


# BUSINESS PLAN 2023





# Marketing Consultant Business Plan


Consulting, Growth, Marketing

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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
BrandMasters Consulting .....	15
Digital Dynamos Inc. ....	16
CommsCrafters .....	16
Market trends .....	16
Regulatory environment .....	17
<b>Products and Services</b>	<b>18</b>
Services .....	19
SEO Services .....	19
Content Marketing Services .....	20
Ad Campaign Services .....	20
Branding Development .....	21

PR Activities .....	21
Consultation and Advisory Services .....	22
Quality Measures .....	22
Additional Services .....	22

## Sales And Marketing Strategies 24

Unique Selling Proposition (USP) .....	25
Pricing Strategy .....	25
Marketing strategies .....	26
Online .....	26
Offline .....	26
Sales strategies .....	27
Customer retention .....	27

## Operations Plan 28

Staffing & Training .....	29
Operational Process .....	29
Tools & Equipment .....	30

## Management Team 31

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

## Financial Plan 36

Profit & loss statement .....	37
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Cash flow statement .....	40
Balance sheet .....	42
Break-even Analysis .....	44
Financing needs .....	46

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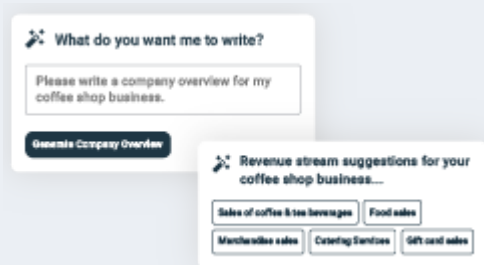
## Appendix

48

# 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.

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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

### Marketing Consultant Business Plan

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

This section may include the name of your marketing consultancy, its location, when it was

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*Start writing here..*

## Market opportunity

### Help tip

### Marketing Consultant 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

### Marketing Consultant Business Plan


Highlight the marketing consultancy 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**

 **Marketing Consultant Business Plan**


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

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*Start writing here..*

## Financial Highlights

 **Help tip**

 **Marketing Consultant Business Plan**

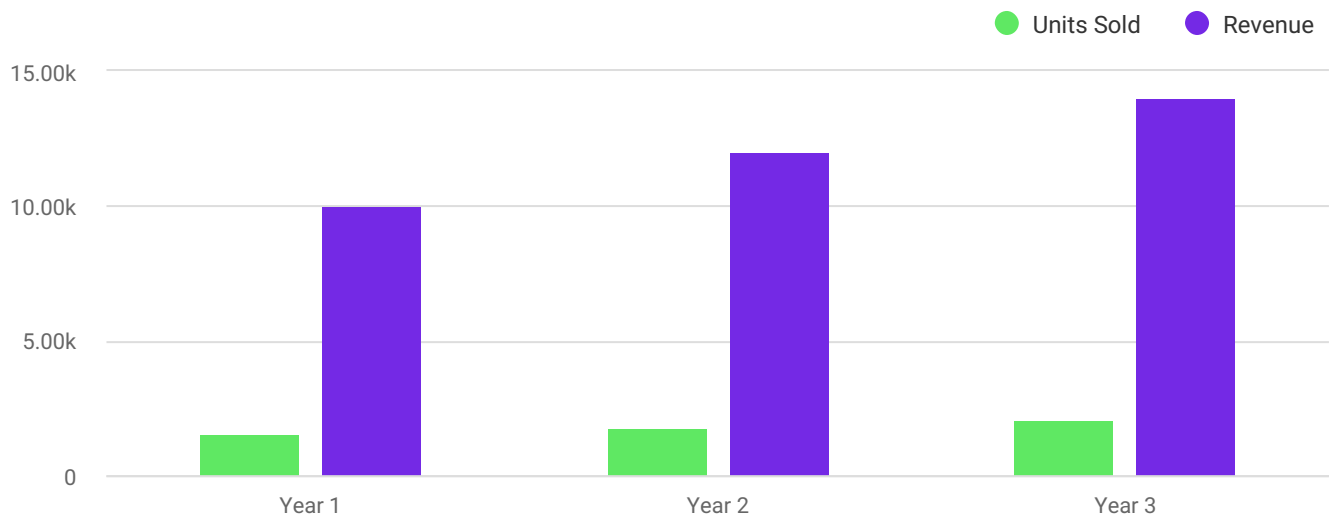
Briefly summarize your financial projections for the initial years of business operations. Include any capital or investment requirements, associated startup costs, projected revenues, and profit forecasts.

