's in Fashion and Beauty Management from the University of California.
- **Professional Background:** John has worked with renowned beauty brands such as L'Oréal and Sephora before embarking on his entrepreneurial journey.

His depth of experience gives him an unparalleled edge in understanding customer needs and industry shifts.



---

## Jane Doe

Chief Operating Officer (COO) - [jane.doe@example.com](mailto:jane.doe@example.com)

Jane, with her meticulous attention to detail and operational expertise, ensures the smooth functioning of "[Hair Extensions Elegance]".



She is pivotal in streamlining processes, optimizing efficiency, and managing our operations teams.

- **Educational Background:** Jane graduated Magna Cum Laude with a degree in Business Operations from Stanford University.
- **Professional Background:** Before joining the team, Jane served as an Operations Director for a global beauty brand, handling multiple product lines and ensuring optimal stock levels and operational efficiency.





## Alice Brown

Customer Service Manager - [alice.brown@example.com](mailto:alice.brown@example.com)

Alice, with her personable nature and commitment to excellence, heads our customer service division.



Her team ensures that every client has a memorable experience with our brand, addressing any concerns and refining service standards.

- Educational Background: Alice has a Bachelor's in Communications from New York University, where she honed her skills in understanding and connecting with diverse clientele.
- Professional Background: Alice's experience spans over a decade in customer relationship management with top-tier beauty conglomerates, making her a natural fit for leading our customer-centric vision.



## Robert Brown

Operations Lead - [robert.brown@example.com](mailto:robert.brown@example.com)

Robert is the linchpin behind our product sourcing and inventory management.


His adeptness in managing supply chain complexities ensures our products are always of top quality and available when our clients need them.




- Educational Background: Robert holds a Master's in Supply Chain Management from the Massachusetts Institute of Technology (MIT).
- Professional Background: With prior roles at beauty giants like Estée Lauder, Robert brings in-depth knowledge about sourcing the best products and ensuring their timely availability.

