



# Subscription Box Business Plan


Monthly Surprises, Tailored for You


# Business Plan

[YEAR]

## Prepared By

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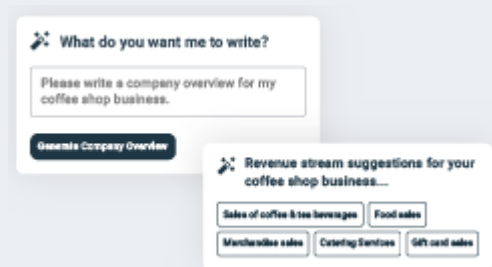
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1.

## 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

#### Subscription Box Business Plan

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

This section may include the name of your subscription box business, its location, when it was

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*Start writing here..*

## Market opportunity

#### Help tip

#### Subscription Box 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


#### Subscription Box Business Plan


Highlight the subscription box products you offer your clients. The USPs and differentiators you offer are always a plus.

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## Marketing & Sales Strategies

 **Help tip**

 **Subscription Box 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**

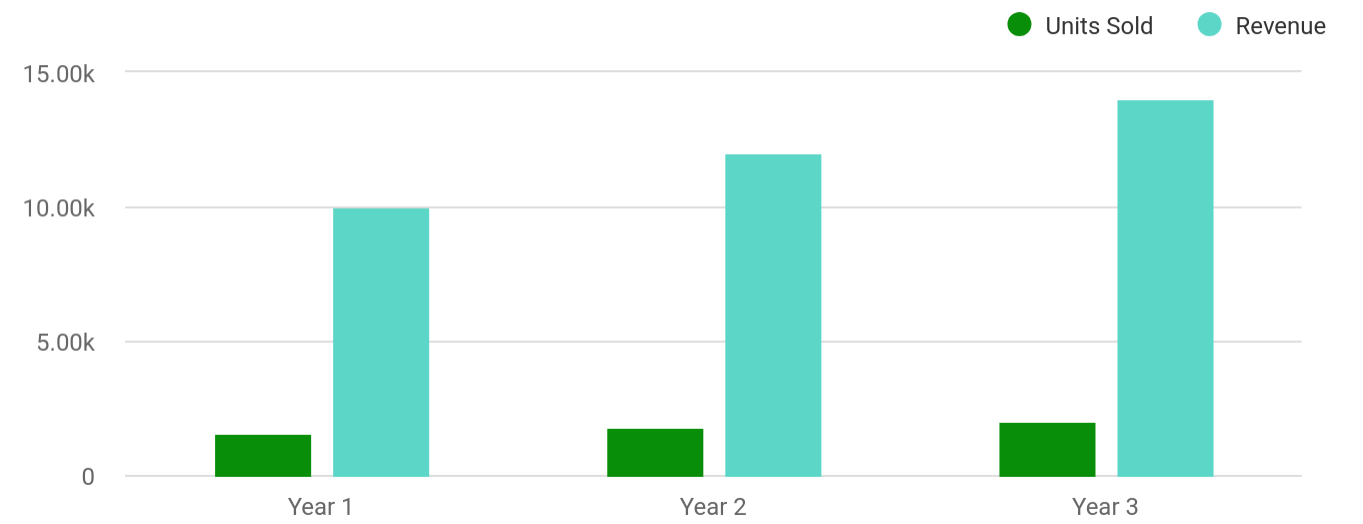
 **Subscription Box Business Plan**

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

Subscription Box 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

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



### Subscription Box Business Plan

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

Describe what kind of subscription box company you run and the name of it. You may

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*Start writing here..*

## Ownership



### Help tip



### Subscription Box Business Plan

List the names of your subscription box 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..*

## Business Owners



## Mission statement

💡 Help tip

📄 Subscription Box 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 [Sample Box Co.] is to deliver joy and discovery through our curated boxes of [type of subscription box, e.g., beauty & personal care] products.**

**We are committed to sourcing the best products, providing personalized customer experiences, and fostering a community of like-minded individuals who share our passion for [beauty & personal care].**

**Our core principles are quality, customer satisfaction, and innovation, and we value transparency, integrity, and community engagement.**