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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

 Marketing Consultant 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.

To unlock help try Upmetrics!

**Help tip**

**Marketing Consultant Business Plan**

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

Describe what kind of marketing consultancy you run and the name of it. You may specialize in

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*Start writing here..*

## Ownership

**Help tip**

**Marketing Consultant Business Plan**

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

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*Start writing here..*

## Business Owners



## Mission statement

 Help tip

 Marketing Consultant 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 [Strategic Solutions], our mission is to empower businesses with [Specific Principle, e.g., innovative and bespoke marketing strategies], anchored in integrity, excellence, and a dedication to forging genuine connections.**

**Our approach is not just about reaching audiences—it's about resonating with them.**



## Business history

 Help tip

 Marketing Consultant Business Plan


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

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*Start writing here..*

## Future goals

 Help tip

 Marketing Consultant Business Plan

It's crucial to convey your aspirations and vision. Mention your short-term and long-term goals; they can be specific targets for revenue, market share, or expanding your services.

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# 3.

## Market Analysis



## REMEMBER

Market analysis provides a clear understanding of the market in which your printing business will run along with the target market, competitors, and growth opportunities.

To unlock help try Upmetrics!

### Help tip

### Marketing Consultant 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

### Marketing Consultant 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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*Start writing here..*

## Market size and growth potential

### Help tip

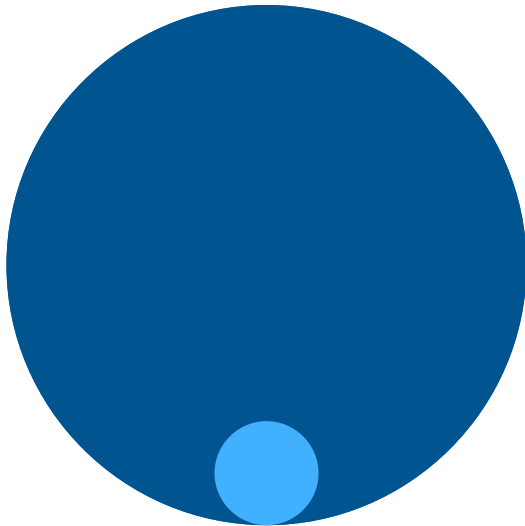
### Marketing Consultant Business Plan

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

All businesses operating online and require marketing services in the U.S.

1M

### Served Market

U.S. businesses actively seeking and investing in specialized marketing consultancy.

1M

### Target Market

U.S. ECommerce, online brands, and startups needing comprehensive digital strategies.

200k

Help tip

Marketing Consultant Business Plan

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

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## Competitive analysis

### BrandMasters Consulting

Established in 2010, BrandMasters Consulting has quickly risen to be a recognizable name in the marketing consultancy sphere. With a primary focus on branding strategies, they cater predominantly to mid-size businesses looking to revamp or strengthen their brand image.

#### Features

- Comprehensive brand audits
- Logo and brand design solutions
- Integrated branding campaigns
- Cross-channel brand storytelling

#### Strengths

- Adept at creating cohesive brand narratives
- Strong track record with established businesses
- Renowned for their in-depth audits

#### Weaknesses

- Limited focus on emergent digital marketing strategies
- Higher pricing model may deter startups and small businesses
- Slower adaptability to fast-changing market trends

## Digital Dynamos Inc.

Digital Dynamos Inc., founded in 2015, emphasizes harnessing the power of digital channels. They have a knack for deciphering the complex digital landscape and tailoring strategies for businesses to thrive online.

