




Screen Printing Business Plan


Printed Expression, Unique Apparel


Business Plan [YEAR]

Prepared By

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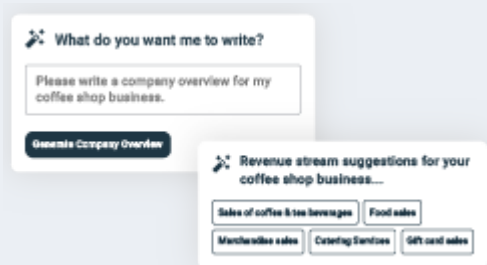
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Business planning that's simpler and faster than you think

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.

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.

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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

Screen Printing Business Plan

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

This section may include the name of your screen printing business, its location, when it was

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Screen Printing 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

Screen Printing Business Plan


Highlight the screen printing 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**

 **Screen Printing 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**

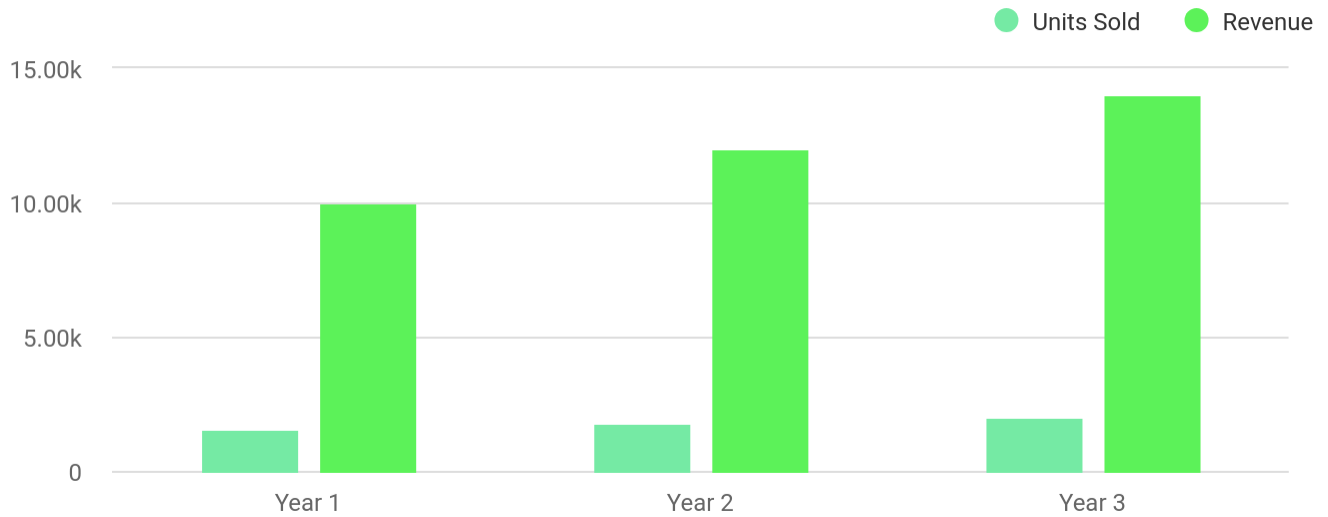
 **Screen Printing Business Plan**

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

📄 Screen Printing 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

Screen Printing Business Plan

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

Describe what kind of screen printing company you run and the name of it. You may specialize

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Start writing here..

Ownership

Help tip

Screen Printing Business Plan


List the names of your screen printing 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

 Screen Printing 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 [InkCraft Creations], we are committed to transforming visions into vivid prints, ensuring unmatched quality and creativity in every piece we produce.

We strive to empower businesses and individuals alike, providing them with customized printing solutions that resonate with their identity and values.



