



# Sporting Goods Store Business Plan

*Gear up, Play On*

# Business Plan

2023



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# 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
Mission statement .....	12
Business history .....	12
Future goals .....	13
<b>Market Analysis</b>	<b>14</b>
Target Market .....	15
Market size and growth potential .....	15
Market Size .....	16
Competitive analysis .....	16
Dick's Sporting Goods .....	16
Academy Sports + Outdoors .....	17
REI (Recreational Equipment, Inc.) .....	17
Market trends .....	17
Regulatory environment .....	18
<b>Products and Services</b>	<b>19</b>
Products .....	20
Pro Soccer Ball .....	20
Compression Running Shorts .....	21
Fitness Tracker Watch .....	21
Custom Basketball Jersey .....	21
Camping Tent .....	22

Kayak Rental .....	22
Bike Tune-Up Service .....	22
Personal Training Session .....	23
Quality Measures .....	23
Additional Services .....	23

## 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
Equipment & Machinery .....	30

## Management Team 31

Key managers .....	32
John Doe .....	32
Jane Doe .....	33
Alice Brown .....	33
Robert Brown .....	33
Organizational structure .....	34
Organization chart .....	34
Compensation plan .....	34
Advisors/Consultants .....	35
David Wilson .....	35
Emma Taylor .....	35

## Financial Plan

---

36

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

## 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.

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### Help tip

### Sporting Goods Store Business Plan

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

This section may include the name of your sporting goods business, its location, when it was

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*Start writing here..*

## Market opportunity

### Help tip

### Sporting Goods Store 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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## Services Offered

### Help tip

### Sporting Goods Store Business Plan


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

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## Marketing & Sales Strategies

 **Help tip**

 **Sporting Goods Store Business Plan**


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

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## Financial Highlights

 **Help tip**

 **Sporting Goods Store Business Plan**

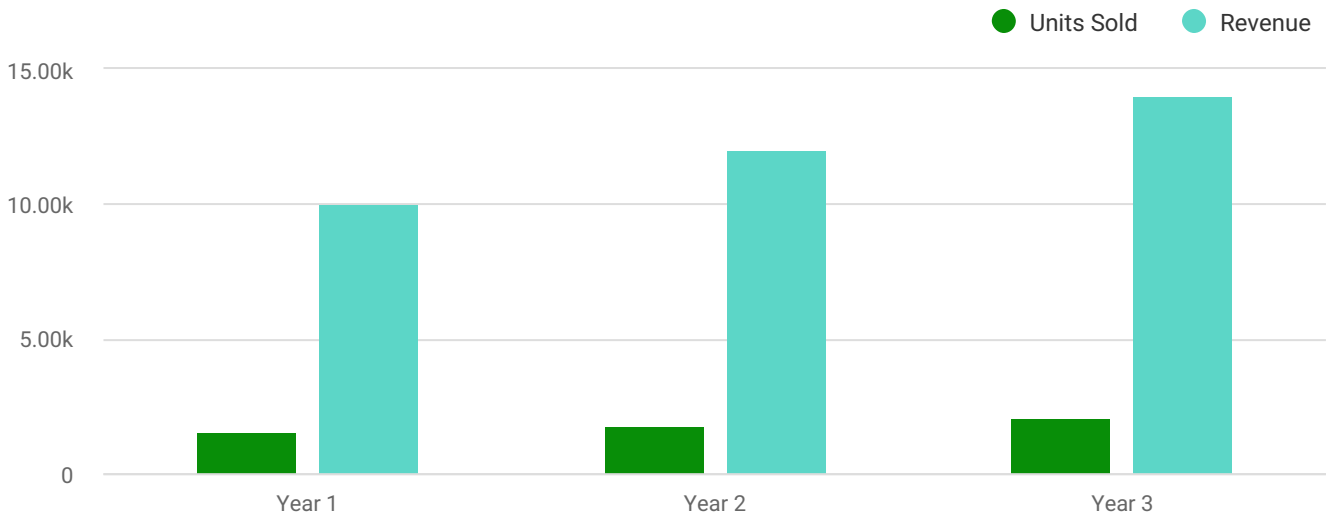
Briefly summarize your financial projections for the initial years of business operations. Include any capital or investment requirements, associated startup costs, projected revenues, and profit forecasts.

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## 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

📄 Sporting Goods Store 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.