### Features

- SEO and SEM services
- Social media marketing campaigns
- Email marketing strategies
- Content optimization

### Strengths

- Rapid adaptation to digital trends
- Holistic online marketing services
- Effective data-driven strategies

### Weaknesses

- Limited offline or print marketing solutions
- Occasionally spread too thin, leading to diluted campaign efficacy
- Has faced criticism for not offering personalized solutions

## CommsCrafters

CommsCrafters, operating since 2008, prioritizes communication. Their forte lies in PR and communication strategies, aiding businesses in crafting their public image and handling media relations.

### Features

- PR campaigns
- Crisis communication plans
- Media training and workshops
- Stakeholder communication strategies

### Strengths


- Extensive network in the media industry
- Expertise in crisis management
- Tailored communication workshops

### Weaknesses


- Less emphasis on broader marketing strategies
- Can be reactive rather than proactive
- Pricing model not transparent, leading to client reservations

## Market trends

 **Help tip**

 **Marketing Consultant Business Plan**

Analyze emerging trends in the marketing industry, such as AI for predictive analysis, AR and VR for immersive brand experience, voice optimization, etc. Explain how your business will cope with all the trends.

To unlock help try Upmetrics! 

*Start writing here..*



# Regulatory environment

Help tip

Marketing Consultant Business Plan

List regulations and licensing requirements that may affect your marketing consultant company, such as business registration, intellectual property rights, data protection compliances, insurance, environmental regulations, state and federal

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## Upmetrics vs Business Plan Templates

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



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

[Start your planning today](#)

# 4.

## Products and Services



## REMEMBER

The product and services section of a marketing consultant 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

### Marketing Consultant 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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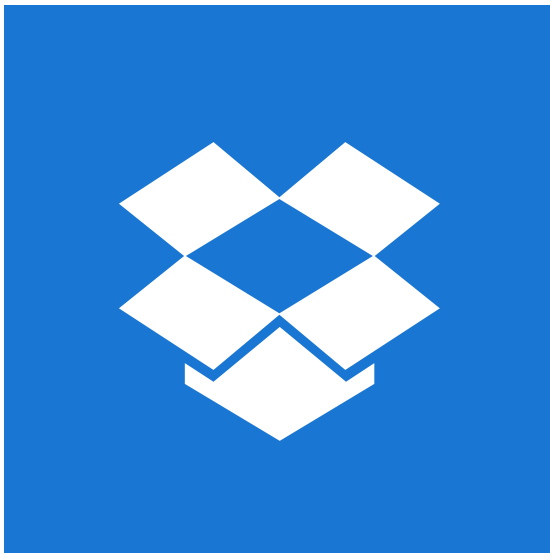
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## Help tip

Mention the marketing consultancy services your business will offer. This list may include services like,

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## Services



### SEO Services

Price: **[\$2,500] per month**

Our SEO services aim to improve the online visibility of our clients' websites, ensuring higher organic rankings on search engines, increased web traffic, and better conversion rates.

#### Specifications

- Keyword research and optimization
- On-page SEO enhancements
- Backlink strategy and link-building
- Technical SEO audits and improvements
- Monthly reporting on keyword rankings and website analytics