Business history

 Help tip

 Screen Printing Business Plan


If you're an established screen printing service provider, 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

 Screen Printing 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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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

Screen Printing 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

Screen Printing 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

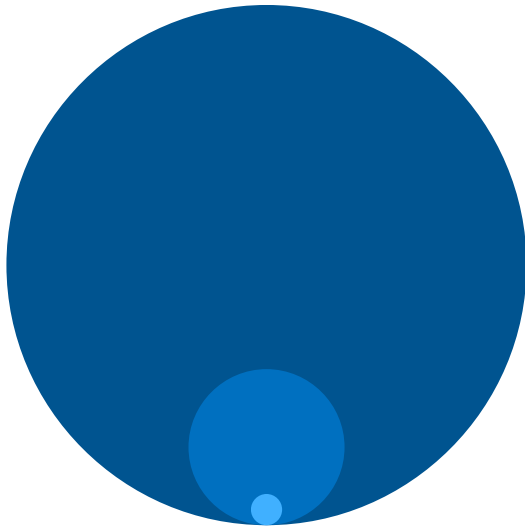
Screen Printing Business Plan

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

Entire screen printing industry in the U.S.

500M

Served Market

Screen printing for small to medium-sized businesses.


150M

Target Market

Custom apparel and merchandise for local businesses.

30M

 **Help tip**

 **Screen Printing Business Plan**

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

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Competitive analysis

PrintMaster Pros

Founded in [Year], PrintMaster Pros is a well-established name in the screen printing sector, known for its large-scale printing solutions primarily for corporate events and promotional merchandise.

Features

- Bulk apparel printing
- Custom promotional merchandise
- Automated online ordering system
- B2B contractual partnerships

Strengths

- Strong brand presence in the corporate sector
- Efficient large-scale production capabilities
- Established supply chain and vendor partnerships

Weaknesses

- Limited customization options for small-scale orders
- Predominantly focuses on B2B, neglecting a vast B2C market segment
- Less agile in adapting to new printing technologies

Creative Impressions Inc.

Started in [Year], Creative Impressions Inc. has carved a niche for itself in the fashion and boutique apparel segment, offering designer prints and exclusive collaborations with artists.

Features

- Boutique apparel prints
- Artist collaborations for exclusive designs
- Eco-friendly printing solutions
- Pop-up store experiences in cities

Strengths

- Unique design offerings differentiating them in the market
- Strong eco-friendly brand image attracting a dedicated clientele
- Regular pop-up stores driving brand engagement and loyalty

Weaknesses

- Higher price points due to exclusive designs
- Limited capacity for bulk orders
- Reliance on artist collaborations may impact consistency

DigitalPrint Hub

DigitalPrint Hub, operating since [Year], is a tech-savvy competitor focusing heavily on online sales, leveraging its print-on-demand model for both apparel and merchandise

Features

- Online print-on-demand services
- Dropshipping partnerships
- Design software integration allowing custom designs
- Mobile app for easy order placements

Strengths


- Strong digital presence and online marketing strategies
- Scalability due to its on-demand printing model
- Software solutions offer customers a seamless design experience

Weaknesses


- Compromises on print quality due to rapid production
- Lack of physical presence or touchpoints for customer engagement
- Challenges in quality control with multiple dropshipping partners

Market trends

 **Help tip**

 **Screen Printing Business Plan**

Analyse 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

📄 Screen Printing Business Plan

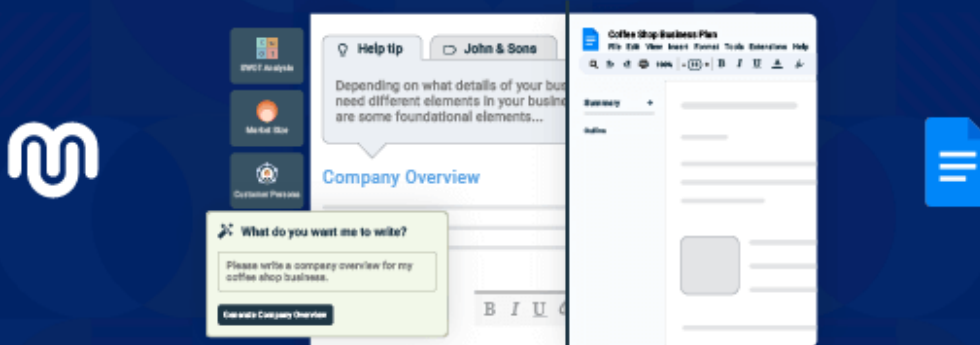
List regulations and licensing requirements that may affect your screen printing company, such as business licensing, insurance, environmental regulations, intellectual property rights, etc.