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### Help tip

### Sporting Goods Store Business Plan

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

Describe what kind of sporting goods company you run and the name of it. You may specialize

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## Ownership

### Help tip

### Sporting Goods Store Business Plan

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

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## Mission statement

💡 Help tip

📄 Sporting Goods Store 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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**Our mission at [ACE Sports and Outdoors] is to empower athletes and fitness enthusiasts by providing them with the highest quality sporting goods and unparalleled customer service.**

**We strive to foster a culture of excellence, innovation, and community engagement, ensuring that our customers are well-equipped to achieve their fitness goals and excel in their respective sports.**



## Business history

💡 Help tip

📄 Sporting Goods Store Business Plan


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

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## Future goals

 **Help tip**

 **Sporting Goods Store 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.

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### Help tip

### Sporting Goods Store Business Plan

To write the introduction section of your market analysis, start by clearly identifying your primary target market.

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## Target Market

### Help tip

### Sporting Goods Store 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

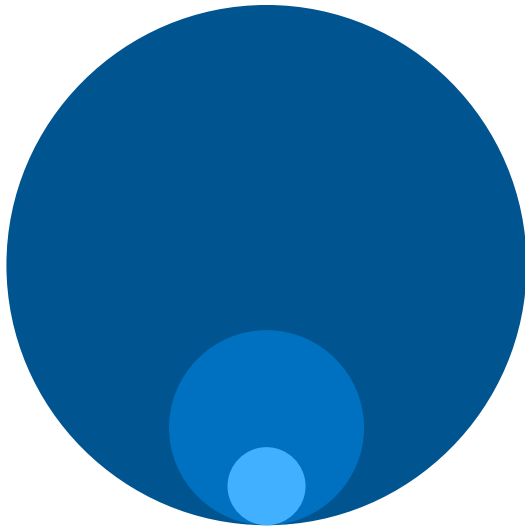
### Sporting Goods Store Business Plan

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

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## Market Size



### Available Market

Total potential sporting goods consumers in North America.

**200M**

### Served Market

Consumers who purchase sporting goods in-store and online.


**75M**

### Target Market

Active individuals seeking quality sports equipment.

**30M**

 Help tip

 Sporting Goods Store Business Plan

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your sporting goods from them.

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## Competitive analysis

### Dick's Sporting Goods

A leading sporting goods retailer offering a wide range of sports equipment, apparel, footwear, and accessories.

#### Features

- Comprehensive product lineup
- Diverse brand offerings
- In-store and online shopping options
- Expert advice and services
- Loyalty programs

#### Strengths

- Extensive product range
- Strong brand recognition
- Nationwide presence
- Well-established e-commerce platform
- Regular promotions and discounts

#### Weaknesses

- Some customers report inconsistent customer service
- Higher price points compared to some competitors
- Limited options for niche sports



## Academy Sports + Outdoors

A popular retail chain that provides a variety of sports and recreational equipment, apparel, and footwear.

### Features

- Wide product range
- Competitive pricing
- In-store and online sales
- Exclusive brand partnerships
- Customer rewards program

### Strengths

- Competitive prices
- Regular sales and promotions
- User-friendly website
- Strong regional presence in the South and Southeast US

### Weaknesses

- Limited presence outside the South and Southeast US
- Some product categories lack depth
- Online customer service could be improved.

## REI (Recreational Equipment, Inc.)

A leading outdoor retailer known for high-quality gear and apparel for camping, hiking, climbing, and other outdoor activities.

### Features

- High-quality products
- In-store and online sales
- Expert advice and services
- Outdoor classes and events
- Co-op membership program

### Strengths


- Strong reputation for quality and customer service
- Commitment to sustainability
- Wide range of outdoor gear
- Knowledgeable staff

### Weaknesses


- Higher price points
- Limited options for traditional sports equipment
- Co-op membership fee is required for some benefits

## Market trends

 **Help tip**

 **Sporting Goods Store 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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# Regulatory environment