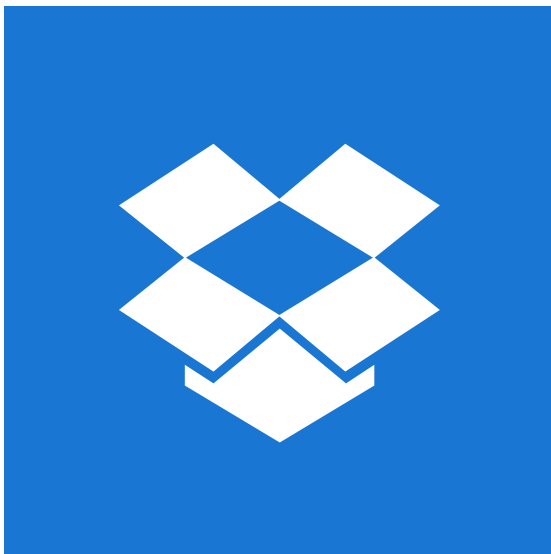
## Content Marketing Services

Price: **[\$1,500] per month (Package includes 8 professionally written articles)**

We curate compelling narratives that not only resonate with your target audience but also reinforce your brand message. Through strategic content marketing, we aim to engage, educate, and inspire action.

### Specifications

- Comprehensive content strategy development
- Blog posts, articles, and web content creation
- Infographics and multimedia content production
- Content distribution and promotion on relevant platforms
- Periodic content performance analytics



## Ad Campaign Services

Price: **[\$3,500] per month (Excludes ad spend)**

[Strategic Solutions] provides a holistic approach to paid advertising, ensuring our clients get maximum ROI. From strategy to implementation and optimization, we ensure your brand message reaches the right audience at the right time.

### Specifications

- Ad strategy development based on target audience insights
- Creation of ad creatives - visuals and copy
- Campaign set up across platforms like Google Ads, Facebook Ads, etc.
- Ongoing monitoring, optimization, and A/B testing of ad campaigns
- Detailed monthly reporting on ad performance and spend



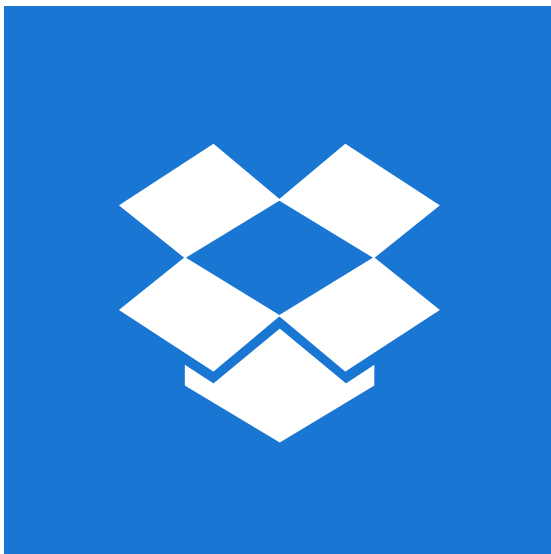
## Branding Development

Price: **[\$5,000]** (One-time fee for a comprehensive branding package)

Your brand is more than just a logo—it's an experience. Our branding development services are crafted to resonate with your ethos, ensuring a coherent and impactful brand image across all touchpoints.

### Specifications

- Brand strategy sessions
- Logo design and brand collateral creation
- Brand guideline documentation (colors, fonts, usage, etc.)
- Messaging and brand voice development
- Recommendations for brand touchpoints (website, social media, print, etc.)



## PR Activities

Price: **[\$3,000]** per month

Crafting a positive brand image through strategic public relations efforts, we ensure your business garners the right kind of attention in the media and industry events.

### Specifications

- Media outreach and press release distribution
- Crisis management and communication strategy
- Event PR and media liaison
- Brand reputation monitoring and feedback
- Monthly PR activity reports and media mentions



## Consultation and Advisory Services

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


Whether you're a startup or an established brand, our consultation services provide actionable insights and strategies to navigate the marketing landscape effectively.

### Specifications

- One-on-one consultation sessions
- Comprehensive business and marketing strategy reviews
- Recommendations based on industry best practices and trends
- Actionable takeaways for immediate implementation
- Follow-up sessions for strategy adjustments and improvements

## Quality Measures

 **Help tip**

 **Marketing Consultant 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**

 **Marketing Consultant Business Plan**

Mention if your marketing consultant company offers any additional services. You may include services like event marketing, influencer marketing, product and video shoots, etc.