## Organizational structure

 **Help tip**

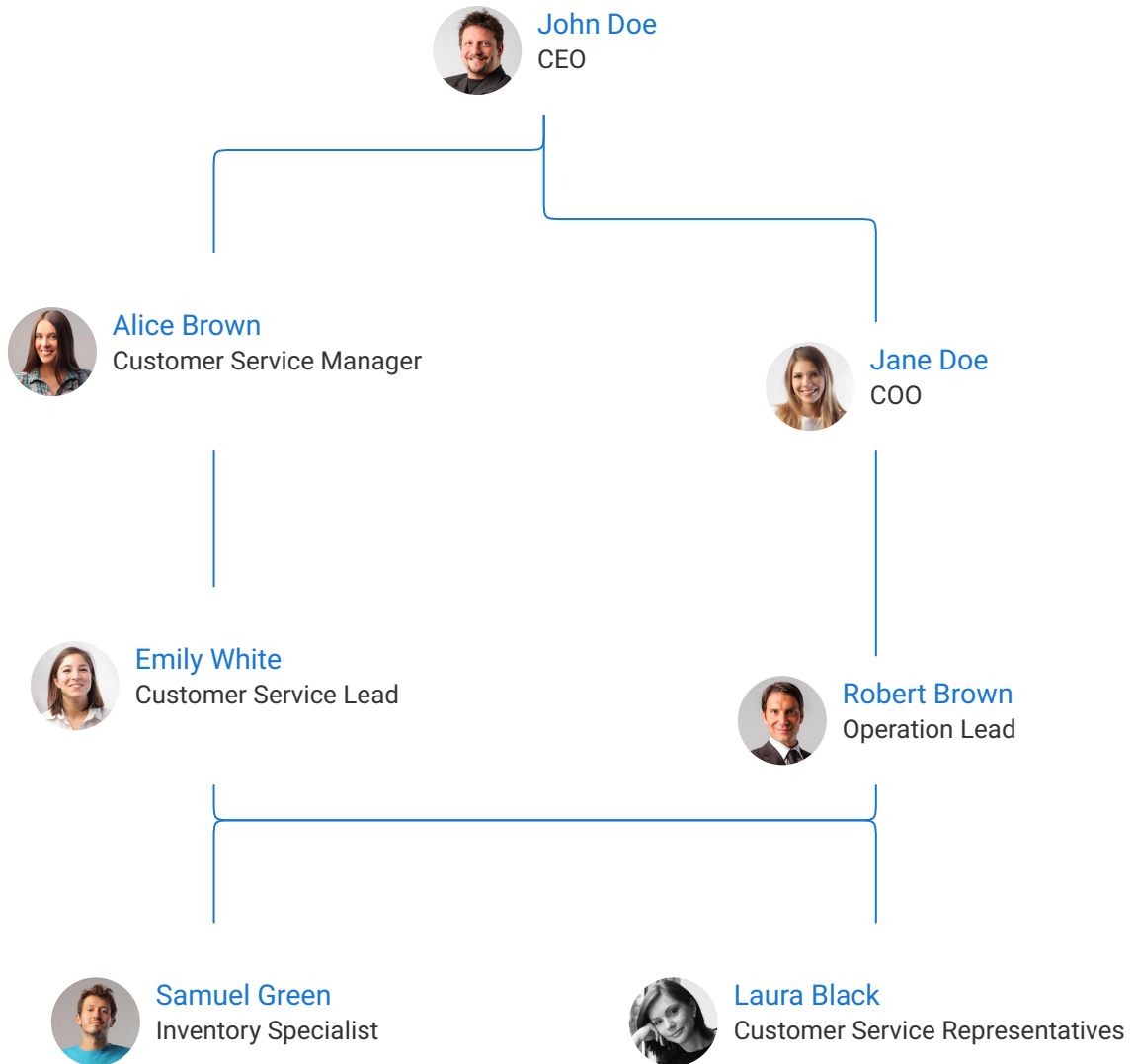
 **Hair Extension Business Plan**

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**

 **Hair Extension Business Plan**

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

To unlock help try Upmetrics! 

*Start writing here..*

 **Help tip**

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

To unlock help try Upmetrics! 

## Board of advisors



---

### [ADVISOR NAME]

Advisor

As an industry veteran with [X years] in the hair and beauty sector, [Advisor's Name] provides invaluable insights and guidance, ensuring we remain abreast of industry trends and best practices.

# 8.

## Financial Plan

Profit & loss statement

Cash flow statement

Balance sheet

Break-even Analysis

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

### Hair 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.

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
<b>Revenue</b>	<b>\$946,260.02</b>	<b>\$1,664,586.49</b>	<b>\$2,613,688.29</b>
Online Store Sales	\$510,909.60	\$728,417.60	\$1,038,536.80

	<b>2024</b>	<b>2025</b>	<b>2026</b>
Unit Sales	6,386	9,105	12,982
Unit Price	\$80	\$80	\$80
Salon Partnership Income	\$190,237.62	\$214,364.49	\$241,551.29
Subscription Box Service	\$245,112.80	\$721,804.40	\$1,333,600.20
Users	1,886	4,038	7,016
Recurring Charges	\$20	\$20	\$20
<b>Cost Of Sales</b>	<b>\$191,312.98</b>	<b>\$233,949.34</b>	<b>\$288,446.02</b>
General Costs	\$191,312.98	\$233,949.34	\$288,446.02
Product Costs	\$144,000	\$150,720	\$157,761.60
Hair Extension Purchases	\$120,000	\$126,000	\$132,300
Packaging Materials	\$24,000	\$24,720	\$25,461.60
Operational Costs	\$47,312.98	\$83,229.34	\$130,684.42
Shipping Costs	\$18,925.19	\$33,291.73	\$52,273.76
Merchant Fees	\$28,387.79	\$49,937.61	\$78,410.66
Revenue Specific Costs	\$0	\$0	\$0

	2024	2025	2026
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$754,947.04</b>	<b>\$1,430,637.15</b>	<b>\$2,325,242.27</b>
<b>Gross Margin (%)</b>	<b>79.78%</b>	<b>85.95%</b>	<b>88.96%</b>
<b>Operating Expense</b>	<b>\$754,983.29</b>	<b>\$787,121.61</b>	<b>\$842,215.46</b>
Payroll Expense (Indirect Labor)	\$657,600	\$679,860	\$702,907.80
Management Team	\$93,600	\$98,280	\$103,194
General Manager	\$93,600	\$98,280	\$103,194
Sales Team	\$246,000	\$253,380	\$260,981.40
Lead Sales Associate	\$54,000	\$55,620	\$57,288.60
Sales Associates	\$192,000	\$197,760	\$203,692.80
Operations Team	\$318,000	\$328,200	\$338,732.40
Warehouse Manager	\$66,000	\$68,640	\$71,385.60
Warehouse Workers	\$252,000	\$259,560	\$267,346.80