Help tip

Sporting Goods Store Business Plan

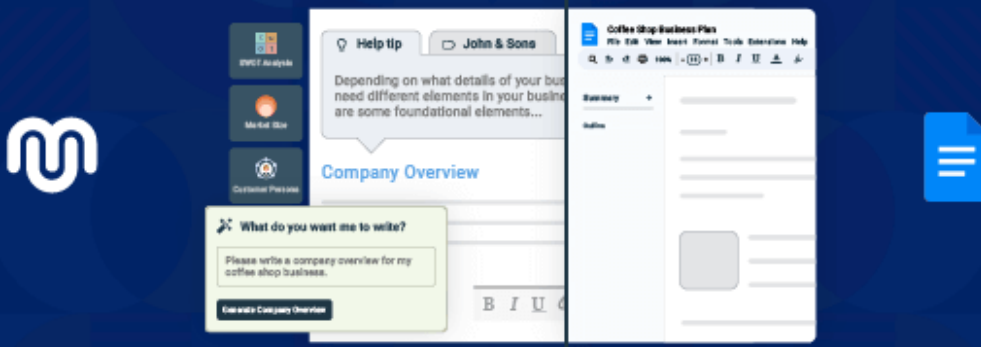
List regulations and licensing requirements that may affect your sporting goods company, such as Consumer Product Safety Commission, Federal Trade Commission, environmental regulations, intellectual property, etc.

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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.

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# 4.

## Products and Services



## REMEMBER

The product and services section of a sporting goods store 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

### Sporting Goods Store 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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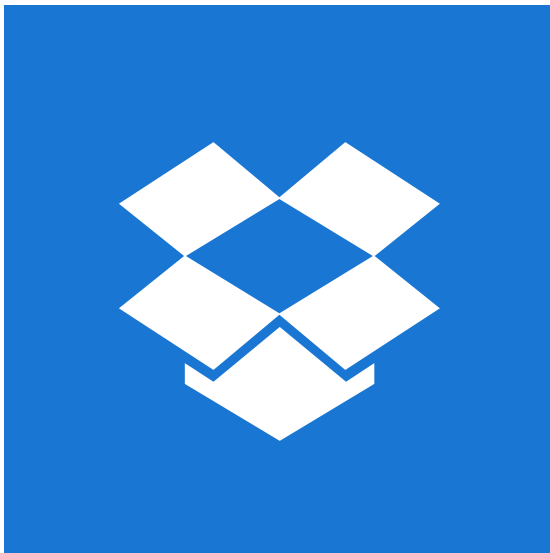
### Help tip

Mention the sporting products & services your business will offer. This list may include:

- Sports equipment

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## Products



### Pro Soccer Ball

Price: **[\$30.00]**

High-quality soccer ball designed for professional-level play and maximum durability.

#### Specifications

- Synthetic leather cover,
- latex bladder,
- size 5,
- FIFA approved.



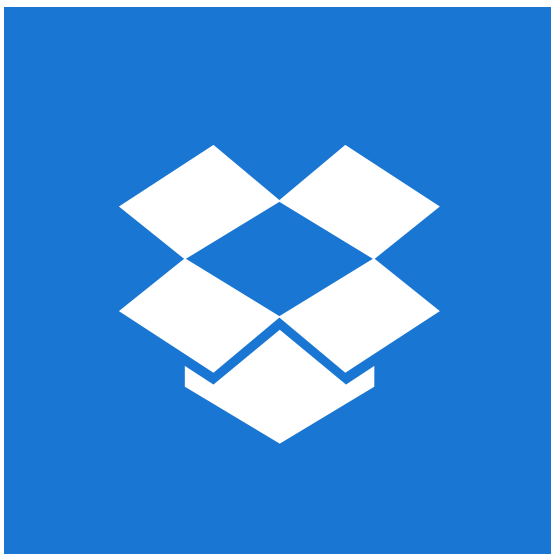
## Compression Running Shorts

Price: **[\$25.00]**

Lightweight and breathable compression shorts designed to enhance performance and support muscles during runs

### Specifications

- Polyester and spandex blend,
- moisture-wicking technology,
- available in sizes XS to XL.



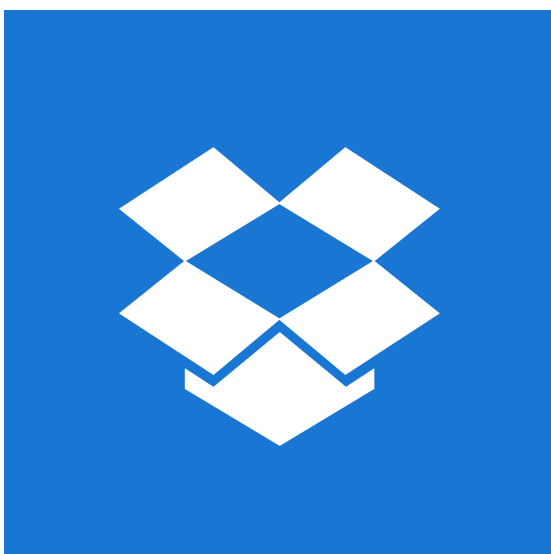
## Fitness Tracker Watch

Price: **[\$150.00]**

Track your fitness goals and monitor your health with our advanced fitness tracker watch.

