



# Wholesale Business Plan

# BUSINESS PLAN


---


Bulk Supply, Business Solutions



## Prepared By

 **John Doe**

 (650) 359-3153

 10200 Bolsa Ave, Westminster, CA, 92683

 [info@example.com](mailto:info@example.com)

 <http://www.example.com>

# Table of Contents

## Executive Summary 6

Market opportunity .....	7
Services Offered .....	7
Marketing & Sales Strategies .....	8
Financial Highlights .....	8
Units Sold v/s Revenue .....	9

## Company Overview 10

Ownership .....	11
Business Owners .....	11
Mission statement .....	12
Business history .....	12
Future goals .....	12

## Market Analysis 13

Target Market .....	14
Market size and growth potential .....	14
Market Size .....	15
Competitive analysis .....	15
Sysco Corporation .....	15
Uline .....	16
McKesson Corporation .....	16
Market trends .....	16
Regulatory environment .....	17

## Products and Services 18

Product categories .....	19
Dietary Supplements .....	19
Vitamins .....	20
Personal Care Products .....	20
Fitness Equipment .....	20

Healthy Food Products .....	21
Brand Choices .....	21
Quality Measures .....	21
Value-added Services .....	22

## Sales And Marketing Strategies 23

Unique Selling Proposition (USP) .....	24
Pricing Strategy .....	24
Marketing strategies .....	25
Online .....	25
Offline .....	25
Sales strategies .....	26
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
Board of advisors .....	35
Mr. David Johnson .....	35
Dr Emily Smith .....	35

Financial Plan

36

Profit & loss statement .....

37

Cash flow statement .....

42

Balance sheet .....

44

Break-even Analysis .....

46

Financing needs .....

48

Appendix

50

# 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.

## Financial Forecasting Tool

### All the financials are calculated for you

Forget the complex formulas and clumsy spreadsheets — with automatic financials and drag-and-drop forecasting, you can finish your plan faster and be confident that your numbers are accurate.



## Business Plan Builder

### Guides you like a business mentor

Upmetrics' step-by-step instructions, prompts, and the library of 400+ sample business plans will guide you through each section of your plan as a business mentor.

Join over 110K entrepreneurs who trust **Upmetrics with Business Planning**

Create a comprehensive business plan and maximize your chances of securing funding, bank loans, and small business grants.

Create your business plan today

15-day money-back guarantee

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

#### Wholesale Business Plan

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

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

To unlock help try Upmetrics!

*Start writing here..*

## Market opportunity

#### Help tip

#### Wholesale 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

#### Wholesale Business Plan


Highlight the wholesale services you offer your clients. The USPs and differentiators you offer are always a plus.

To unlock help try Upmetrics!

*Start writing here..*

## Marketing & Sales Strategies

 **Help tip**

 **Wholesale Business Plan**


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

To unlock help try Upmetrics! 