## Business history

💡 Help tip


📄 Subscription Box Business Plan


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

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## Future goals

 **Help tip**

 **Subscription Box 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.

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### Help tip

### Subscription Box 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

### Subscription Box 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

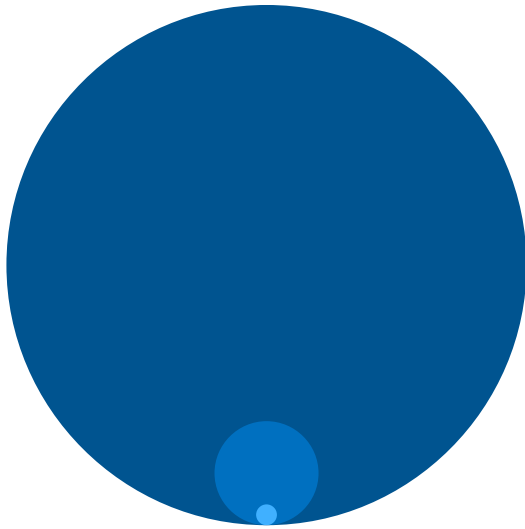
### Subscription Box Business Plan

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

Total potential customers for beauty & personal care boxes.

50M

### Served Market

Customers currently using subscription boxes.

10M

### Target Market

Busy professionals seeking beauty products.

2M

💡 Help tip

📄 Subscription Box Business Plan

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

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## Competitive analysis

### Birchbox

Birchbox is one of the pioneers in the beauty subscription box industry, providing subscribers with a monthly box of personalized beauty samples.

#### Features

Personalized box of 5 beauty samples.

Wide range of products from various brands.

Rewards program for reviewing products.

#### Strengths

Strong brand recognition and large subscriber base.

Extensive partnerships with various beauty brands.

#### Weaknesses

Limited full-sized product offerings.

Some customers have expressed dissatisfaction with sample repetition.

## Ipsy

Ipsy is another popular beauty subscription box service that delivers personalized beauty products to subscribers, based on their beauty profile.

### Features

Personalized Glam Bag with 5 beauty products (samples and full-sized).

Access to exclusive offers and promotions.

Interactive beauty community for reviews and tips.

### Strengths

Wide range of products catering to various beauty preferences.

Active and engaged online community.

### Weaknesses

Some customers have reported inconsistent product curation.

Quality of customer service has been a concern for some subscribers.

## FabFitFun

FabFitFun offers seasonal subscription boxes filled with full-sized beauty, fashion, and wellness products.

### Features

Seasonal box with full-sized products.

Access to member-only sales and exclusive content.

Customization options for box contents.

### Strengths

High value for money with full-sized products.

Strong community engagement through member-only sales and exclusive events.


### Weaknesses

Higher price point may not be suitable for all customers.


Limited customization options for some products.

## Market trends

 **Help tip**

 **Subscription Box 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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## Regulatory environment

 **Help tip**

## ➤ Subscription Box Business Plan

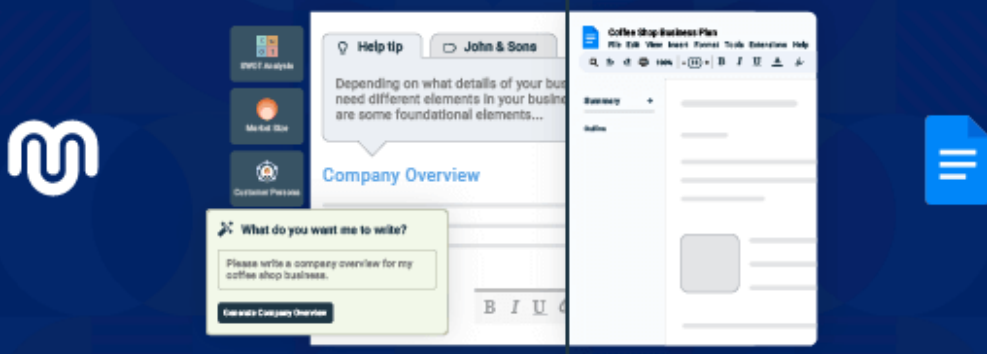
List regulations and licensing requirements that may affect your subscription box company, such as business registration, customer protection laws, shipping & customs regulations, etc.

