



Meal Prep Business Plan

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Business Plan [YEAR]

Prepared By

John Doe



Meals, Fresh, Convenience

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.

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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

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

Meal Prep Business Plan

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

This section may include the name of your meal prep business, its location, when it was

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Start writing here..

Market opportunity

Help tip

Meal Prep 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

Meal Prep Business Plan


Highlight the meal prep 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**

 **Meal Prep 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**

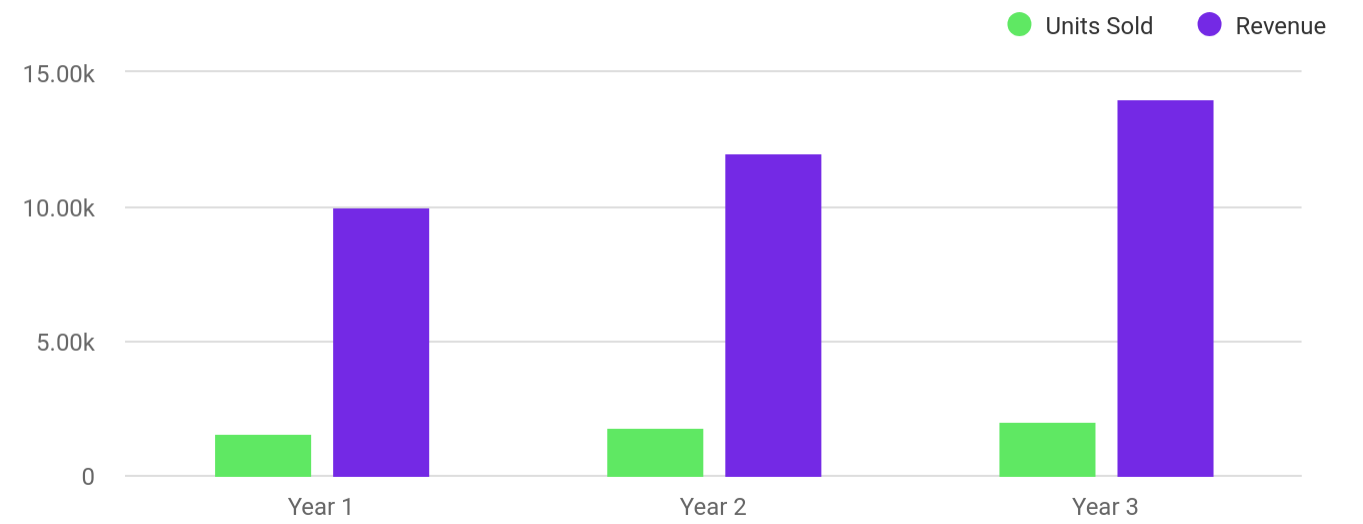
 **Meal Prep Business Plan**

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

Meal Prep 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.

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Help tip

Meal Prep Business Plan

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

Describe what kind of meal prep company you run and the name of it. You may specialize in

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Start writing here..

Ownership

Help tip

Meal Prep Business Plan


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

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Start writing here..

Mission statement

 Help tip

 Meal Prep 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 [FreshPrep Delights], we believe in nourishing the body and soul. Our mission is to redefine convenience with health, delivering tailor-made, gourmet meals that cater to individual preferences and dietary needs, while championing sustainability and community health.




Business history

 Help tip

 Meal Prep Business Plan


If you're an established meal prep business, 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

 Meal Prep 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

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

Meal Prep 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

Meal Prep Business Plan

Start this section by describing your target market. Define your ideal customer and explain what types of services they prefer. Creating a buyer persona will help you easily define your target market to your readers.