*Start writing here..*

## Financial Highlights

 **Help tip**

 **Wholesale Business Plan**

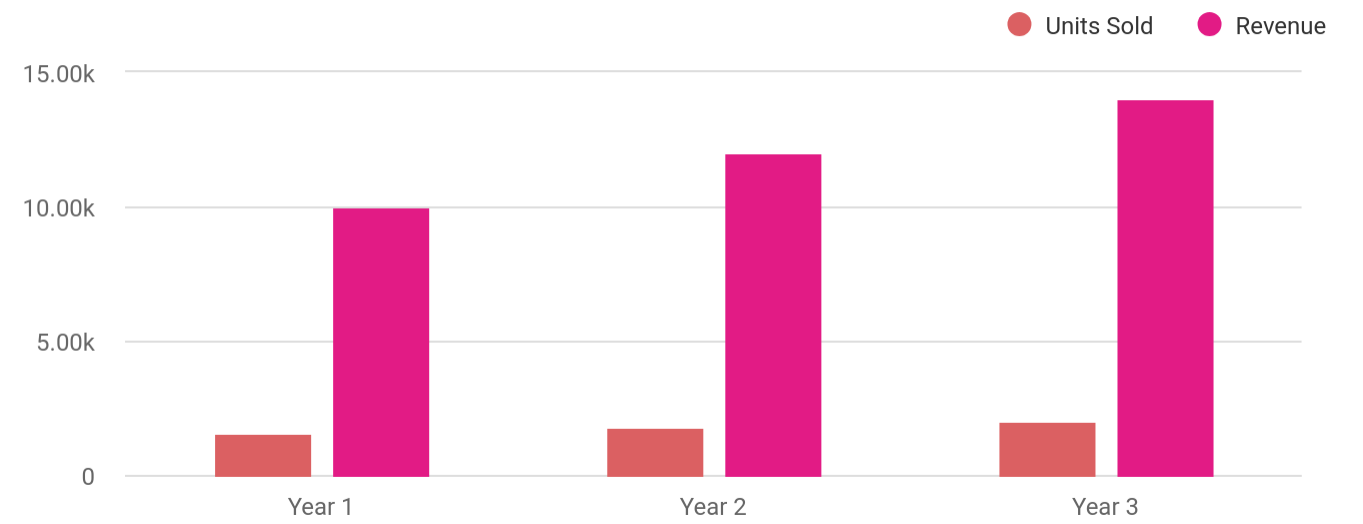
Briefly summarize your financial projections for the initial years of business operations. Include any capital or investment requirements, associated startup costs, projected revenues, and profit forecasts.

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

Wholesale 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

### Wholesale Business Plan

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

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

To unlock help try Upmetrics!

*Start writing here..*

## Ownership

### Help tip

### Wholesale Business Plan

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

To unlock help try Upmetrics!

*Start writing here..*

## Business Owners



## Mission statement

💡 Help tip

📄 Wholesale 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! 🔒



**Our mission at [Wholesale Solutions, Inc.] is to empower retailers by providing them with top-notch products at competitive prices, accompanied by unparalleled customer service.**

**We strive to be the go-to wholesale partner for businesses seeking quality, variety, and affordability.**



## Business history

💡 Help tip

📄 Wholesale Business Plan

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

To unlock help try Upmetrics! 🔒

*Start writing here..*

## Future goals

💡 Help tip

📄 Wholesale 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.

To unlock help try Upmetrics! 🔒

*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

#### Wholesale Business Plan

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

To unlock help try Upmetrics!

*Start writing here..*

## Target Market

#### Help tip

#### Wholesale 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.

To unlock help try Upmetrics!

*Start writing here..*

## Market size and growth potential

#### Help tip

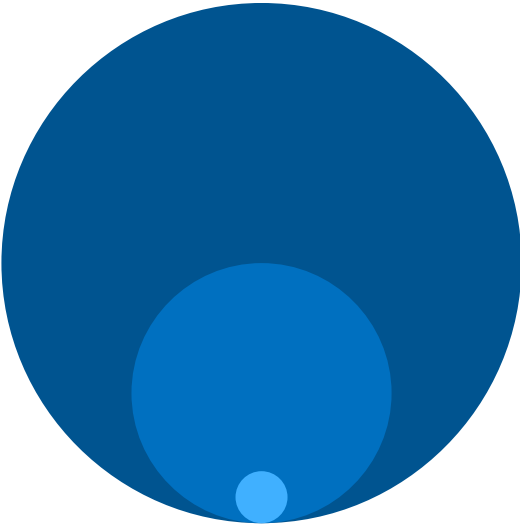
#### Wholesale Business Plan

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

To unlock help try Upmetrics!

*Start writing here..*

## Market Size



### Available Market

All potential wholesale buyers across sectors.

100M

### Served Market

Wholesale buyers we can reach with current capabilities.

50M

### Target Market

Wholesale buyers in the health & wellness sector.

10M



Help tip



Wholesale Business Plan

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

To unlock help try Upmetrics!

## Competitive analysis

### Sysco Corporation

Sysco is one of the largest global distributors, specializing in selling, marketing, and distributing food products to restaurants, healthcare and educational facilities, and other customers who prepare meals away from home.

Its family of products also includes equipment and supplies for the foodservice and hospitality industries.