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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

Products & services

Curated Section

Quality Measure

Additional Services



## REMEMBER

The product and services section of a subscription box 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

## Subscription Box 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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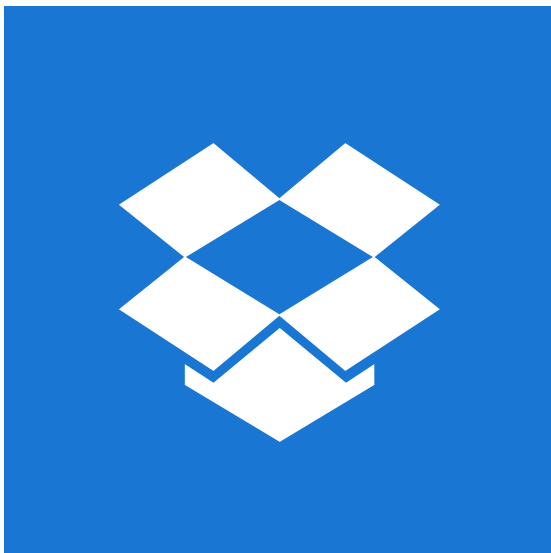
## Help tip

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

- Curated products

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# Products & services



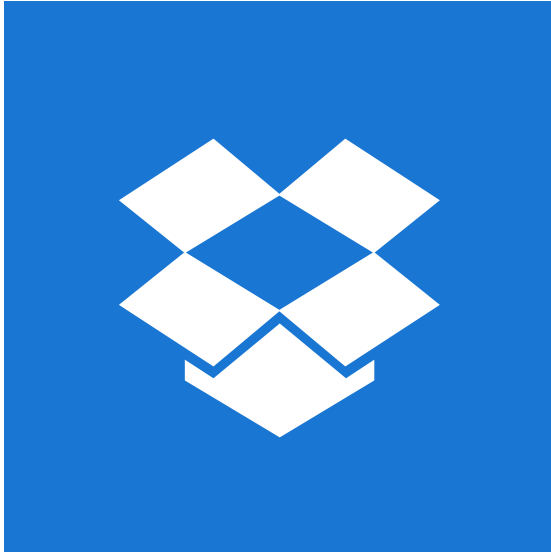
## Premium Beauty Box

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

Our Premium Beauty Box is designed for the discerning customer seeking luxury beauty products. Each box is curated with high-end brands and products that cater to the customer's specific beauty needs and preferences.

### Specifications

- 5-7 full-sized luxury beauty products
- Personalized based on customer's beauty profile
- Access to exclusive online content and member-only sales



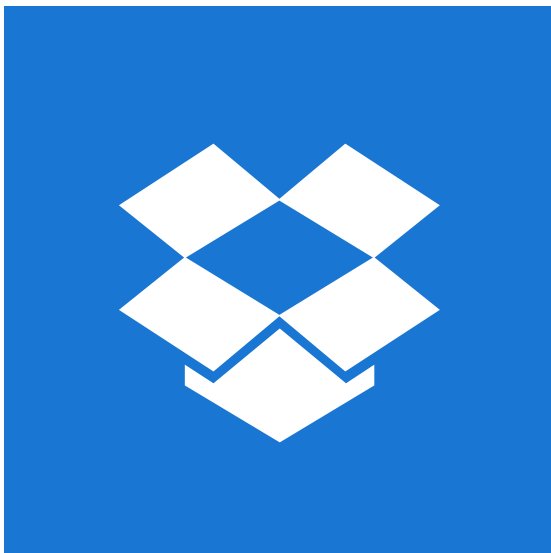
## Classic Beauty Box

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

The Classic Beauty Box is perfect for those who want to explore a range of beauty products without breaking the bank. It offers a mix of full-sized and sample-sized products that are tailored to the customer's preferences.

### Specifications

- 3-5 full-sized and sample-sized beauty products
- Personalized based on customer's beauty profile
- Access to online content and member-only discounts



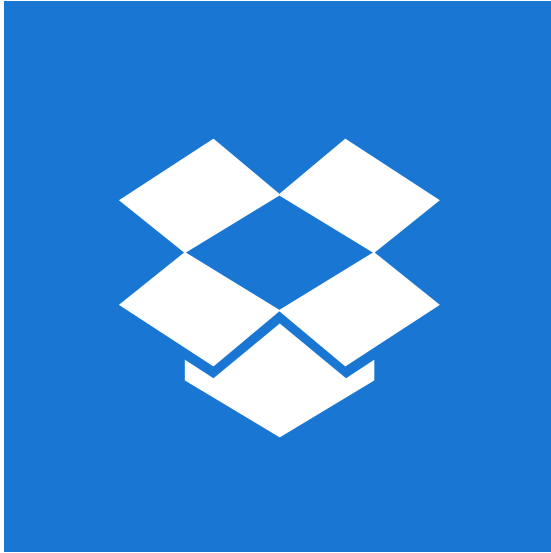
## Skincare Box

Price: **[\$40] per month**

Our Skincare Box is curated for customers who want to focus solely on skincare products. Each box includes a range of products designed to create a complete skincare routine.