### Specifications

- Heart rate monitor, GPS tracking,
- sleep tracking,
- water-resistant,
- compatible with iOS and Android.



## Custom Basketball Jersey

Price: **[\$50.00] per jersey**

Fully customizable basketball jerseys made with high-quality materials to ensure comfort and durability.

### Specifications

- 100% polyester, available in sizes XS to XXL,
- customizable team logo,
- name,
- number.



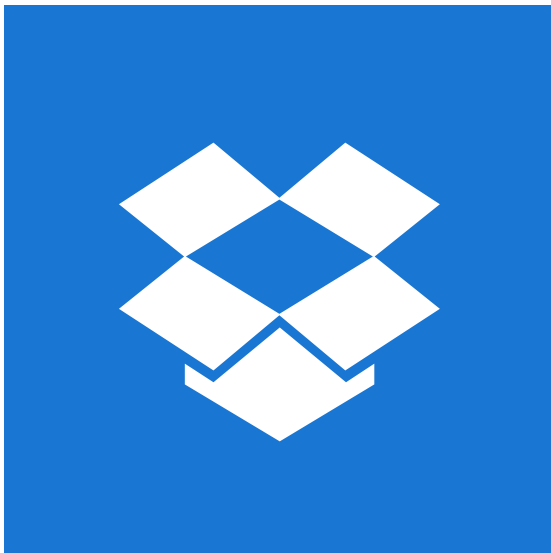
## Camping Tent

Price: **[\$200.00]**

Spacious and durable camping tent designed to withstand various weather conditions, providing you with a comfortable shelter during your outdoor adventures.

### Specifications

- 4-person capacity,
- waterproof,
- UV-resistant,
- easy setup design.



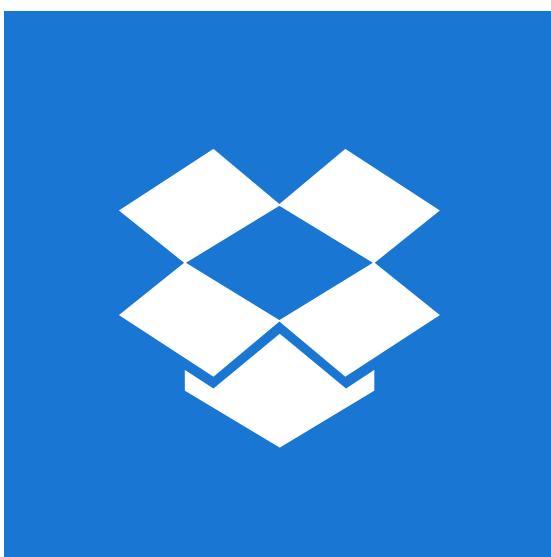
## Kayak Rental

Price: **[\$50.00] per day**

Rent one of our high-quality kayaks and explore the waters at your own pace.

### Specifications

- Single-person kayak,
- paddle included,
- safety vest provided,
- rental duration is 24 hours.



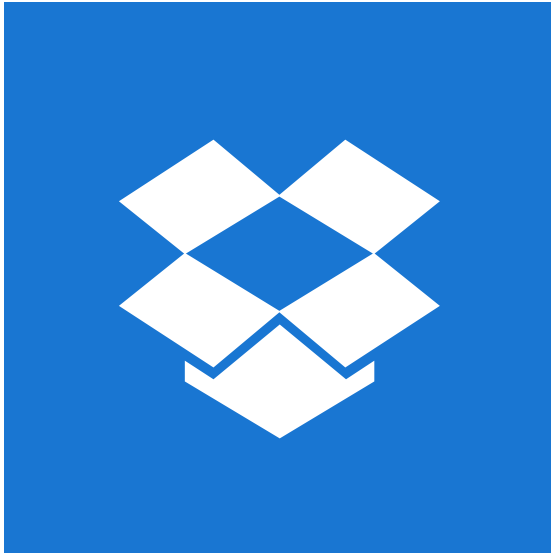
## Bike Tune-Up Service

Price: **[\$70.00]**

Keep your bike in top condition with our comprehensive tune-up service, including adjustments, lubrication, and safety checks.

### Specifications

- Includes gear adjustment,
- brake tuning,
- chain lubrication,
- tire pressure check,
- and safety inspection



## Personal Training Session

Price: **[\$60.00] per hour**


Work one-on-one with our certified personal trainers to reach your fitness goals faster and more effectively.