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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

Services

Customization

Quality Control

Additional Services



REMEMBER

The product and services section of the screen printing 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

Screen Printing 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..

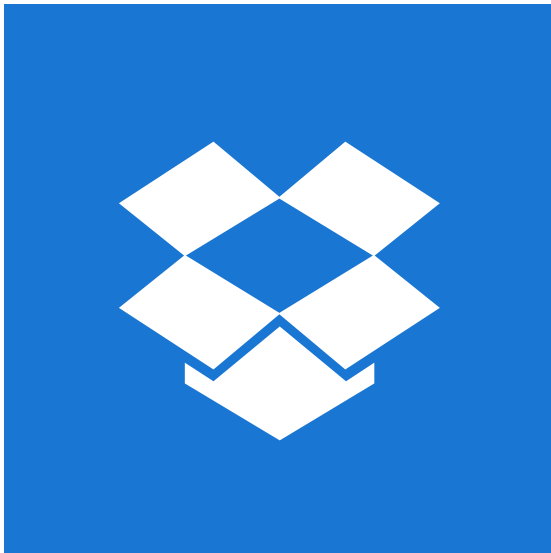
Help tip

Mention the screen printing services your business will offer. This list may include services like,

- Custom apparel printing

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Services



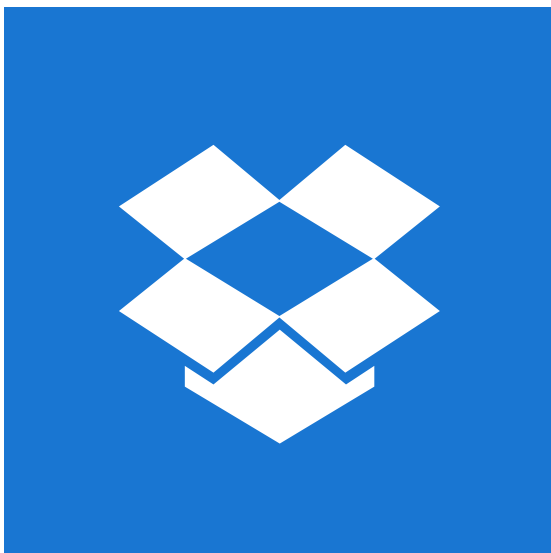
Custom T-Shirt Printing

Price: **[\$20 - \$30] per shirt (depending on design complexity and order quantity)**

High-quality, custom-designed t-shirts tailored to meet your specific needs, whether for promotional events, corporate branding, or personal use.

Specifications

- Material: [100%] cotton or cotton blend
- Sizes: Available in S, M, L, XL, XXL
- Printing Method: Screen printing with options for specialty inks (foil, glow-in-the-dark, etc.)
- Design: Custom designs accepted; design assistance available
- Color Options: Wide range of color options for both shirt and ink
- Minimum Order Quantity: 10 units
- Turnaround Time: 7-10 business days