#### Features

Comprehensive food products catalog  
Equipment and supplies for foodservice and hospitality  
Business solutions like menu analysis and inventory management

#### Strengths

Broad product range  
Well-established distribution network  
Strong relationships with foodservice operators

#### Weaknesses

Primarily focused on food products, leaving room for specialized distributors  
Potential supply chain disruptions due to large scale operations

Uline

Uline, a family-owned business, is a leading distributor of shipping, industrial, and packaging materials to businesses throughout North America. They offer a wide variety of products required for operational needs.


Features	Strengths	Weaknesses
Industrial packaging materials	Extensive product range beyond just traditional wholesale products	Less specialization in specific industry needs
Retail packaging solutions	Speedy delivery with multiple distribution centers	Pricing can be higher compared to specialized wholesalers
Safety products, janitorial supplies, and material handling equipment	Strong online presence and e-commerce platform	


McKesson Corporation

McKesson Corporation is a global leader in healthcare supply chain management solutions, retail pharmacy, community oncology and specialty care, and healthcare information technology.


Features	Strengths	Weaknesses
Pharmaceutical distribution	Deep penetration in the healthcare sector	Highly focused on the healthcare sector, excluding other potential markets
Medical-surgical supplies	Technological innovations for supply chain management	Complex organizational structure might deter smaller clients
Healthcare technology solutions	Robust infrastructure for cold-chain pharmaceutical distribution	

Market trends

 **Help tip**

 **Wholesale 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.

To unlock help try Upmetrics! 

Start writing here..



# Regulatory environment

Help tip

Wholesale Business Plan

List regulations and licensing requirements that may affect your wholesale company, such as business registration, insurance, health and safety compliance, import and export regulations, environmental regulations, state and federal regulations, etc.

To unlock help try Upmetrics!

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.



SWOT Analysis

Market Size

Customer Profiles

Help tip

John & Sons

Depending on what details of your business you need different elements in your business plan. Here are some foundational elements...

Company Overview

What do you want me to write?

Please write a company overview for my coffee shop business.

Create Company Overview

Coffee Shop Business Plan

File Edit View Insert Format Tools Extensions Help

Summary

Outline



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

Wholesale Business Plan | Business Plan 2023

17/52

# 4.

## Products and Services

Product categories

Brand Choices

Quality Measures

Value-added Services



#### REMEMBER

The product and services section of a wholesale 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

#### Wholesale 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!

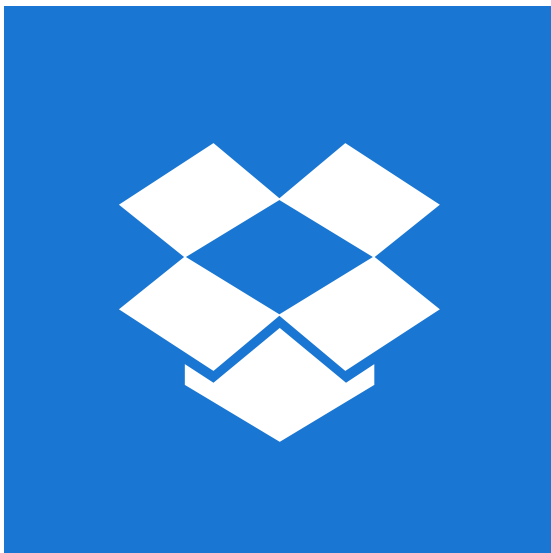
*Start writing here..*

#### Help tip

Mention the product categories your business will offer. A health and wellness wholesale business can include,

To unlock help try Upmetrics!

## Product categories



### Dietary Supplements

Price: **Varied, starting from [\$10]**

Our dietary supplements are meticulously sourced to provide optimal health benefits.

#### **Specifications**

Includes multivitamins, minerals, and special formulations for specific health needs.



## Vitamins

Price: **Ranges from [\$5 to \$50]**

High-quality vitamins that support overall health and wellness.

### Specifications

Available in various forms including tablets, capsules, and liquid.



## Personal Care Products

Price: **Starts from [\$3]**

A range of personal care products to meet your daily hygiene needs.