	2024	2025	2026
General Expense	\$82,387.79	\$107,261.61	\$139,307.66
Marketing Expenses	\$46,387.79	\$69,737.61	\$100,190.66
Online Advertising	\$18,000	\$19,800	\$21,780
Social Media Campaigns	\$28,387.79	\$49,937.61	\$78,410.66
Operational Expenses	\$30,000	\$31,380	\$32,825.40
Rent	\$24,000	\$25,200	\$26,460
Utilities	\$6,000	\$6,180	\$6,365.40
Miscellaneous Expenses	\$6,000	\$6,144	\$6,291.60
Insurance	\$3,600	\$3,672	\$3,745.44
Office Supplies	\$2,400	\$2,472	\$2,546.16
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$14,995.50	\$0	\$0
<b>EBITDA</b>	<b>(\$36.25)</b>	<b>\$643,515.54</b>	<b>\$1,483,026.80</b>
<b>Additional Expense</b>	<b>\$9,616.80</b>	<b>\$7,373.24</b>	<b>\$4,967.49</b>



	2024	2025	2026
Long Term Depreciation	\$3,600	\$3,600	\$3,600
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$3,636.25)	\$639,915.54	\$1,479,426.80
Interest Expense	\$6,016.82	\$3,773.25	\$1,367.48
EBT	(\$9,653.05)	\$636,142.30	\$1,478,059.31
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$955,913.07</b>	<b>\$1,028,444.19</b>	<b>\$1,135,628.98</b>
<b>Net Income</b>	<b>(\$9,653.05)</b>	<b>\$636,142.30</b>	<b>\$1,478,059.31</b>
<b>Net Income (%)</b>	<b>(1.02%)</b>	<b>38.22%</b>	<b>56.55%</b>
Retained Earning Opening	\$0	(\$29,653.05)	\$586,489.25
Owner's Distribution	\$20,000	\$20,000	\$20,000
<b>Retained Earning Closing</b>	<b>(\$29,653.05)</b>	<b>\$586,489.25</b>	<b>\$2,044,548.56</b>

 **Help tip**

The cash flow for the first few years of your operation should be estimated and described in this section. This may include billing invoices, payment receipts, loan payments, and any other cash flow statements.


To unlock help try Upmetrics! 

## Cash flow statement

	2024	2025	2026
<b>Cash Received</b>	<b>\$946,260.02</b>	<b>\$1,664,586.49</b>	<b>\$2,613,688.29</b>
<b>Cash Paid</b>	<b>\$937,317.57</b>	<b>\$1,024,844.19</b>	<b>\$1,132,028.98</b>
COS & General Expenses	\$273,700.77	\$341,210.95	\$427,753.69
Salary & Wages	\$657,600	\$679,860	\$702,907.80
Interest	\$6,016.82	\$3,773.25	\$1,367.48
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>\$8,942.45</b>	<b>\$639,742.30</b>	<b>\$1,481,659.31</b>
Assets Sell	\$0	\$0	\$0

	2024	2025	2026
Assets Purchase	\$35,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$35,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
<b>Amount Paid</b>	<b>\$51,035.72</b>	<b>\$53,279.28</b>	<b>\$55,685.02</b>
Loan Capital	\$31,035.70	\$33,279.27	\$35,685.03
Dividends & Distributions	\$20,000	\$20,000	\$20,000
<b>Net Cash From Financing</b>	<b>\$98,964.28</b>	<b>(\$53,279.28)</b>	<b>(\$55,685.02)</b>
<b>Summary</b>			
Starting Cash	\$0	\$72,906.73	\$659,369.75

	2024	2025	2026
Cash In	\$1,096,260.02	\$1,664,586.49	\$2,613,688.29
Cash Out	\$1,023,353.29	\$1,078,123.47	\$1,187,714
Change in Cash	\$72,906.73	\$586,463.02	\$1,425,974.29
<b>Ending Cash</b>	<b>\$72,906.73</b>	<b>\$659,369.75</b>	<b>\$2,085,344.04</b>

 **Help tip**

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

To unlock help try Upmetrics! 