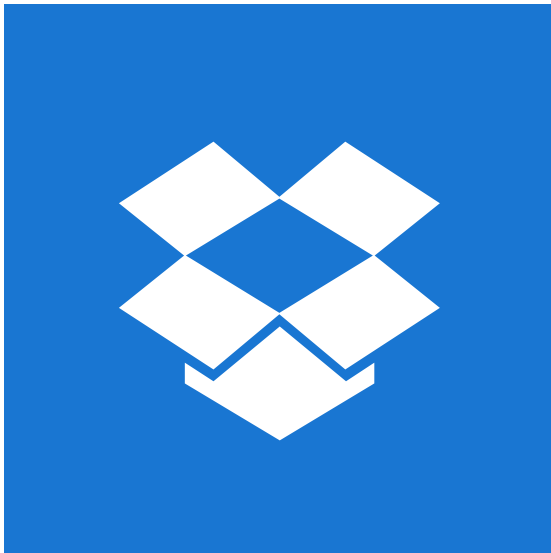
Promotional Product Printing

Price: **Varies by product and quantity; contact for a quote**

Enhance your brand visibility with custom-printed promotional products ranging from pens and notebooks to tote bags and water bottles.

Specifications

- Product Range: Extensive selection including wearables, writing instruments, and drinkware
- Customization Options: Full-color printing available on most products
- Bulk Order Discounts: Available for large quantities
- Production Time: Varies by product; average 10-15 business days



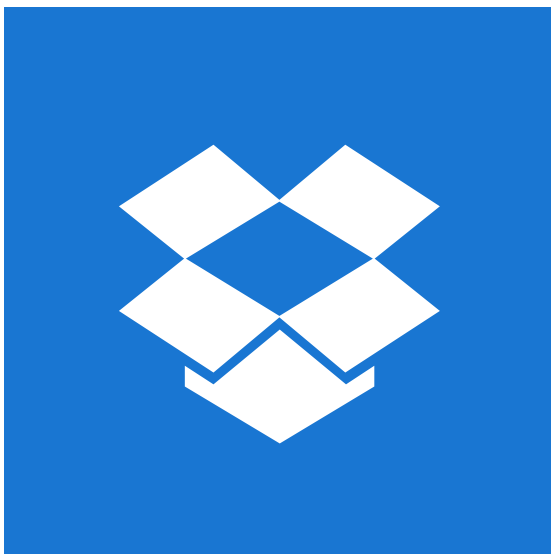
Online Print-on-Demand

Price: **Based on product selection; typically starts at [\$15] per item**

Convenient and user-friendly online platform allowing customers to upload designs, select products, and order custom prints on demand.

Specifications

- Product Range: T-shirts, hoodies, tote bags, and more
- Customization Tool: Easy-to-use design tool with preview functionality
- No Minimum Order: Order as many or as few as you need
- Shipping: Worldwide shipping available, rates vary



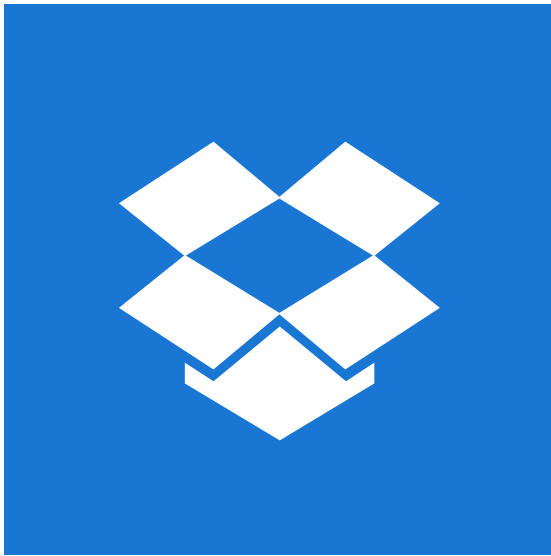
Specialty Printing Techniques

Price: **Quote upon request, depends on technique and order size**

Offering a range of specialty printing techniques for those looking to create truly unique and standout products.

Specifications

- Techniques Available: Foil printing, puff ink, glow in the dark, and more
- Consultation: Expert advice to help choose the right technique for your design
- Prototyping: Sample prints available to ensure satisfaction before full production



Graphic Design Assistance

Price: **Starting at [\$50] per hour**


Professional graphic design services to help bring your vision to life, whether you need logo design, brand identity development, or custom artwork.