### Specifications

- Certified personal trainers,
- customizable workout plans,
- available for all fitness levels,
- sessions are one hour long.

## Quality Measures

 Help tip

 Sporting Goods Store Business Plan


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

To unlock help try Upmetrics! 

*Start writing here..*

## Additional Services

 Help tip

 Sporting Goods Store Business Plan

Mention if your sporting goods company offers any additional services. You may include services like event organization & sponsorship, online resources & guides, etc.

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*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

### Sporting Goods Store 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

### Sporting Goods Store 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

### Sporting Goods Store Business Plan

Describe your pricing strategy—how you plan to price your products 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, influencer marketing, content marketing, etc.

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## Marketing strategies

### Online



#### Social Media

Utilizing platforms such as [list of social media platforms] to connect with our audience, share promotions, and showcase our products.



#### Influencer Marketing

Partnering with [list of influencers or types of influencers] to increase brand awareness and credibility.



#### Content Marketing

Creating valuable content like blogs, videos, and infographics to educate our customers and establish [ACE Sports and Outdoors] as a thought leader in the sporting goods industry.

### Offline



#### Brochures

Detailed informational brochures available at our outlets and events.



#### Print Marketing

Advertisements in [specific mediums, e.g., "local newspapers and industry magazines"].



#### Events

Participation in [specific events, e.g., "industry trade shows and local tech fairs"].

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

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## Sales strategies



### Partner with Businesses

Collaborating with [list of partners or types of partners] to increase our market reach.



### Exclusive Offers

Providing exclusive promotions and discounts to our loyal customers.



### Referral Programs

Offering incentives for customers who refer new business to us.

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

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## Customer retention



### Loyalty Programs

Rewarding repeat customers with discounts, points, or other incentives.



### Customer Feedback

Actively seeking and implementing customer feedback to continually improve our products and services.



### Personalized Service

Offering personalized recommendations and services to meet individual customer needs.

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

### Sporting Goods Store 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

### Sporting Goods Store Business Plan

Mention your business's staffing requirements, including the number of employees or sales associates needed.

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*Start writing here..*

## Operational Process

### Help tip

### Sporting Goods Store Business Plan


Outline the processes and procedures you will use to run your sporting goods business.


Your operational processes may include procurement & inventory management, product display

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*Start writing here..*

## Equipment & Machinery

 **Help tip**

 **Sporting Goods Store Business Plan**

Include the list of equipment and machinery required for sporting goods business, such as manufacturing equipment, maintenance & repair equipment, retail store equipment, fitness equipment, 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

### Sporting Goods Store 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

### Sporting Goods Store 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)

As the CEO, John plays a crucial role in setting the strategic direction of the company.

With his vast experience and deep knowledge of the industry, he ensures that ACE Sports and Outdoors remain at the forefront of the sporting goods retail sector.







## JANE DOE

Senior Manager - [jane.doe@example.com](mailto:jane.doe@example.com)

Education & Background: Jane has a Master's degree in Management from Stanford University and has worked in the retail industry for over 10 years.

As a Senior Manager, Jane oversees the day-to-day operations of the store, ensuring everything runs smoothly and efficiently



## ALICE BROWN

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

Education & Background: Alice graduated with a degree in Operations Management from Harvard University and has been working in operations for 12 years.

Alice is responsible for managing the daily operations of ACE Sports and Outdoors.

She ensures that all business processes are efficient and effective, ultimately contributing to customer satisfaction



## ROBERT BROWN

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

Education & Background: Robert has a degree in Marketing from the University of Southern California and has been working in customer


Robert is tasked with managing customer inquiries and improving customer service procedures.

His role is vital in ensuring that customers have a positive experience with ACE Sports and Outdoors.