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Market size and growth potential

Help tip

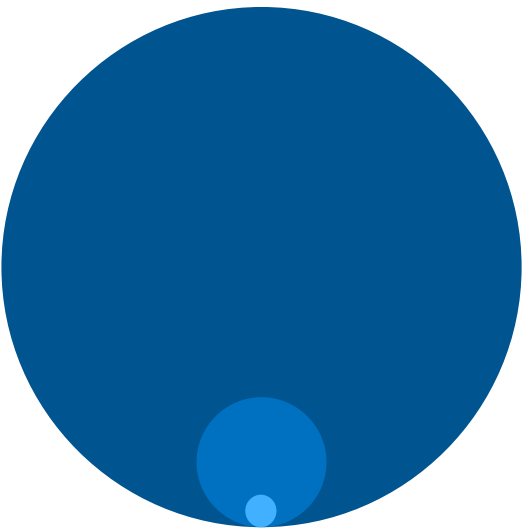
Meal Prep Business Plan

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	80M
All individuals seeking meal prep solutions in the U.S.	
Served Market	20M
Those in urban areas with access to regular delivery services.	
Target Market	5M
Health-conscious professionals aged 25-40 in major cities.	

Help tip

Meal Prep Business Plan

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

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Competitive analysis

HealthyPlate Solutions

HealthyPlate Solutions Based in [City, e.g., "San Francisco"], HealthyPlate Solutions has been a staple in the meal prep industry since [Year, e.g., "2015"]. Catering mainly to [Target Audience, e.g., "health-conscious young professionals"], they've established themselves with their [Unique Feature, e.g., "seasonal farm-to-table menus"].

Features	Strengths	Weaknesses
<p>Prioritizing organic ingredients for all their meals.</p> <p>Changing offerings every week to keep things fresh</p> <p>Multiple subscription levels based on meal frequency.</p> <p>An online platform providing dietary consultations.</p>	<p>With years in the business, they have substantial brand loyalty.</p> <p>Their commitment to local farms has been a strong USP</p> <p>A wide variety of meals caters to diverse taste preferences.</p>	<p>Their emphasis on organic sourcing has led to a higher price range.</p> <p>While their menus are vast, they offer limited meal customization options.</p> <p>Currently, they operate only within the [specific region, e.g., "West Coast"], limiting their reach.</p>

QuickBite Kits

QuickBite Kits Hailing from [City, e.g., "New York"], QuickBite Kits is a newer entrant, established in [Year, e.g., "2019"]. They cater to [Target Audience, e.g., "busy millennials"], with a focus on [Unique Feature, e.g., "15-minute meal prep solutions"].

Features

Meals designed to be ready in 15 minutes or less.

Offering international dishes in their menu.

Allow pausing, upgrading, or downgrading the subscription anytime.

Sustainability through compostable packaging.

Strengths

Their express meals cater to the extremely time-crunched demographic.

A diverse menu with dishes from various global cuisines.

Their packaging initiatives appeal to environmentally conscious consumers.

Weaknesses


Due to the rapid prep time, some dishes may compromise on quality.

They currently do not offer diet-specific (e.g., keto, paleo) options.

Being newer, they lack the brand trust established players possess.

Market trends

 Help tip

 Meal Prep 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.

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Start writing here..

Regulatory environment

 Help tip

 Meal Prep Business Plan

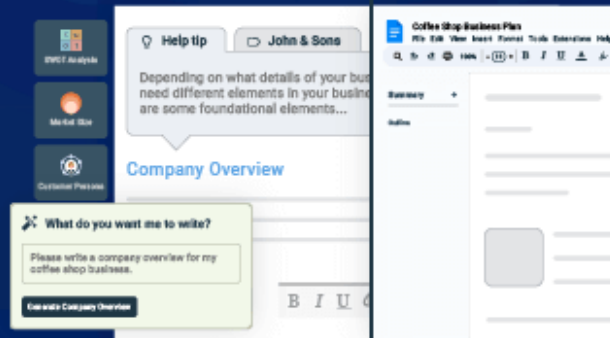
List regulations and licensing requirements that may affect your meal prep company, such as food safety & handling, licensing & permits, labeling & packaging, storage & transportation, etc.