### Specifications

- 4-6 full-sized skincare products
- Products include cleansers, moisturizers, serums, and masks
- Personalized based on customer's skin type and concerns



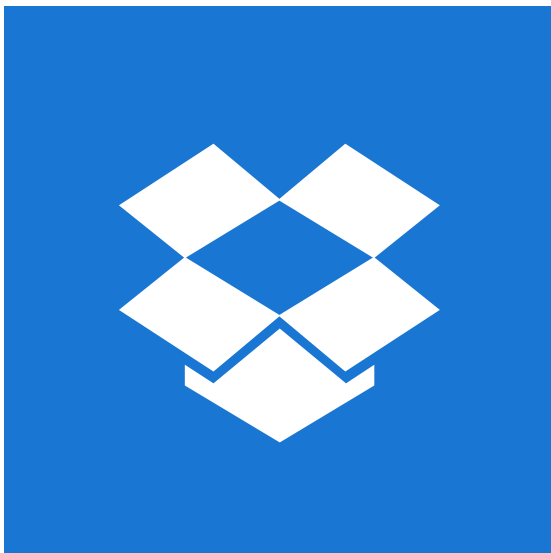
## Makeup Box

Price: **[\$35] per month**

The Makeup Box is perfect for makeup enthusiasts who want to expand their collection. Each box includes a variety of makeup products, from lipsticks to eyeshadows, that are tailored to the customer's preferences.

### Specifications

- 4-6 full-sized makeup products
- Products include lipsticks, eyeshadows, mascaras, and more
- Personalized based on customer's makeup preferences



## One-Time Gift Box

Price: **[\$60]**


The One-Time Gift Box is a perfect gift option for a loved one. It includes a curated selection of beauty products that are tailored to the recipient's preferences.

### Specifications


- 5-7 full-sized beauty products
- Personalized based on the recipient's beauty profile
- Beautifully packaged with a personalized note

## Curated Section

 **Help tip**

 **Subscription Box Business Plan**


Explain how you carefully choose products to give members a satisfying and seamless experience to emphasize the curation process.

To unlock help try Upmetrics! 

*Start writing here..*

## Quality Measure

 **Help tip**

 **Subscription Box Business Plan**


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

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*Start writing here..*

## Additional Services

 **Help tip**

 **Subscription Box Business Plan**

Mention if your subscription box company offers any additional services. You may include online resources, member-only discounts, referral programs, or exclusive partnerships with other brands that add value to the subscription.

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*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

#### Subscription Box 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

#### Subscription Box 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

#### Subscription Box 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, email marketing, content marketing, and influencer marketing.

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## Marketing strategies

### Online



#### **Social Media**

We utilize platforms such as Instagram, Facebook, and Twitter to connect with our audience, share valuable content, and promote our subscription boxes.



#### **Email Marketing**

Our email marketing campaigns are designed to nurture leads, engage existing customers, and promote special offers and new product launches.



#### **Content Marketing**

Our blog and other content channels provide valuable information on beauty trends, product reviews, and tips for maximizing the benefits of our subscription boxes.



#### **Influencer Marketing**

We collaborate with influencers in the beauty and lifestyle space to increase brand awareness and drive sales.

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include free trials & samples, upselling & cross-selling, personalized recommendations, etc.

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## Sales strategies



### **Upselling & Cross-Selling**

We leverage personalized recommendations and promotions to upsell and cross-sell products, thereby increasing the average transaction value.



### **Free Trials and Samples**

We offer free trials and samples to prospective customers, allowing them to experience the quality and value of our subscription boxes firsthand.



### **Personalized Recommendations**

Our customer profiling system enables us to provide personalized product recommendations that resonate with each individual customer, thereby increasing the likelihood of purchase.

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include free trials & samples, upselling & cross-selling, personalized recommendations, etc.

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## Customer retention



### Loyalty Programs

Our loyalty program rewards repeat customers with points that can be redeemed for discounts, free products, and other exclusive perks.



### Discounts on Annual Membership

We offer discounts on annual subscriptions, providing an incentive for customers to commit to long-term memberships.



### Personalized Service

We strive to offer personalized customer service that exceeds expectations, ensuring that our customers feel valued and appreciated.