### Specifications

Includes soaps, shampoos, lotions, and more.



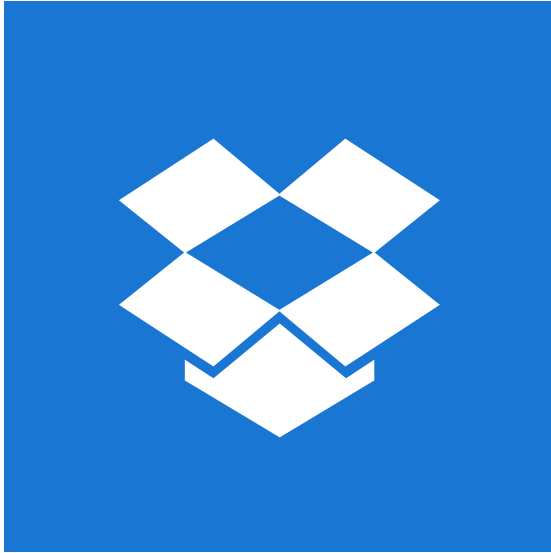
## Fitness Equipment

Price: **Ranges from [\$20 to \$2000]**

High-quality fitness equipment for both home and commercial use.

### Specifications

Specifications: Includes treadmills, dumbbells, yoga mats, and more.



## Healthy Food Products


Price: **Varied, starting from [\$2]**


Nutritious and delicious food products for a healthy lifestyle.

### Specifications

Includes organic, gluten-free, and vegan options.

## Brand Choices

 **Help tip**

 **Wholesale Business Plan**


Mention specific brands your wholesale business will offer. This will help establish trust and credibility in your business.

To unlock help try Upmetrics! 

*Start writing here..*

## Quality Measures

 **Help tip**


 **Wholesale 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..*

## Value-added Services

 **Help tip**

 **Wholesale Business Plan**

Mention if your wholesale company offers any value-added services. This may include services like inventory management, delivery and logistics, and marketing support.

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

#### Wholesale 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

#### Wholesale 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

#### Wholesale Business Plan

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

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— attending trade shows and industry events, social media marketing, Google ads, brochures, email marketing, content marketing.

To unlock help try Upmetrics! 🔒

## Marketing strategies

### Online



#### **Social Media**

Leveraging platforms like Instagram and Facebook to showcase our products and engage with our audience.



#### **Email Marketing**

Regular newsletters updating our subscribers about new product categories, offers, and events.



#### **Content Marketing**

Blog posts and articles educating readers about the products and benefits of different products.

### Offline



#### **Brochures & Print Marketing**

Elegant brochures and flyers to be distributed in local communities.



#### **Events**

Organizing trade shows and industry events.

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include direct sales calls, influencer collaborations, partnering with retailers, healthcare providers, and cosmetic businesses, offering referral programs, etc.

To unlock help try Upmetrics! 

## Sales strategies



### **Partner with Businesses**

Collaborating with other businesses to amplify our reach.



### **Direct Sales Calls**

In-store promotions, sampling sessions, and events to introduce customers to our diverse range.



### **Referral Programs**

Encouraging our loyal customers to introduce our products to their friends and family, offering rewards in return.



### **Influencer collaborations**

Effective influencer collaborations to amplify our reach.



### **Online Sales**

A user-friendly website with an integrated e-commerce platform, allowing customers to explore and purchase our products from the comfort of their homes.

Describe your customer retention strategies and how you plan to execute them. For instance, introducing loyalty programs, volume discounts on bulk purchases, delivery and warehousing services, post-sales support, etc.

To unlock help try Upmetrics! 

## Customer retention



### **Loyalty Programs**

Rewarding regular customers with points for every purchase, which can be redeemed for discounts or free products.



### **Discount Vouchers**

Offering special vouchers on anniversaries or birthdays, making our patrons' special days even more memorable.



### **Delivery and warehousing services**

Understanding individual preferences and customizing their experience, ensuring they always feel at home

# 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

#### Wholesale 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.

To unlock help try Upmetrics!