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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

Services

Customization Options

Quality Measures

Additional Services



REMEMBER

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

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Help tip

Meal Prep 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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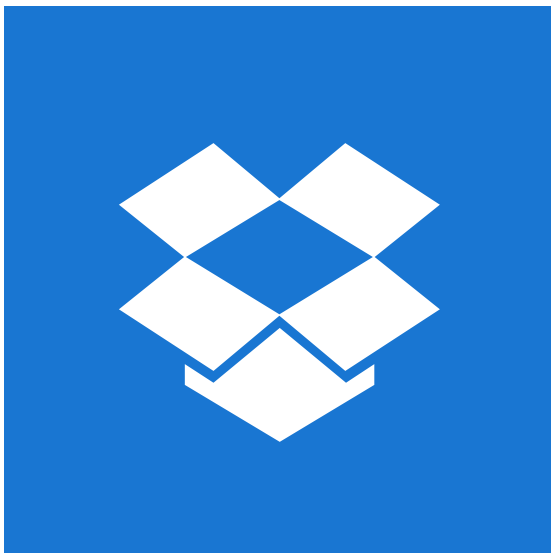
Help tip

Mention the meal prep services your business will offer. This list may include services like,

- Meal planning

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Services



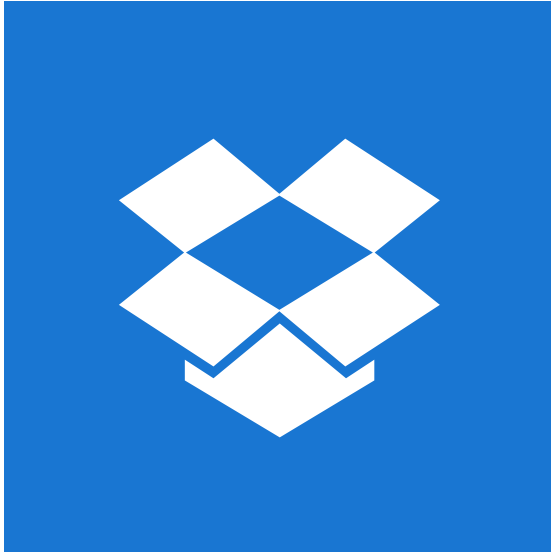
Standard Weekly Meal Plan

Price: **[\$99.99/week]**

Our standard meal plan offers a diverse menu for the week, with 14 meals (2 meals/day) crafted by our expert chefs, ensuring nutritional balance and delightful taste.

Specifications

- Meals Included: 14
- Caloric Range: 400-600 calories per meal
- Ingredients: Locally sourced, 80% organic
- Dietary Coverage: Omnivorous (vegetarian option available)



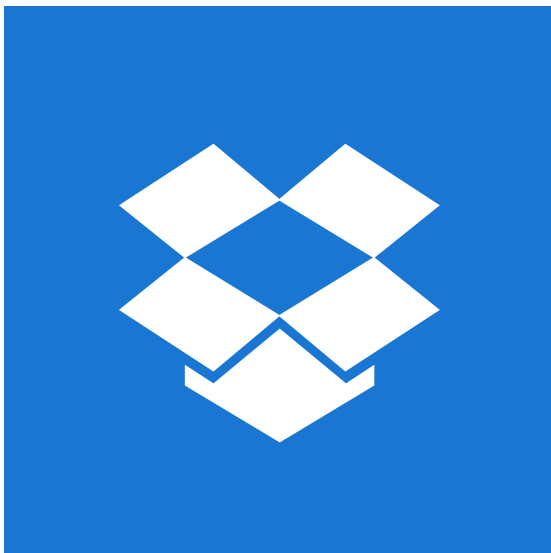
Customized Weekly Meal Plan

Price: **Starting at [\$119.99/week] (final price varies based on customization)**

Perfect for those with specific dietary needs or preferences. Customize your weekly meals by selecting dishes from our expansive menu.

Specifications

- Meals Included: 14 (2 meals/day)
- Customization: Dietary preference, exclude specific ingredients, choose from [X number, e.g., "50"] dishes
- Special Diets: Vegan, Keto, Gluten-Free, etc.
- Ingredients: Varies based on customization