# 6.

## Operations Plan

Staffing & Training

Operational Process

Equipment & Software



#### 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

#### Subscription Box 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

#### Subscription Box Business Plan

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

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*Start writing here..*

## Operational Process

#### Help tip


#### Subscription Box Business Plan


Outline the processes and procedures you will use to run your subscription box business. Your operational processes may include product sourcing & inventory management, box curation & packaging, shipping, etc.

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*Start writing here..*

# Equipment & Software

 **Help tip**

 **Subscription Box Business Plan**

Include the list of equipment and software required for the subscription box, such as computers & laptops, label printers, packaging supplies, subscription management software, inventory management system, etc.

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*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.

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#### Help tip

#### Subscription Box 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

#### Subscription Box 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

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

John Doe has a degree in Business Administration from Harvard University and over 15 years of professional experience in the subscription box industry.

Under his leadership, Sample Box Co. has successfully curated and delivered premium quality subscription boxes that cater to the diverse needs of customers.





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## Jane Doe

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

Jane Doe, a seasoned operations professional, has a degree in Supply Chain Management from Stanford University and has worked in various operations and logistics roles for the past 10 years.

She is responsible for managing the entire supply chain process, from product sourcing to delivery, ensuring efficiency and customer satisfaction.



---

## Alice Brown

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

Alice Brown holds a degree in Marketing from the University of California, Berkeley, and has over 12 years of experience in digital marketing.

She has a proven track record of driving customer acquisition and revenue growth through innovative marketing strategies.

At Sample Box Co., she oversees all marketing activities, from social media to email marketing, ensuring that the brand's message resonates with its target audience.



---


## Robert Brown


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

Robert Brown is a logistics expert with a degree in Logistics and Supply Chain Management from the University of Southern California.


With over 8 years of experience in the logistics industry, he plays a crucial role in managing the operational processes at Sample Box Co., ensuring that all subscription boxes are packed and shipped on time.