*Start writing here..*

## Staffing & Training

#### Help tip

#### Wholesale Business Plan

Mention your wholesale business's staffing requirements, including the number of purchasing/sales representatives and warehouse and administrative staff and the duties they will perform.

To unlock help try Upmetrics!

*Start writing here..*

## Operational Process

#### Help tip


#### Wholesale Business Plan


Outline the processes and procedures you will use to run your wholesale business. Your operational processes may include inventory management, product procurement, fulfilling orders, resolving queries, addressing inquiries, billing, and offering support.

To unlock help try Upmetrics!


*Start writing here..*

# Equipment & Machinery

 **Help tip**

 **Wholesale Business Plan**

Include the list of equipment and machinery required for wholesale, such as warehousing and packaging equipment, shipping scales, quality control equipment, security systems, office equipment, etc.

To unlock help try Upmetrics! 

*Start writing here..*

# 7.

## Management Team

Key managers

Organizational structure

Compensation plan

Board of advisors



#### REMEMBER

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

To unlock help try Upmetrics!

#### Help tip

#### Wholesale 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

#### Wholesale 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 - [john.doe@example.com](mailto:john.doe@example.com)

As the Founder and CEO, John Doe is responsible for the overall strategic direction and management of [Wholesale Solutions, Inc.]. His duties include financial management, developing business strategies, and overseeing the company's day-to-day operations.

Background: John holds an MBA from Harvard Business School and has over 15 years of experience in the wholesale industry.

Before founding [Wholesale Solutions, Inc.], John worked at leading companies such as ABC Wholesale and XYZ Distributors, where he honed his leadership and industry knowledge.





---

## Jane Doe

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

Jane oversees the company's day-to-day operations, ensuring that the business runs smoothly and efficiently. She is responsible for managing the various department heads and ensuring that the company meets its operational objectives.

Background: Jane has a Bachelor's degree in Business Administration from the University of California, Berkeley, and has worked in the wholesale industry for over 10 years.

She has previously worked at companies like DEF Wholesale and GHI Distributors, where she gained valuable experience in operations management.



---

## Alice Brown

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

Alice is responsible for developing and executing the company's marketing strategy, including advertising, promotions, and brand management. She works closely with the sales team to ensure that the company's products are effectively marketed to the target audience.

Background: Alice has a Master's degree in Marketing from New York University and has over 12 years of experience in marketing, with a specific focus on the wholesale industry.

She has worked at leading companies such as JKL Marketing and MNO Advertising, where she developed her expertise in B2B marketing.



---

## Robert Brown

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

Robert is responsible for managing the company's day-to-day operations, including inventory management, order fulfillment, and customer service. He works closely with the COO to ensure that the company meets its operational goals.

Background: Robert has a Bachelor's degree in Operations Management from the University of Texas at Austin and has over 8 years of experience in the wholesale industry.

He has previously worked at companies such as PQR Wholesale and STU Distributors, where he gained valuable experience in operations management.