Specifications

- Expert Designers: Skilled team with experience in a variety of design styles
- Collaborative Process: Work closely with our designers to ensure your vision is realized
- Revisions: Up to three rounds of revisions included

Customization

 Help tip

 Screen Printing Business Plan


Describe the customer-available customization choices. Mention how you can satisfy particular design specifications, taking into account colors, sizes, locations, and printing methods.

To unlock help try Upmetrics! 


Start writing here..

Quality Control

 Help tip

 Screen Printing 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**

 **Screen Printing Business Plan**

Mention if your screen printing company offers any other services. You may include services like support for rebranding, graphic design aid, fulfillment services, 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

Screen Printing 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

Screen Printing 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

Screen Printing 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, Google ads, brochures, content marketing, and print marketing.

To unlock help try Upmetrics! 

Marketing strategies

Online



Social Media

Engage with our community through platforms like Instagram, Facebook, and Twitter, showcasing our work and connecting with potential clients.



Google Ads

Implement targeted advertising campaigns to appear in relevant online searches.



Content Marketing

Develop a blog and share informative content related to screen printing, design tips, and industry trends to establish our expertise.

Offline



Brochures & Print Marketing

Create eye-catching brochures and participate in local business events to increase brand visibility.

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

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Sales strategies



Partner with Businesses

Establish partnerships with local designers, event planners, and other businesses to create a referral network.



Direct Sales Calls

Proactively reach out to local businesses and organizations to offer our services.



Referral Programs

Implement a referral program to encourage existing customers to recommend our services, rewarding them for their loyalty.

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

To unlock help try Upmetrics! 

Customer retention



Loyalty Programs

Introduce a loyalty program offering discounts and perks to repeat customers.



Bulk Order Discounts

Provide attractive discounts on bulk orders, encouraging larger purchases.



Personalized Service

Ensure every customer feels valued through personalized communication and tailored services.

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

Screen Printing 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

Screen Printing Business Plan

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

Screen Printing Business Plan


Outline the processes and procedures you will use to run your screen printing business. Your operational processes may include sending quotations, scheduling appointments, designing, meetings with clients, etc.

To unlock help try Upmetrics!

Start writing here..

Equipment & Machinery

 **Help tip**

 **Screen Printing Business Plan**

Include the list of equipment and machinery required for screen printing, such as screen printing press, screens & frames, conveyor dryer, ink mixing station, etc.

To unlock help try Upmetrics! 

Start writing here..

7.

Management Team

Key managers

Organizational structure

Compensation plan

Advisors/Consultants



REMEMBER

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

To unlock help try Upmetrics!

Help tip

Screen Printing 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

Screen Printing 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 & Co-founder - john.doe@example.com

John Doe brings over 15 years of screen printing and business management experience to [InkCraft Creations].

He holds a Bachelor's Degree in Business Administration from the University of ABC.

Prior to founding [InkCraft Creations], John served as a Production Manager at XYZ Prints, where he managed a team of 20+ employees, honing his skills in operations management, quality control, and client relations.





Jane Doe

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

Jane Doe, serving as the COO, holds a Master's Degree in Operations Management from the University of XYZ.



She has 12 years of experience in the printing industry, with a focus on streamlining operations and enhancing production efficiency.

Prior to joining [InkCraft Creations], Jane was an Operations Manager at PrintsPlus, where she successfully implemented several process improvements.



Robert Brown

Operations Manager - robert.brown@example.com

Robert Brown, our Operations Manager, holds a Bachelor's Degree in Industrial Engineering from Tech University.



With over 8 years of experience in production management within the printing industry, he brings a wealth of knowledge in process optimization and team management.

Robert was previously a Line Supervisor at FastPrints, where he significantly improved production efficiency and employee morale.