# Organizational structure

 **Help tip**

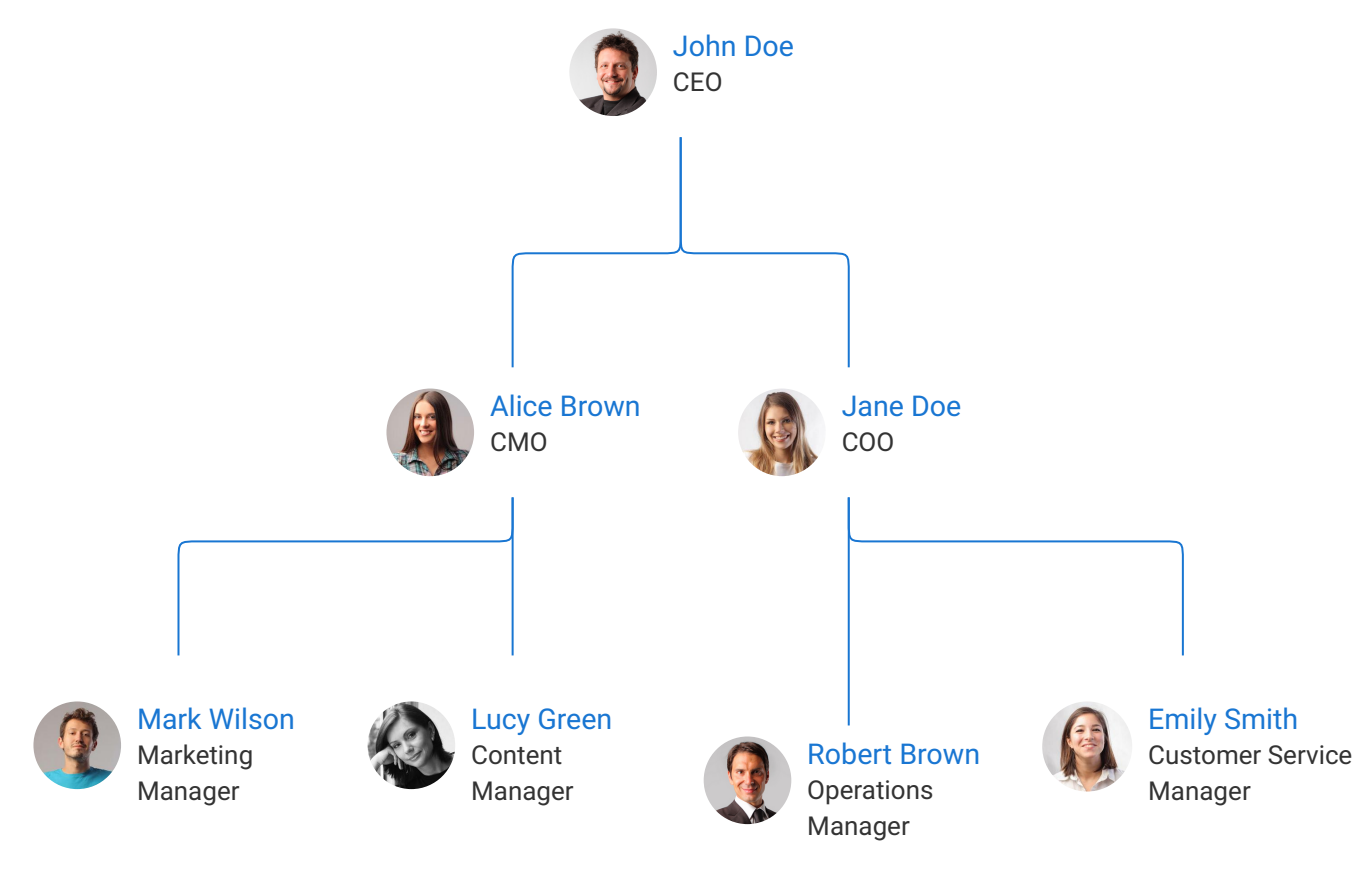
 **Subscription Box Business Plan**

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


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## Organization chart




# Compensation plan

 **Help tip**

 **Subscription Box Business Plan**

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

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 **Help tip**

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

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## Advisors/Consultants



---

### Sarah White

Business Strategist

With over 20 years of experience in business strategy and development, Sarah White is an integral part of the Sample Box Co. team.

She provides valuable insights and advice on market trends, business growth, and strategic planning, helping to guide the company towards success.



---

### David Johnson

Financial Consultant

David Johnson, a certified financial consultant with a degree in Finance from the University of Chicago, has worked with various companies to help them achieve their financial goals.

At Sample Box Co., he provides expert advice on budgeting, financial planning, and investment strategies, ensuring that the company remains financially stable and profitable.

# 8.

## Financial Plan

Profit & loss statement

Cash flow statement

Balance sheet

Break-even Point

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

## Subscription Box 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!

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## Help tip

## Subscription Box 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

	2024	2025	2026
Revenue	\$1,522,562.20	\$5,009,502.10	\$10,436,053.20
Monthly Subscriptions	\$1,277,604.30	\$4,339,824.60	\$9,212,903.70

	2024	2025	2026
Users	6,888	17,148	34,111
Recurring Charges	\$30	\$30	\$30
Annual Subscriptions	\$188,026	\$526,312	\$862,128
Users	1,136	2,257	3,375
Recurring Charges	\$25	\$25	\$25
Add-on Sales	\$56,931.90	\$143,365.50	\$361,021.50
Unit Sales	3,795	9,558	24,068
Unit Price	\$15	\$15	\$15
<b>Cost Of Sales</b>	<b>\$930,337.32</b>	<b>\$3,022,945.26</b>	<b>\$6,279,332.04</b>
General Costs	\$930,337.32	\$3,022,945.26	\$6,279,332.04
Product Costs	\$917,137.32	\$3,009,409.26	\$6,265,451.16
Box Packaging	\$3,600	\$3,708	\$3,819.24
Product Purchase	\$913,537.32	\$3,005,701.26	\$6,261,631.92
Shipping and Handling	\$13,200	\$13,536	\$13,880.88
Shipping Cost	\$7,200	\$7,416	\$7,638.48
Handling Fees	\$6,000	\$6,120	\$6,242.40

	2024	2025	2026
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$592,224.88</b>	<b>\$1,986,556.84</b>	<b>\$4,156,721.16</b>
<b>Gross Margin (%)</b>	<b>38.90%</b>	<b>39.66%</b>	<b>39.83%</b>
<b>Operating Expense</b>	<b>\$842,520</b>	<b>\$875,818.80</b>	<b>\$910,486.92</b>
Payroll Expense (Indirect Labor)	\$776,520	\$807,670.80	\$840,115.44
Management Team	\$225,000	\$236,250	\$248,062.56
CEO	\$120,000	\$126,000	\$132,300
CFO	\$105,000	\$110,250	\$115,762.56
Operations Team	\$288,000	\$297,360	\$307,029.60
Operations Manager	\$72,000	\$74,880	\$77,875.20
Warehouse Staff	\$216,000	\$222,480	\$229,154.40
Marketing Team	\$263,520	\$274,060.80	\$285,023.28