## Balance sheet

	2024	2025	2026
<b>Assets</b>	<b>\$89,311.23</b>	<b>\$672,174.25</b>	<b>\$2,094,548.54</b>
<b>Current Assets</b>	<b>\$72,911.23</b>	<b>\$659,374.25</b>	<b>\$2,085,348.54</b>
Cash	\$72,906.73	\$659,369.75	\$2,085,344.04
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0

	2024	2025	2026
Other Current Assets	\$4.50	\$4.50	\$4.50
<b>Long Term Assets</b>	<b>\$16,400</b>	<b>\$12,800</b>	<b>\$9,200</b>
Gross Long Term Assets	\$20,000	\$20,000	\$20,000
Accumulated Depreciation	(\$3,600)	(\$7,200)	(\$10,800)
<b>Liabilities &amp; Equity</b>	<b>\$89,311.24</b>	<b>\$672,174.27</b>	<b>\$2,094,548.56</b>
<b>Liabilities</b>	<b>\$68,964.29</b>	<b>\$35,685.02</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$33,279.27</b>	<b>\$35,685.02</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,279.27	\$35,685.02	\$0
<b>Long Term Liabilities</b>	<b>\$35,685.02</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$35,685.02	\$0	\$0
<b>Equity</b>	<b>\$20,346.95</b>	<b>\$636,489.25</b>	<b>\$2,094,548.56</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0

	2024	2025	2026
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$29,653.05)	\$586,489.25	\$2,044,548.56
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

 **Help tip**

 **Hair Extension 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.

To unlock help try Upmetrics! 

## Break-even Analysis

	2024	2025	2026
Starting Revenue	\$0	\$946,260.02	\$2,610,846.51
Net Revenue	\$946,260.02	\$1,664,586.49	\$2,613,688.29
<b>Closing Revenue</b>	<b>\$946,260.02</b>	<b>\$2,610,846.51</b>	<b>\$5,224,534.80</b>

	2024	2025	2026
Starting Expense	\$0	\$955,913.07	\$1,984,357.26
Net Expense	\$955,913.07	\$1,028,444.19	\$1,135,628.98
<b>Closing Expense</b>	<b>\$955,913.07</b>	<b>\$1,984,357.26</b>	<b>\$3,119,986.24</b>
<b>Is Break Even?</b>	<b>No</b>	<b>Yes</b>	<b>Yes</b>
<b>Break Even Month</b>	<b>0</b>	<b>Jan '25</b>	<b>0</b>
<b>Days Required</b>	<b>0</b>	<b>12 Days</b>	<b>0</b>
<b>Break Even Revenue</b>	<b>\$955,913.07</b>	<b>\$989,932.17</b>	<b>\$0</b>
Online Store Sales	\$0	\$531,440.16	\$0
Salon Partnership Income	\$0	\$196,998.57	\$0
Subscription Box Service	\$0	\$261,493.44	\$0
<b>Break Even Units</b>			
Online Store Sales	0	6,643	0
Salon Partnership Income	\$0	\$196,998.57	\$0
Subscription Box Service	0	1,988	0

## Financing needs

💡 Help tip

📄 Hair Extension Business Plan

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

To unlock help try Upmetrics! 🔒

*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 screenshot shows the Upmetrics 'Financial Plan' interface. On the left, there are navigation buttons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Profit & Loss' statement for the year 2023-04. Below this, there is a comparison tool titled 'What price will you charge for each unit?' with a 'Comment Allowed' button and a 'View previous data over time' button. The table shows the following data:

	2023-04	2024-04
Revenue	\$245,391	\$161,811
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$198,776	\$134,276
Gross Margin (%)	80.9%	83.0%
Operating Expenses	\$264,379	\$118,967
	1814	\$15,279
	3.2%	\$6,657.01
	0.2%	\$102,895.01
	7.2%	\$6,627.00
	.76%	3.38%
	7.2%	\$184,675.77

On the right, a spreadsheet view of the same data is shown, with a green Google Sheets icon next to it.

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.

To unlock help try Upmetrics!

# Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

## Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

## Stunning cover page designs

With Upmetrics, you have the liberty to choose from multiple stunning cover page designs. Choose a creative design and make your plan stand out.

## Online sharing made simple

Upmetrics makes online sharing quick and easier for users. Easily share your business plans with a link while tracking reader activity.

## Interactive plans in no time

Import business plan sections like—SWOT analysis, comparison tables, and others to create an interactive business plan. No designing skills are required.

## 500+ sample business plans

Simply import a template from our library of sample plans into the editor and start customizing it to make it yours. It takes only a few clicks to get started.

## Collaborate with team in real-time

Invite team members, initiate conversations, discuss ideas & strategies, share feedback, and work on a business plan in real-time.



**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.**

Create winning Business Plans with our

## AI Business Plan Platform

[Get Started Today!](#)

15-day money-back guarantee