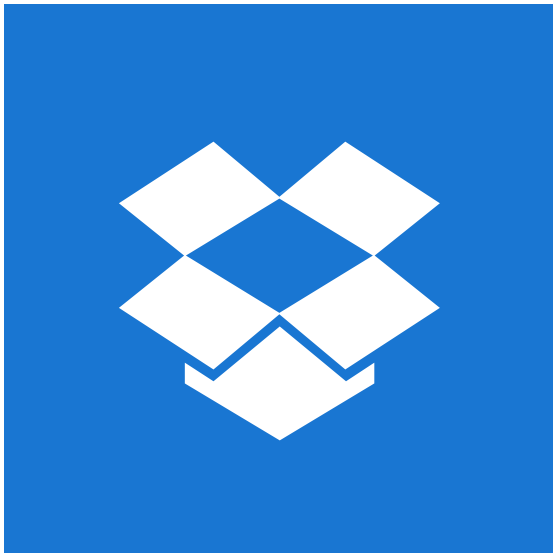
Fitness & Athlete Meal Pack

Price: **[\$129.99/week]**

Crafted for individuals with active lifestyles, this meal plan focuses on high-protein, energy-boosting meals to support rigorous physical activity.

Specifications

- Meals Included: 14 (2 meals/day)
- Caloric Range: 600-800 calories per meal
- Protein Content: Minimum 30g per meal
- Ingredients: High-quality protein sources (chicken, fish, lentils), complex carbohydrates



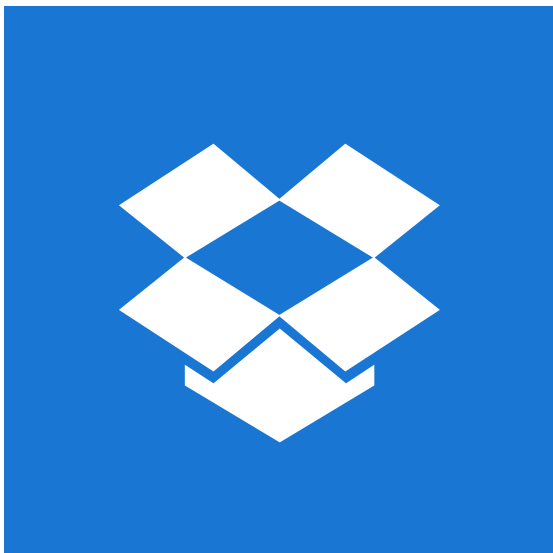
Family Meal Prep Box

Price: **[\$199.99/week]** (serves a family of 4)

A convenient solution for busy families, this box offers a mix of meals tailored for both adults and children, ensuring diverse flavors and complete nutrition.

Specifications

- Meals Included: 28 (2 meals/day for 4 people)
- Adult Caloric Range: 500-700 calories
- Kids Caloric Range: 300-500 calories
- Ingredients: Family-friendly, low spice, includes kid favorites



Eco-Friendly Packaging Upgrade

Price: **[\$9.99/week]**

Upgrade your standard packaging to our 100% eco-friendly, biodegradable packaging to reduce your carbon footprint.

Specifications

- Material: Compostable & biodegradable
- Temperature Tolerance: Suitable for freezing & reheating
- Design: Leak-proof and sturdy

Customization Options



Help tip



Meal Prep Business Plan


Emphasize your capacity to alter meals to clients' dietary preferences, requirements, or objectives. Talk about your ability to cater to particular diets like vegan, vegetarian, gluten-free, or keto, as well as how clients can customize their meal choices.

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Start writing here..

Quality Measures

 **Help tip**

 **Meal Prep Business Plan**


Talk about your dedication to quality and mention any accreditations or quality assurance practices you use.

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Start writing here..

Additional Services

 **Help tip**

 **Meal Prep Business Plan**

Mention if your meal prep company offers any additional services. You may include services like pickup or delivery, packaging & sustainability, special programs & offerings, 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

Meal Prep 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)

Help tip

Meal Prep 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

Help tip

Meal Prep Business Plan

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

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Start writing here..

Discuss your marketing strategies to market your services. You may include some of these marketing strategies in your business plan—social media marketing, brochures, 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 meals, share customer testimonials, and run promotional campaigns.



Content Marketing

Regular blog posts on health, nutrition, and meal planning position us as thought leaders in the industry.

Offline



Brochures

Distributed at strategic locations, our brochures provide potential customers with a snapshot of our offerings.



Print Marketing

Local newspaper advertisements and flyers help us tap into the local community.