To unlock help try Upmetrics! 

*Start writing here..*

# 5.

## Sales And Marketing Strategies





## REMEMBER

Writing the sales and marketing strategies section means a list of strategies you will use to attract and retain your clients.

To unlock help try Upmetrics!

### Help Tip

### Marketing Consultant 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

### Marketing Consultant 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

### Marketing Consultant Business Plan

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

To unlock help try Upmetrics!

*Start writing here..*

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

To unlock help try Upmetrics! 

## Marketing strategies

### Online



#### Social Media

Leveraging platforms like [Facebook, Instagram, LinkedIn] to create engaging content and ad campaigns.



#### Email Marketing

Periodic newsletters and updates to subscribers, offering insights, case studies, and updates



#### Content Marketing

A regularly updated blog and guest post contributions to industry-leading websites, positioning [Strategic Solutions] as thought leaders in the field.



#### Google Ads

Reaching out to potential clients actively searching for marketing consultancy services.

### Offline



#### Brochures

Elegant and informative brochures distributed at industry events and to potential clients.



#### Print Marketing

Strategic placements in industry journals, magazines, and newspapers.

Help tip

Marketing Consultant Business Plan

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include consultative selling, direct sales calls, partnering with web agencies and PR firms, offering referral programs, etc.

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## Sales strategies



### Partner with Businesses

Collaborating with web agencies, PR firms, and other industry players to provide complementary services.



### Direct Sales Calls

Proactive outreach to potential leads identified through various channels



### Referral Programs

Encouraging satisfied clients to refer us through incentivized referral programs.




### Consultative Selling

Taking a solution-centric approach to address potential clients' unique challenges.

Help tip

Marketing Consultant Business Plan

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

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## Customer retention



### Loyalty Programs

Offering rewards and discounts to repeat clients.



### Annual Membership Discounts

Special rates for clients opting for long-term partnerships.



### Personalized Service

Assigning dedicated account managers to understand and cater to individual client needs.ed  
account managers for personalized assistance.

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

### Marketing Consultant 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

### Marketing Consultant Business Plan

Mention your marketing business's staffing requirements, including the number of employees, i.e. creative specialists, BD, sales team, and support staff 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

### Marketing Consultant Business Plan


Outline the processes and procedures you will use to run your marketing consultant business. Your operational processes may include making proposals, attending inquiries, implementing projects, taking follow-up, sending invoices, and training and education.

To unlock help try Upmetrics!

*Start writing here..*

## Tools & Equipment

 **Help tip**

 **Marketing Consultant Business Plan**

Include the list of tools and equipment required for marketing consultants, such as software applications, market analysis and research tools, presentation equipment, computers, laptops, security systems, 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

### Marketing Consultant Business Plan

To craft an introduction for your "Management Team" chapter, begin by emphasizing the crucial role of leadership in the success of any business.

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Start writing here..

## Key managers

### Help tip

### Marketing Consultant Business Plan

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

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Start writing here..



### JOHN DOE

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

- Educational Background: John holds an MBA degree from Harvard Business School with a focus on Strategic Marketing.
- Professional Background: With over 15 years of experience in the marketing consultancy domain, John previously served as the Vice President of Marketing at TechSolutions Inc.

His leadership acumen and innovative strategies have been pivotal in turning around companies and driving exponential growth.





## JANE SMITH

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

- Educational Background: Jane earned her Bachelor's degree in Operations Management from MIT Sloan School of Management.
- Professional Background: Jane comes with a rich 12-year experience, having managed operations at leading consultancy firms such as MarketMinds Ltd.

Her proficiency in ensuring streamlined processes and her knack for optimizing resources has consistently led to operational excellence in her previous roles.