Organizational structure

Help tip

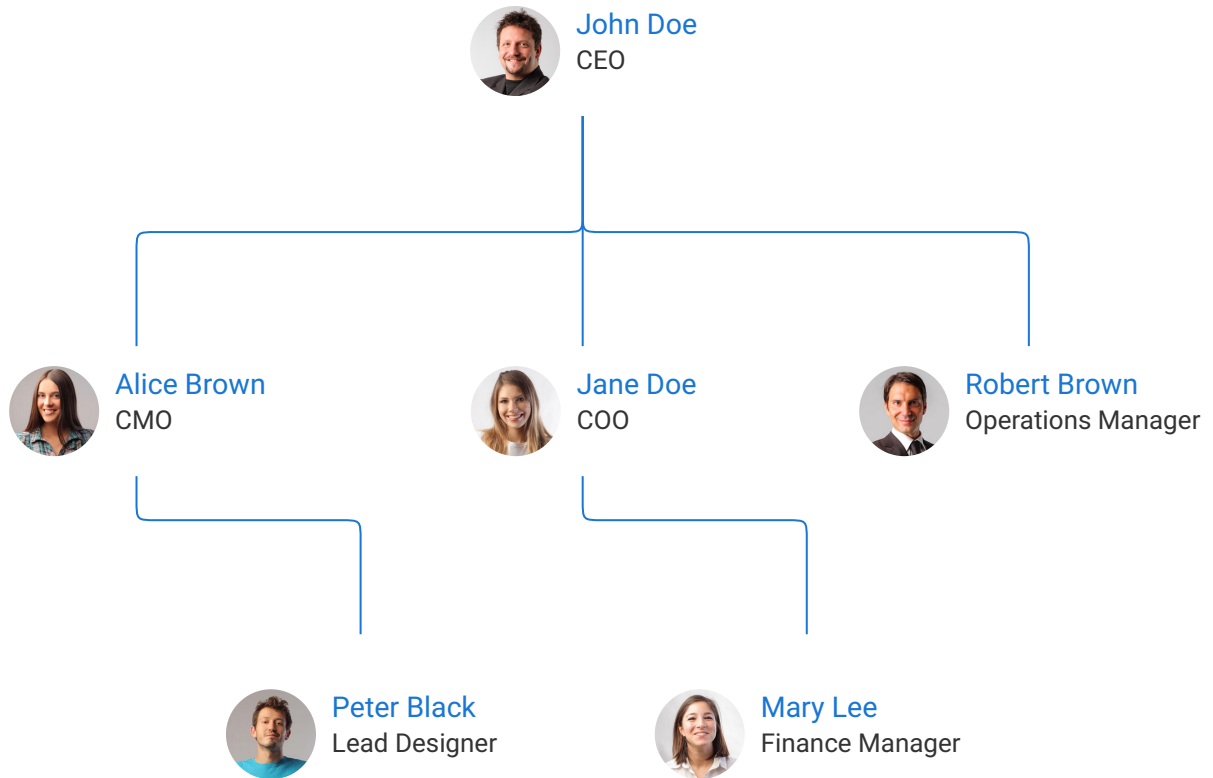
Screen Printing Business Plan

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**

 **Screen Printing 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..

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

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Advisors/Consultants



[ADVISOR NAME]

Advisor

Dr. Grayson is a globally recognized expert in 3D printing research.

With a Ph.D. in Materials Science from the University of Cambridge, he has spearheaded numerous groundbreaking studies in advanced printing techniques.

Over his 20-year career, he has collaborated with both academia and industry, authored pivotal research papers, and served as a consultant for top-tier tech firms.



[CONSULTANT NAME]

Consultant

Specializing in [specific field, e.g., "sustainable printing methods"], [Consultant Name 1] has guided us in integrating eco-friendly practices into our operations, setting us apart in the market.

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

Screen Printing 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

Screen Printing Business Plan

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

To unlock help try Upmetrics!