	2024	2025	2026
Marketing Manager	\$87,840	\$91,353.60	\$95,007.72
Content Creators	\$175,680	\$182,707.20	\$190,015.56
General Expense	\$66,000	\$68,148	\$70,371.48
Marketing and Advertising	\$30,000	\$31,140	\$32,326.20
Social Media Advertising	\$12,000	\$12,600	\$13,230
Email Marketing	\$18,000	\$18,540	\$19,096.20
Operational Costs	\$6,000	\$6,168	\$6,341.28
Website Maintenance	\$3,600	\$3,672	\$3,745.44
Software Subscriptions	\$2,400	\$2,496	\$2,595.84
Utilities and Rent	\$30,000	\$30,840	\$31,704
Office Rent	\$24,000	\$24,720	\$25,461.60
Utilities	\$6,000	\$6,120	\$6,242.40
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$250,295.12)	\$1,110,738.04	\$3,246,234.24

	2024	2025	2026
<b>Additional Expense</b>	<b>\$9,149.48</b>	<b>\$8,182.38</b>	<b>\$7,155.63</b>
Long Term Depreciation	\$6,576	\$6,576	\$6,576
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$256,871.12)	\$1,104,162.04	\$3,239,658.24
Interest Expense	\$2,573.47	\$1,606.38	\$579.64
EBT	(\$259,444.60)	\$1,102,555.66	\$3,239,078.61
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$1,782,006.80</b>	<b>\$3,906,946.44</b>	<b>\$7,196,974.59</b>
<b>Net Income</b>	<b>(\$259,444.60)</b>	<b>\$1,102,555.66</b>	<b>\$3,239,078.61</b>
<b>Net Income (%)</b>	<b>(17.04%)</b>	<b>22.01%</b>	<b>31.04%</b>
Retained Earning Opening	\$0	(\$274,444.60)	\$823,111.06
Owner's Distribution	\$15,000	\$5,000	\$5,000

2024

2025

2026


Retained Earning Closing

(\$274,444.60)

\$823,111.06

\$4,057,189.67

 Help tip

 Subscription Box 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.

To unlock help try Upmetrics! 

## Cash flow statement

2024

2025

2026

Cash Received

\$1,522,562.20

\$5,009,502.10

\$10,436,053.20

Cash Paid

\$1,775,430.80

\$3,900,370.44

\$7,190,398.59

COS &amp; General Expenses

\$996,337.32

\$3,091,093.26

\$6,349,703.52

Salary &amp; Wages

\$776,520

\$807,670.80

\$840,115.44

Interest

\$2,573.47

\$1,606.38

\$579.64

Sales Tax

\$0

\$0

\$0

Income Tax

\$0

\$0

\$0

	2024	2025	2026
<b>Net Cash From Operations</b>	<b>(\$252,868.60)</b>	<b>\$1,109,131.66</b>	<b>\$3,245,654.61</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$50,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$50,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$0	\$0
<b>Amount Paid</b>	<b>\$30,679.72</b>	<b>\$21,646.82</b>	<b>\$22,673.45</b>
Loan Capital	\$15,679.73	\$16,646.82	\$17,673.44
Dividends & Distributions	\$15,000	\$5,000	\$5,000
<b>Net Cash From Financing</b>	<b>\$119,320.28</b>	<b>(\$21,646.82)</b>	<b>(\$22,673.45)</b>


2024

2025


2026

**Summary**

Starting Cash	\$0	(\$183,548.32)	\$903,936.52
Cash In	\$1,672,562.20	\$5,009,502.10	\$10,436,053.20
Cash Out	\$1,856,110.52	\$3,922,017.26	\$7,213,072.04
Change in Cash	(\$183,548.32)	\$1,087,484.84	\$3,222,981.16
<b>Ending Cash</b>	<b>(\$183,548.32)</b>	<b>\$903,936.52</b>	<b>\$4,126,917.68</b>

 Help tip Subscription Box Business Plan

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

To unlock help try Upmetrics! 