## ALICE BROWN

CMO - [alice.brown@example.com](mailto:alice.brown@example.com)

- Educational Background: Alice is a graduate of Stanford Graduate School of Business, specializing in Digital Marketing Strategies.
- Professional Background: Formerly the Director of Marketing at InnovateBiz Corp, Alice has over 10 years of experience in branding, market outreach, and positioning strategies.

Her foresight and adaptability have been instrumental in capturing emerging market trends and positioning businesses for success.



## ROBERT BROWN


Account Manager - [robert.brown@example.com](mailto:robert.brown@example.com)

- Educational Background: Robert possesses a Bachelor's degree in Business Administration from the Wharton School, University of Pennsylvania.
- Professional Background: With 8 years in client relationship roles, Robert previously held the position of Senior Client Coordinator at ConsultHub.

His meticulous attention to detail and client-centric approach have consistently led to high client retention and satisfaction rates.

# Organizational structure

 **Help tip**

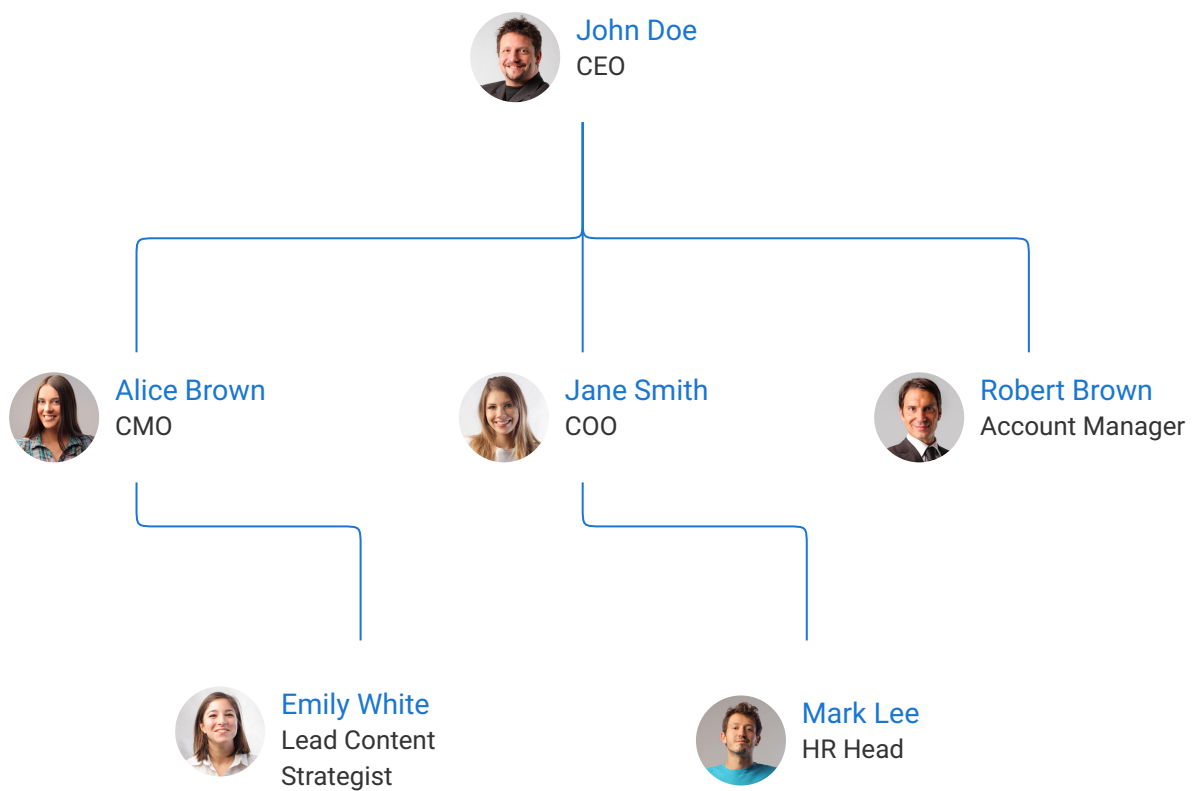
 **Marketing Consultant Business Plan**

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**

 **Marketing Consultant 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..*

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

A luminary in [specific field], [Name] provides invaluable insights into [specific areas e.g., market trends, business strategy]. With a track record at [notable companies/achievements], their association lends added credibility to our endeavors.