Profit & loss statement

	2024	2025	2026
Revenue	\$522,566.14	\$804,090.53	\$1,252,106.18
Custom Apparel Printing	\$170,304.60	\$242,814.90	\$346,194

	2024	2025	2026
Unit Sales	5,677	8,094	11,540
Unit Price	\$30	\$30	\$30
Promotional Products	\$193,011.54	\$275,185.63	\$392,352.18
Unit Sales	11,354	16,187	23,080
Unit Price	\$17	\$17	\$17
Event Merchandise	\$159,250	\$286,090	\$513,560
Unit Sales	159	286	514
Unit Price	\$1,000	\$1,000	\$1,000
Cost Of Sales	\$20,400	\$20,862	\$21,335.04
General Costs	\$20,400	\$20,862	\$21,335.04
Raw Materials	\$18,000	\$18,420	\$18,850.20
Cotton T-shirts	\$12,000	\$12,240	\$12,484.80
Screen Printing Ink	\$6,000	\$6,180	\$6,365.40
Production Supplies	\$2,400	\$2,442	\$2,484.84
Screens for Printing	\$600	\$606	\$612.12
Cleaning Solvents	\$1,800	\$1,836	\$1,872.72


	2024	2025	2026
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$502,166.14	\$783,228.53	\$1,230,771.14
Gross Margin (%)	96.10%	97.41%	98.30%
Operating Expense	\$537,960	\$554,914.80	\$572,415
Payroll Expense (Indirect Labor)	\$483,960	\$499,102.80	\$514,724.88
Production	\$66,240	\$68,227.20	\$70,274.04
Screen Printer	\$37,440	\$38,563.20	\$39,720.12
Production Assistant	\$28,800	\$29,664	\$30,553.92
Design	\$310,320	\$319,629.60	\$329,218.44
Graphic Designer	\$270,000	\$278,100	\$286,443
Design Assistant	\$40,320	\$41,529.60	\$42,775.44
Sales and Marketing	\$107,400	\$111,246	\$115,232.40

	2024	2025	2026
Sales Manager	\$62,400	\$64,896	\$67,491.84
Marketing Coordinator	\$45,000	\$46,350	\$47,740.56
General Expense	\$54,000	\$55,812	\$57,690.12
Rent & Utilities	\$30,000	\$30,840	\$31,704
Rent	\$24,000	\$24,720	\$25,461.60
Utilities	\$6,000	\$6,120	\$6,242.40
Marketing & Advertising	\$18,000	\$18,780	\$19,595.40
Online Advertising	\$12,000	\$12,600	\$13,230
Print Advertising	\$6,000	\$6,180	\$6,365.40
Operational Costs	\$6,000	\$6,192	\$6,390.72
Office Supplies	\$2,400	\$2,448	\$2,496.96
Equipment Maintenance	\$3,600	\$3,744	\$3,893.76
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$35,793.86)	\$228,313.73	\$658,356.14

	2024	2025	2026
Additional Expense	\$12,563.05	\$11,472.56	\$10,314.82
Long Term Depreciation	\$7,044	\$7,044	\$7,044
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$42,837.86)	\$221,269.73	\$651,312.14
Interest Expense	\$5,519.05	\$4,428.56	\$3,270.82
EBT	(\$48,356.91)	\$216,841.17	\$648,041.32
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$570,923.05	\$587,249.36	\$604,064.86
Net Income	(\$48,356.91)	\$216,841.17	\$648,041.32
Net Income (%)	(9.25%)	26.97%	51.76%
Retained Earning Opening	\$0	(\$58,856.91)	\$152,484.26
Owner's Distribution	\$10,500	\$5,500	\$5,500

	2024	2025	2026
Retained Earning Closing	(\$58,856.91)	\$152,484.26	\$795,025.58

 **Help tip**

 **Screen Printing Business Plan**

The cash flow for the first few years of your operation should be estimated and described in this section.

This may include billing invoices, payment receipts, loan payments, and any other cash flow statements.