## Balance sheet

2024

2025

2026


<b>Assets</b>	<b>(\$140,124.32)</b>	<b>\$940,784.52</b>	<b>\$4,157,189.68</b>
<b>Current Assets</b>	<b>(\$183,548.32)</b>	<b>\$903,936.52</b>	<b>\$4,126,917.68</b>

	2024	2025	2026
Cash	(\$183,548.32)	\$903,936.52	\$4,126,917.68
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$43,424</b>	<b>\$36,848</b>	<b>\$30,272</b>
Gross Long Term Assets	\$50,000	\$50,000	\$50,000
Accumulated Depreciation	(\$6,576)	(\$13,152)	(\$19,728)
<b>Liabilities &amp; Equity</b>	<b>(\$140,124.34)</b>	<b>\$940,784.50</b>	<b>\$4,157,189.67</b>
<b>Liabilities</b>	<b>\$34,320.26</b>	<b>\$17,673.44</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$16,646.82</b>	<b>\$17,673.44</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,646.82	\$17,673.44	\$0
<b>Long Term Liabilities</b>	<b>\$17,673.44</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$17,673.44	\$0	\$0

	2024	2025	2026
<b>Equity</b>	<b>(\$174,444.60)</b>	<b>\$923,111.06</b>	<b>\$4,157,189.67</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$100,000	\$100,000
Retained Earnings	(\$274,444.60)	\$823,111.06	\$4,057,189.67
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Break-even Point

 **Help tip**

 **Subscription Box 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..*

	2024	2025	2026
Starting Revenue	\$0	\$1,522,562.20	\$6,532,064.30
Net Revenue	\$1,522,562.20	\$5,009,502.10	\$10,436,053.20
<b>Closing Revenue</b>	<b>\$1,522,562.20</b>	<b>\$6,532,064.30</b>	<b>\$16,968,117.50</b>
Starting Expense	\$0	\$1,782,006.80	\$5,688,953.24
Net Expense	\$1,782,006.80	\$3,906,946.44	\$7,196,974.59
<b>Closing Expense</b>	<b>\$1,782,006.80</b>	<b>\$5,688,953.24</b>	<b>\$12,885,927.83</b>
<b>Is Break Even?</b>	<b>No</b>	<b>Yes</b>	<b>Yes</b>
<b>Break Even Month</b>	<b>0</b>	<b>Jun '25</b>	<b>0</b>
<b>Days Required</b>	<b>0</b>	<b>1 Days</b>	<b>0</b>
<b>Break Even Revenue</b>	<b>\$1,782,006.80</b>	<b>\$3,118,044.37</b>	<b>\$0</b>
Monthly Subscriptions	\$0	\$2,648,449.89	\$0
Annual Subscriptions	\$0	\$367,972.82	\$0
Add-on Sales	\$0	\$101,621.66	\$0
<b>Break Even Units</b>			

	2024	2025	2026
Monthly Subscriptions	0	10,639	0
Annual Subscriptions	0	1,623	0
Add-on Sales	0	6,775	0

## Financing needs

### Help tip

### Subscription Box Business Plan

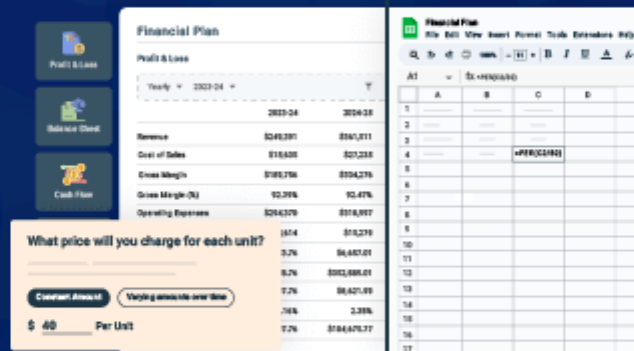
Calculate costs associated with starting a subscription box business, and estimate your financing needs and how much capital you need to raise to operate your business.

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 the Upmetrics Financial Plan interface. On the left, there are three buttons: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The 'Profit & Loss' button is selected. Below these buttons is a form titled 'What price will you charge for each unit?' with a 'Calculate' button and a 'View your results over time' button. The main part of the interface is a table showing financial data for two periods: 2023-04 and 2024-03. The table has columns for Revenue, Cost of Sales, Gross Margin, and Operating Expenses. The data is as follows:

	2023-04	2024-03
Revenue	\$245,391	\$181,111
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$196,783	\$154,273
Gross Margin (%)	80.2%	85.2%
Operating Expenses	\$24,329	\$18,957
	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 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.

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

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**Mariia Yevlash**



Student, Sumy State University – Ukraine

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