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include upselling & cross-selling, partnering with other small businesses, offering referral programs, etc.

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Sales strategies



Partner with Businesses

Collaborating with gyms, health clubs, and local businesses to offer special discounts or packages.



Upselling & Cross-Selling

By introducing complementary products or services at the point of purchase, we enhance customer value.



Referral Programs

Customers referring friends or family get [XX%] off on their next purchase, encouraging word-of-mouth marketing.

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

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Customer retention



Loyalty Programs

Rewarding frequent purchasers with points that can be redeemed against future orders.



Annual Subscription Discounts

Customers opting for annual meal plans get a special [XX%] discount.



Personalized Service

Taking customer feedback seriously and continuously adapting to meet their expectations.

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.

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Help tip

Meal Prep 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

Meal Prep Business Plan

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

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Start writing here..

Operational Process

Help tip


Meal Prep Business Plan


Outline the processes and procedures you will use to run your meal prep business. Your operational processes may include menu planning, ingredient sourcing, meal preparation, packaging & labeling, etc.

To unlock help try Upmetrics!


Start writing here..

Equipment & Machinery

 **Help tip**

 **Meal Prep Business Plan**

Include the list of equipment and machinery required for meal prep, such as commercial refrigerators, cooking equipment, kitchen utensils & tools, ovens, 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



Meal Prep 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



Meal Prep 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

John Doe, the visionary behind [FreshPrep Delights], leads the company's strategic direction, oversees its holistic operations, and ensures that the company remains on track for its long-term objectives.

With his impeccable leadership and an innate understanding of the meal prep industry, John sets the pace for [FreshPrep Delights]' excellence.

- **Educational Background:** John holds an MBA from the prestigious Stanford Graduate School of Business, giving him a solid grounding in both the entrepreneurial and strategic facets of running a business.
- **Professional Background:** Prior to founding [FreshPrep Delights], John served as a senior operations manager at [Previous Company Name], a leading player in the food industry, for over 10 years.



Jane Doe

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

As the Chief Operations Officer, Jane Doe ensures that [FreshPrep Delights]' daily operations run smoothly.

Her focus is on optimizing workflows, enhancing productivity, and guaranteeing efficient meal production and delivery.

- **Educational Background:** Jane graduated with a Bachelor's degree in Supply Chain Management from the Massachusetts Institute of Technology (MIT).
- **Professional Background:** With over 8 years of operational experience, Jane has been pivotal in the scaling and operational success of several startups in the meal prep and foodtech sectors.



Alice Brown

CMO - robert.brown@example.com

Alice Brown is the marketing maestro at [FreshPrep Delights].

She crafts and oversees innovative marketing strategies, focusing on enhancing brand visibility and customer engagement across multiple platforms.

- **Educational Background:** Alice holds a Master's degree in Marketing from Harvard Business School.
- **Professional Background:** Before joining [FreshPrep Delights], Alice was the lead marketing strategist at [Previous Company Name], where she spearheaded several successful campaigns.



Robert Brown

Operations Manager - robert.brown@example.com

Robert Brown, as the Operations Manager, manages ingredient sourcing, inventory, and oversees the kitchen operations at [FreshPrep Delights].

His meticulous attention to detail and quality control ensures our meals stand out in the market.

- **Educational Background:** Robert graduated with honors in Food Science and Technology from Cornell University.
- **Professional Background:** With over 7 years in food production and operations, Robert brings a wealth of expertise from his time at renowned companies like [Previous Company Name].