# Organizational structure

💡 Help tip

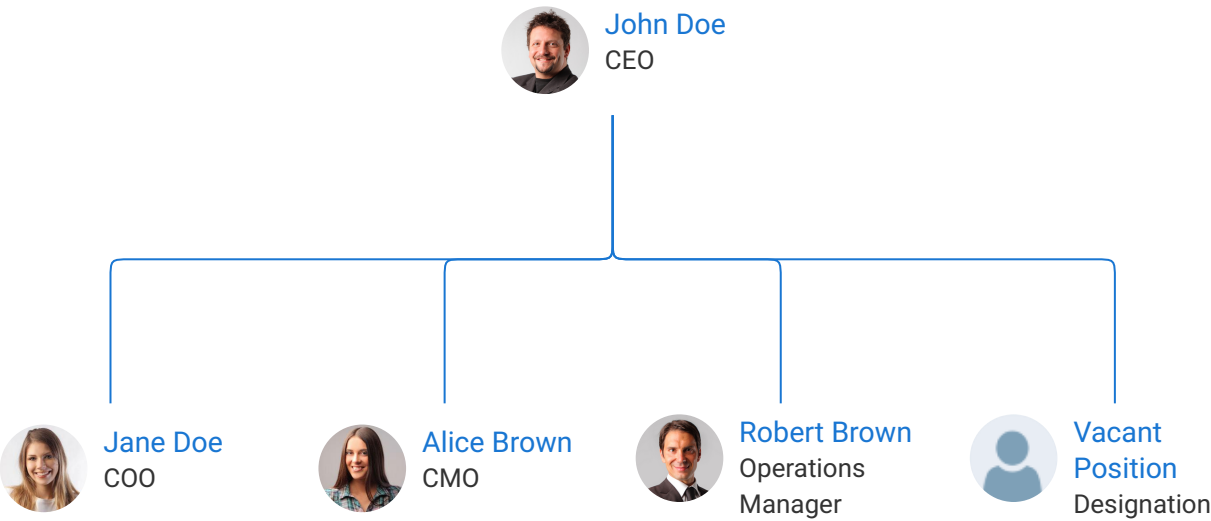
📄 Wholesale Business Plan

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

📄 Wholesale 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..

#### Help tip

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

To unlock help try Upmetrics! 

## Board of advisors



### Mr. David Johnson

Financial Advisor - [david.johnson@example.com](mailto:david.johnson@example.com)

Mr. Johnson provides financial advice to [Wholesale Solutions, Inc.], helping the company manage its finances effectively and make informed investment decisions.

Background: Mr. Johnson has a bachelor's degree in Finance from the University of Chicago and is a certified public accountant (CPA).

With over 15 years of experience in financial advisory, he has worked with a variety of businesses, from small startups to large corporation



### Dr Emily Smith

Business Strategy Advisor - [emily.smith@example.com](mailto:emily.smith@example.com)

Dr. Smith advises [Wholesale Solutions, Inc.] on its overall business strategy, providing insights and recommendations to help the company achieve its long-term goals.

Background: Dr. Smith has a Ph.D. in Business Administration from Stanford University and has over 20 years of experience in business strategy consulting.

She has worked with a range of companies in the wholesale industry, helping them develop and execute successful business strategies.

# 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

## Wholesale 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

## Wholesale 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	\$7,344,711.69	\$12,785,893.27	\$22,407,719.84
Wholesale Electronics	\$6,366,850	\$11,433,970	\$20,533,810

	2024	2025	2026
Unit Sales	12,734	22,868	41,068
Unit Price	\$500	\$500	\$500
Bulk Office Supplies	\$709,620	\$1,011,728	\$1,442,460
Unit Sales	3,548	5,059	7,212
Unit Price	\$200	\$200	\$200
Furniture Wholesale	\$268,241.69	\$340,195.27	\$431,449.84
<b>Cost Of Sales</b>	<b>\$5,875,564.95</b>	<b>\$8,502,926.73</b>	<b>\$12,406,981.73</b>
General Costs	\$5,875,564.95	\$8,502,926.73	\$12,406,981.73
Product Purchase Costs	\$5,204,960.47	\$7,652,438.12	\$11,328,356.29
Electronics Purchase	\$4,257,608.85	\$6,070,332.17	\$8,654,842.17
Office Supplies Purchase	\$734,471.17	\$1,278,589.33	\$2,240,771.99
Shipping Fees	\$212,880.45	\$303,516.62	\$432,742.13
Packaging and Shipping	\$670,604.48	\$850,488.61	\$1,078,625.44
Packaging Materials	\$670,604.48	\$850,488.61	\$1,078,625.44
Revenue Specific Costs	\$0	\$0	\$0

	2024	2025	2026
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$1,469,146.74</b>	<b>\$4,282,966.54</b>	<b>\$10,000,738.11</b>
<b>Gross Margin (%)</b>	<b>20%</b>	<b>33.50%</b>	<b>44.63%</b>
<b>Operating Expense</b>	<b>\$1,330,355.58</b>	<b>\$1,632,988.29</b>	<b>\$2,145,683.89</b>
Payroll Expense (Indirect Labor)	\$705,120	\$728,913.60	\$753,541.68
Sales Team	\$115,200	\$120,096	\$125,210.88
Sales Manager	\$72,000	\$75,600	\$79,380
Sales Representatives	\$43,200	\$44,496	\$45,830.88
Warehouse Staff	\$418,800	\$432,012	\$445,646.88
Warehouse Manager	\$64,800	\$67,392	\$70,087.68
Warehouse Workers	\$354,000	\$364,620	\$375,559.20
Administrative Staff	\$171,120	\$176,805.60	\$182,683.92
Office Manager	\$55,200	\$57,408	\$59,704.32