8.

# Financial Plan



**REMEMBER**

When writing the financial plan section of a business plan, it's important to provide a comprehensive overview of your financial projections for the first few years of your business, You may provide the following:

To unlock help try Upmetrics!

**Help tip**

**Marketing Consultant 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.

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## Profit & loss statement

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Revenue</b>	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Cost Of Sales</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
General Costs	\$0	\$0	\$0	\$0	\$0
Revenue Specific Costs	\$0	\$0	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Gross Margin (%)</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
<b>Operating Expense</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
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
<b>EBITDA</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Additional Expense</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
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
<b>Total Expense</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Net Income</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Net Income (%)</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>	<b>0%</b>
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
<b>Retained Earning Closing</b>	\$0	\$0	\$0	\$0	\$0

 **Help tip**

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

To unlock help try Upmetrics! 

## Cash flow statement

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



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

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Summary</b>					
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
<b>Ending Cash</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

 **Help tip**

Create a projected balance sheet documenting your marketing consultancy assets, liabilities, and equity.


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## Balance sheet

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Assets</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Current Assets</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

	2023-24	2024-25	2025-26	2026-27	2027-28
Cash	\$0	\$0	\$0	\$0	\$0
Accounts Receivable	\$0	\$0	\$0	\$0	\$0
Inventory	\$0	\$0	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Gross Long Term Assets	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0
<b>Liabilities &amp; Equity</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
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
<b>Long Term Liabilities</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
<b>Equity</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
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
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

 **Help tip**

 **Marketing Consultant Business Plan**

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

This exercise will help you understand how much revenue you need to generate to sustain or be profitable.

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## Break-even Analysis

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

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

## Financing needs

💡 Help tip

📄 Marketing Consultant Business Plan

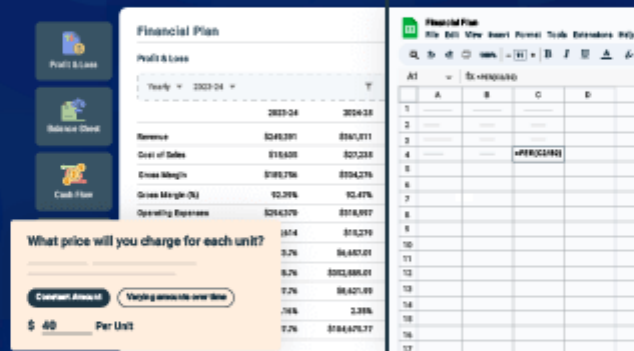
calculate costs associated with starting a marketing consultancy, and estimate your financing needs and how much capital you need to raise to operate your business.

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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. On the left is the Upmetrics 'Financial Plan' interface, which is clean and user-friendly. It features a sidebar with 'Profit & Loss', 'Balance Sheet', and 'Cash Flow' options. The main area displays a 'Profit & Loss' statement for the year 2023-24, with columns for 2023-24 and 2024-25. Below the table is a calculator for 'What price will you charge for each unit?' with a 'Calculate Amount' button and a 'View previous 10 rows' link. On the right is a standard spreadsheet interface with a grid, formulas, and a search bar.

	2023-24	2024-25
Revenue	\$245,391	\$261,811
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$198,776	\$234,276
Gross Margin (%)	80.9%	89.4%
Operating Expenses	\$294,379	\$318,967
	1814	\$15,279
	3.2%	\$6,657.01
	0.2%	\$202,895.01
	7.2%	\$6,627.00
	.78%	3,386
	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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# 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.

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## 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.

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## Interactive plans in no time

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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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