Organizational structure

💡 Help tip

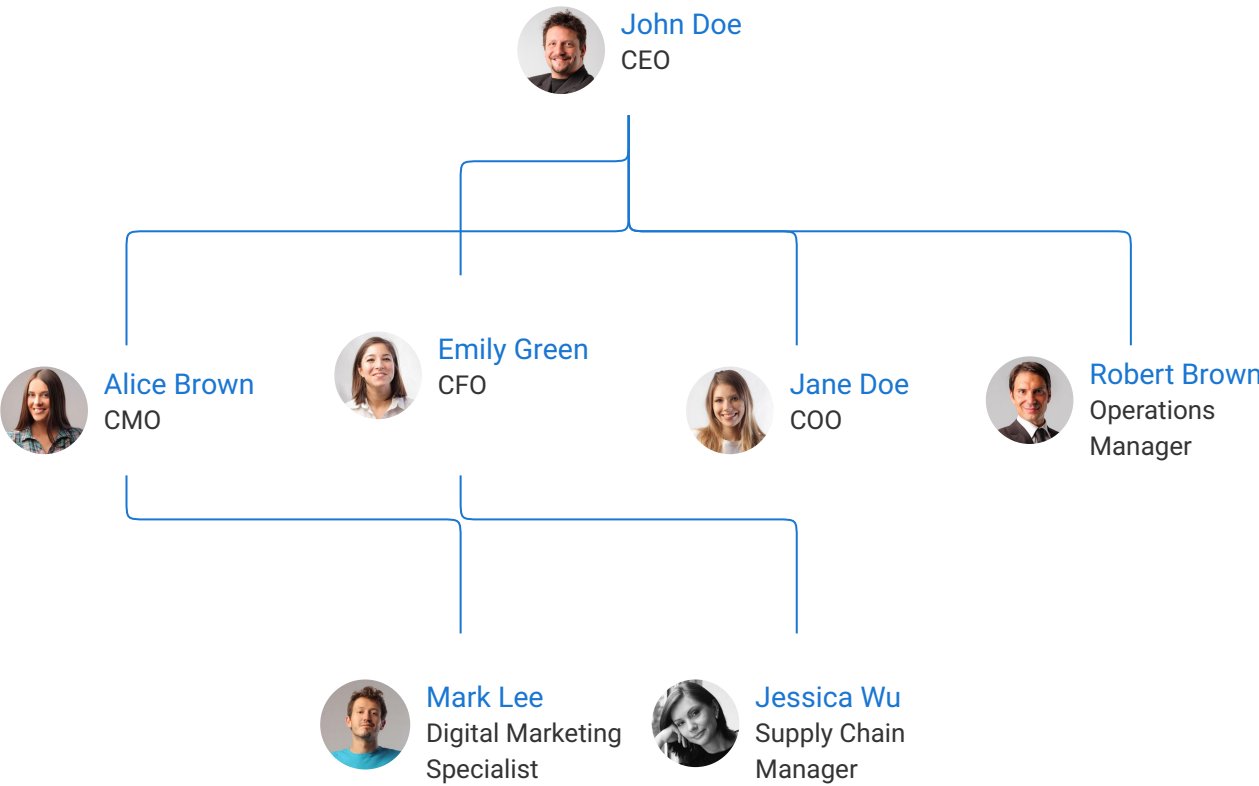
📄 Meal Prep Business Plan

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

 Meal Prep Business Plan

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

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Start writing here..

 Help tip

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

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Board of advisors



[ADVISOR NAME]

Advisor

An industry veteran with over [XX] years in the meal prep business.



[ADVISOR NAME]

Advisor

Renowned for [specific expertise], [he/she] provides invaluable insights into [specific business area].

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:

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Help tip

Meal Prep Business Plan

To create an effective introduction for your "Financial Plan" chapter, begin by stressing the critical role of a well-structured financial plan in the success of your venture.

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Start writing here..

Help tip

Describe details such as projected revenue, operational costs, and service costs in your projected profit and loss statement. Make sure to include your business's expected net profit or loss.

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Profit & loss statement

	2024	2025	2026
Revenue	\$815,758	\$2,092,125.50	\$3,673,428.99
Meal Subscription Service	\$725,558	\$1,973,677	\$3,479,113

	2024	2025	2026
Users	1,076	2,165	3,582
Recurring Charges	\$100	\$100	\$100
Cooking Class Fees	\$30,200	\$34,883.50	\$44,245.50
Unit Sales	604	698	885
Unit Price	\$50	\$50	\$50
Special Event Catering	\$60,000	\$83,565	\$150,070.49
Cost Of Sales	\$86,983.26	\$191,477.67	\$438,046
General Costs	\$86,983.26	\$191,477.67	\$438,046
Raw Materials	\$58,517.44	\$119,795.42	\$257,538.12
Proteins	\$30,051.66	\$48,113.82	\$77,031.82
Vegetables	\$28,465.78	\$71,681.60	\$180,506.30
Packaging	\$28,465.82	\$71,682.25	\$180,507.88
Boxes Cost	\$18,977.20	\$47,788.09	\$120,338.39
Ice Packs Cost	\$9,488.62	\$23,894.16	\$60,169.49
Revenue Specific Costs	\$0	\$0	\$0