# Organizational structure

 **Help tip**

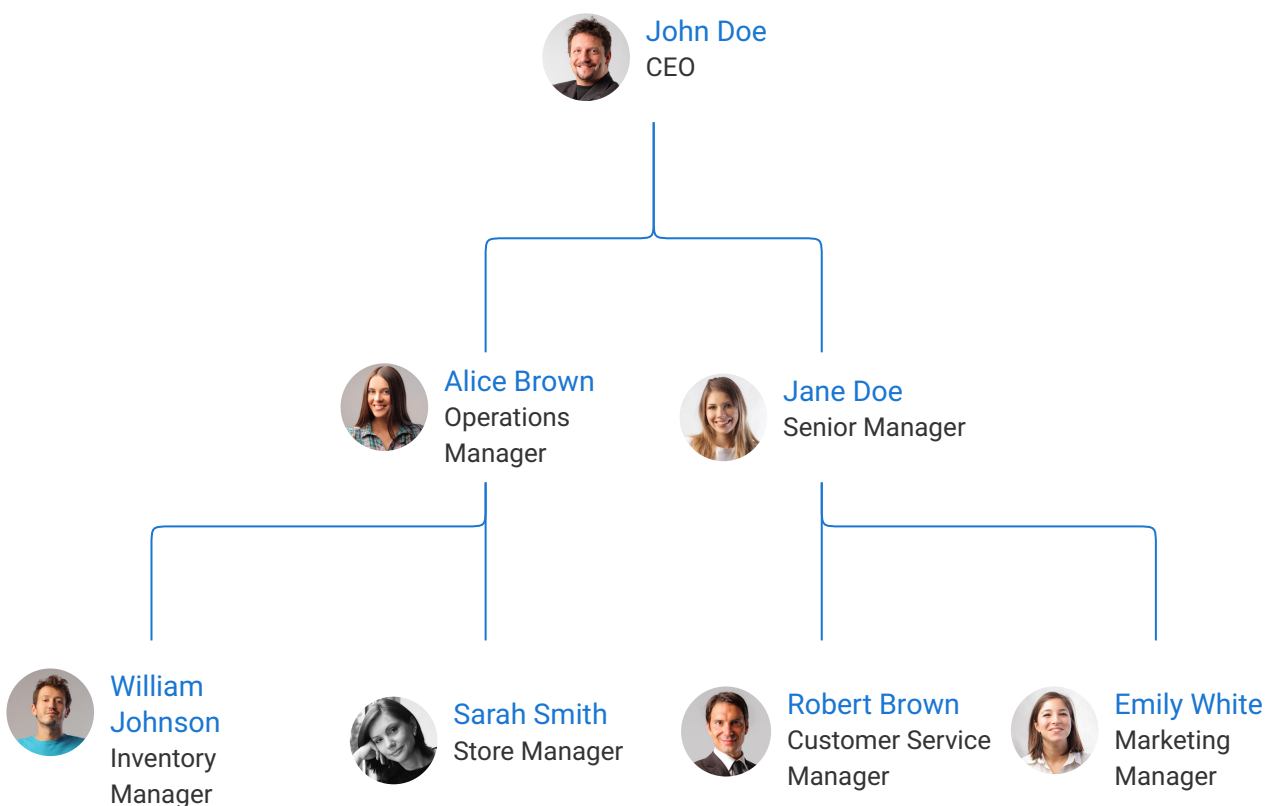
 **Sporting Goods Store Business Plan**

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

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Start writing here..

## Organization chart




## Compensation plan


 **Help tip**

 **Sporting Goods Store 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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## Advisors/Consultants



---

### DAVID WILSON

Financial Consultant - [david.wilson@example.com](mailto:david.wilson@example.com)

David assists us in making informed financial decisions, ensuring the long-term stability and profitability of the company.



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### EMMA TAYLOR

Business Development Advisor - [emma.taylor@example.com](mailto:emma.taylor@example.com)

Emma provides invaluable advice on business development and strategy, helping ACE Sports and Outdoors expand its market presence.

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**

**Sporting Goods Store 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**

**Sporting Goods Store Business Plan**

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

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## Profit & loss statement

	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

📄 Sporting Goods Store 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

	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

📄 Sporting Goods Store Business Plan

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

To unlock help try Upmetrics! 🔒

## 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>

## Break-even Analysis

 **Help tip**

 **Sporting Goods Store Business Plan**

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

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

To unlock help try Upmetrics! 

*Start writing here..*

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

📄 Sporting Goods Store Business Plan

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

To unlock help try Upmetrics! 🔒

*Start writing here..*

# Upmetrics vs Financial Spreadsheets

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



The image shows two side-by-side screenshots. 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'. A pop-up window asks 'What price will you charge for each unit?' with a 'Comment Ahead' button and a 'View previous data view' link. On the right is a standard spreadsheet interface, showing a grid with columns A-E and rows 1-17. The spreadsheet contains some data, including a cell with the formula '=PERCENTAGE'.

	2023-24	2024-25
Revenue	\$245,391	\$261,811
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$196,784	\$234,574
Gross Margin (%)	80.2%	90.4%
Operating Expenses	\$294,379	\$318,967
	1814	\$15,279
	3.2%	\$6,657.01
	0.2%	\$202,895.01
	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.

[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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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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