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Cash flow statement

	2024	2025	2026
Cash Received	\$522,566.14	\$804,090.53	\$1,252,106.18
Cash Paid	\$563,879.05	\$580,205.36	\$597,020.86
COS & General Expenses	\$74,400	\$76,674	\$79,025.16
Salary & Wages	\$483,960	\$499,102.80	\$514,724.88
Interest	\$5,519.05	\$4,428.56	\$3,270.82
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
Net Cash From Operations	(\$41,312.91)	\$223,885.17	\$655,085.32
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$50,000	\$0	\$0
Net Cash From Investments	(\$50,000)	\$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	\$28,180.31	\$24,270.80	\$25,428.54
Loan Capital	\$17,680.31	\$18,770.80	\$19,928.54
Dividends & Distributions	\$10,500	\$5,500	\$5,500
Net Cash From Financing	\$121,819.69	(\$24,270.80)	(\$25,428.54)

2024**2025****2026****Summary**

Starting Cash	\$0	\$30,506.78	\$230,121.15
Cash In	\$672,566.14	\$804,090.53	\$1,252,106.18
Cash Out	\$642,059.36	\$604,476.16	\$622,449.40
Change in Cash	\$30,506.78	\$199,614.37	\$629,656.78
Ending Cash	\$30,506.78	\$230,121.15	\$859,777.93

 **Help tip**
 **Screen Printing Business Plan**

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

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Balance sheet**2024****2025****2026**

Assets	\$73,462.78	\$266,033.15	\$888,645.93
Current Assets	\$30,506.78	\$230,121.15	\$859,777.93

	2024	2025	2026
Cash	\$30,506.78	\$230,121.15	\$859,777.93
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$42,956	\$35,912	\$28,868
Gross Long Term Assets	\$50,000	\$50,000	\$50,000
Accumulated Depreciation	(\$7,044)	(\$14,088)	(\$21,132)
Liabilities & Equity	\$73,462.78	\$266,033.15	\$888,645.93
Liabilities	\$82,319.69	\$63,548.89	\$43,620.35
Current Liabilities	\$18,770.80	\$19,928.54	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$18,770.80	\$19,928.54	\$0
Long Term Liabilities	\$63,548.89	\$43,620.35	\$43,620.35
Long Term Debt	\$63,548.89	\$43,620.35	\$43,620.35

	2024	2025	2026
Equity	(\$8,856.91)	\$202,484.26	\$845,025.58
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$58,856.91)	\$152,484.26	\$795,025.58
Check	\$0	\$0	\$0

💡 Help tip

📄 Screen Printing 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	\$522,566.14	\$1,326,656.67

	2024	2025	2026
Net Revenue	\$522,566.14	\$804,090.53	\$1,252,106.18
Closing Revenue	\$522,566.14	\$1,326,656.67	\$2,578,762.85
Starting Expense	\$0	\$570,923.05	\$1,158,172.41
Net Expense	\$570,923.05	\$587,249.36	\$604,064.86
Closing Expense	\$570,923.05	\$1,158,172.41	\$1,762,237.27
Is Break Even?	No	Yes	Yes
Break Even Month	0	Jun '25	0
Days Required	0	1 Days	0
Break Even Revenue	\$570,923.05	\$817,861.77	\$0
Custom Apparel Printing	\$0	\$261,801.25	\$0
Promotional Products	\$0	\$296,705.85	\$0
Event Merchandise	\$0	\$259,354.67	\$0
Break Even Units			
Custom Apparel Printing	0	8,727	0

	2024	2025	2026
Promotional Products	0	17,453	0
Event Merchandise	0	259	0

Financing needs

 **Help tip**

 **Screen Printing Business Plan**

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

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Start writing here..

Upmetrics vs Financial Spreadsheets

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



The image shows a side-by-side comparison. 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 this is a calculator for 'What price will you charge for each unit?' with a 'Calculate Amount' button and a 'View previous calculations' 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	\$188,608	\$207,238
Gross Margin	\$156,784	\$154,573
Gross Margin (%)	63.9%	58.9%
Operating Expenses	\$294,329	\$318,967
	1814	\$15,239
	3.2%	\$6,657.01
	0.2%	\$202,695.01
	7.2%	\$6,621.00
	.18%	3.38%
	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.

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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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