	2024	2025	2026
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$728,774.74	\$1,900,647.83	\$3,235,382.99
Gross Margin (%)	89.34%	90.85%	88.08%
Operating Expense	\$628,313.56	\$712,221.75	\$828,838.14
Payroll Expense (Indirect Labor)	\$509,040	\$528,523.20	\$548,788.32
Kitchen Staff	\$144,000	\$151,200	\$158,760
Chef	\$57,600	\$60,480	\$63,504
Sous Chef	\$86,400	\$90,720	\$95,256
Delivery Team	\$198,720	\$205,509.60	\$212,536.08
City Delivery Drivers	\$115,920	\$119,397.60	\$122,979.60
Regional Delivery Drivers	\$82,800	\$86,112	\$89,556.48
Administrative Staff	\$166,320	\$171,813.60	\$177,492.24
Office Manager	\$50,400	\$52,416	\$54,512.64

	2024	2025	2026
Customer Service Reps	\$115,920	\$119,397.60	\$122,979.60
General Expense	\$119,273.56	\$183,698.55	\$280,049.82
Marketing and Advertising	\$39,347.19	\$69,198.36	\$121,927.23
Online Advertising	\$31,834.25	\$57,169.79	\$102,668.91
Promotional Materials	\$7,512.94	\$12,028.57	\$19,258.32
Utilities	\$15,611.21	\$22,257.68	\$31,734.01
Electricity	\$11,353.62	\$16,187.39	\$23,079.54
Water	\$4,257.59	\$6,070.29	\$8,654.47
Rent and Maintenance	\$64,315.16	\$92,242.51	\$126,388.58
Office Rent	\$48,000	\$50,400	\$52,920
Equipment Maintenance	\$16,315.16	\$41,842.51	\$73,468.58
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$100,461.18	\$1,188,426.08	\$2,406,544.85

	2024	2025	2026
Additional Expense	\$15,886.93	\$13,952.77	\$11,899.31
Long Term Depreciation	\$10,740	\$10,740	\$10,740
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$89,721.18	\$1,177,686.08	\$2,395,804.85
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	\$84,574.25	\$1,174,473.31	\$2,394,645.54
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$731,183.75	\$917,652.19	\$1,278,783.45
Net Income	\$84,574.25	\$1,174,473.31	\$2,394,645.54
Net Income (%)	10.37%	56.14%	65.19%
Retained Earning Opening	\$0	\$54,574.25	\$1,199,047.56
Owner's Distribution	\$30,000	\$30,000	\$30,000
Retained Earning Closing	\$54,574.25	\$1,199,047.56	\$3,563,693.10

Help tip

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

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Cash flow statement

	2024	2025	2026
Cash Received	\$815,758	\$2,092,125.50	\$3,673,428.99
Cash Paid	\$720,443.75	\$906,912.19	\$1,268,043.45
COS & General Expenses	\$206,256.82	\$375,176.22	\$718,095.82
Salary & Wages	\$509,040	\$528,523.20	\$548,788.32
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$95,314.25	\$1,185,213.31	\$2,405,385.54
Assets Sell	\$0	\$0	\$0

	2024	2025	2026
Assets Purchase	\$80,000	\$0	\$0
Net Cash From Investments	(\$80,000)	\$0	\$0
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$61,359.35	\$63,293.51	\$65,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$30,000	\$30,000	\$30,000
Net Cash From Financing	\$88,640.65	(\$63,293.51)	(\$65,347.12)
Summary			
Starting Cash	\$0	\$103,954.90	\$1,225,874.70

	2024	2025	2026
Cash In	\$965,758	\$2,092,125.50	\$3,673,428.99
Cash Out	\$861,803.10	\$970,205.70	\$1,333,390.57
Change in Cash	\$103,954.90	\$1,121,919.80	\$2,340,038.42
Ending Cash	\$103,954.90	\$1,225,874.70	\$3,565,913.12

Help tip

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


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Balance sheet

	2024	2025	2026
Assets	\$173,214.90	\$1,284,394.70	\$3,613,693.12
Current Assets	\$103,954.90	\$1,225,874.70	\$3,565,913.12
Cash	\$103,954.90	\$1,225,874.70	\$3,565,913.12
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0

	2024	2025	2026
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$69,260	\$58,520	\$47,780
Gross Long Term Assets	\$80,000	\$80,000	\$80,000
Accumulated Depreciation	(\$10,740)	(\$21,480)	(\$32,220)
Liabilities & Equity	\$173,214.91	\$1,284,394.70	\$3,613,693.10
Liabilities	\$68,640.66	\$35,347.14	\$0
Current Liabilities	\$33,293.52	\$35,347.14	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
Long Term Liabilities	\$35,347.14	\$0	\$0
Long Term Debt	\$35,347.14	\$0	\$0
Equity	\$104,574.25	\$1,249,047.56	\$3,613,693.10
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	\$54,574.25	\$1,199,047.56	\$3,563,693.10
Check	\$0	\$0	\$0

 **Help tip**

 **Meal Prep 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	\$815,758	\$2,907,883.50
Net Revenue	\$815,758	\$2,092,125.50	\$3,673,428.99
Closing Revenue	\$815,758	\$2,907,883.50	\$6,581,312.49

	2024	2025	2026
Starting Expense	\$0	\$731,183.75	\$1,648,835.94
Net Expense	\$731,183.75	\$917,652.19	\$1,278,783.45
Closing Expense	\$731,183.75	\$1,648,835.94	\$2,927,619.39
Is Break Even?	Yes	Yes	Yes
Break Even Month	Nov '24	0	0
Days Required	6 Days	0	0
Break Even Revenue	\$614,819.80	\$0	\$0
Meal Subscription Service	\$538,209.80	\$0	\$0
Cooking Class Fees	\$25,610	\$0	\$0
Special Event Catering	\$51,000	\$0	\$0
Break Even Units			
Meal Subscription Service	935	0	0
Cooking Class Fees	512	0	0
Special Event Catering	\$51,000	\$0	\$0

Financing needs

 **Help tip**

 **Meal Prep Business Plan**

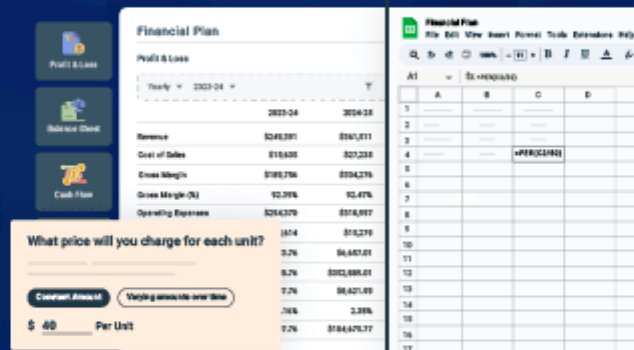
Calculate costs associated with starting a meal prep business, and estimate your financing needs and how much capital you need to raise to operate your business.

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Start writing here..

Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.

The image shows the Upmetrics Financial Plan interface. On the left, there are three tabs: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The 'Profit & Loss' tab is selected, showing a table with columns for '2023-04' and '2024-04'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Current Amount' of \$ 40 and a 'Per Unit' value. On the right, there is a Google Sheets spreadsheet with a similar table structure, showing the same data as the Upmetrics interface. The spreadsheet has columns A, B, C, D, and E, and rows 1 through 17. The formula bar shows '=PER(C4:B6)'.

	2023-04	2024-04
Revenue	\$245,391	\$161,011
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$196,786	\$104,276
Gross Margin (%)	80.21%	64.77%
Operating Expenses	\$284,379	\$118,957
	1814	\$15,279
	0.7%	\$6,657.01
	0.7%	\$102,695.01
	7.2%	\$6,621.00
	.16%	3.35%
	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 more.

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