	2024	2025	2026
Administrative Assistants	\$115,920	\$119,397.60	\$122,979.60
General Expense	\$625,235.58	\$904,074.69	\$1,392,142.20
Facility Expenses	\$144,000	\$147,120	\$150,309.60
Rent	\$120,000	\$122,400	\$124,848
Utilities	\$24,000	\$24,720	\$25,461.60
Marketing and Advertising	\$403,235.58	\$676,014.69	\$1,157,840.40
Online Advertising	\$367,235.58	\$639,294.69	\$1,120,386
Print Advertising	\$36,000	\$36,720	\$37,454.40
Operational Expenses	\$78,000	\$80,940	\$83,992.20
Shipping Costs	\$60,000	\$62,400	\$64,896
Equipment Maintenance	\$18,000	\$18,540	\$19,096.20
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$138,791.16	\$2,649,978.25	\$7,855,054.22



	2024	2025	2026
<b>Additional Expense</b>	<b>\$13,369.33</b>	<b>\$11,435.17</b>	<b>\$9,381.71</b>
Long Term Depreciation	\$8,222.40	\$8,222.40	\$8,222.40
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$130,568.76	\$2,641,755.85	\$7,846,831.82
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	\$125,421.83	\$2,638,543.08	\$7,845,672.51
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$7,219,289.86</b>	<b>\$10,147,350.19</b>	<b>\$14,562,047.33</b>
<b>Net Income</b>	<b>\$125,421.83</b>	<b>\$2,638,543.08</b>	<b>\$7,845,672.51</b>
<b>Net Income (%)</b>	<b>1.71%</b>	<b>20.64%</b>	<b>35.01%</b>
Retained Earning Opening	\$0	\$105,421.83	\$2,723,964.91
Owner's Distribution	\$20,000	\$20,000	\$20,000
<b>Retained Earning Closing</b>	<b>\$105,421.83</b>	<b>\$2,723,964.91</b>	<b>\$10,549,637.42</b>

💡 Help tip

📁 Wholesale 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
<b>Cash Received</b>	<b>\$7,344,711.69</b>	<b>\$12,785,893.27</b>	<b>\$22,407,719.84</b>
<b>Cash Paid</b>	<b>\$7,211,067.46</b>	<b>\$10,139,127.79</b>	<b>\$14,553,824.93</b>
COS & General Expenses	\$6,500,800.53	\$9,407,001.42	\$13,799,123.94
Salary & Wages	\$705,120	\$728,913.60	\$753,541.68
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>\$133,644.23</b>	<b>\$2,646,765.48</b>	<b>\$7,853,894.91</b>
Assets Sell	\$0	\$0	\$0

	2024	2025	2026
Assets Purchase	\$52,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$52,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
<b>Amount Paid</b>	<b>\$51,359.35</b>	<b>\$53,293.51</b>	<b>\$55,347.12</b>
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$20,000	\$20,000	\$20,000
<b>Net Cash From Financing</b>	<b>\$98,640.65</b>	<b>(\$53,293.51)</b>	<b>(\$55,347.12)</b>
<b>Summary</b>			
Starting Cash	\$0	\$180,284.88	\$2,773,756.85

	2024	2025	2026
Cash In	\$7,494,711.69	\$12,785,893.27	\$22,407,719.84
Cash Out	\$7,314,426.81	\$10,192,421.30	\$14,609,172.05
Change in Cash	\$180,284.88	\$2,593,471.97	\$7,798,547.79
<b>Ending Cash</b>	<b>\$180,284.88</b>	<b>\$2,773,756.85</b>	<b>\$10,572,304.64</b>

 Help tip

 Wholesale Business Plan

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

To unlock help try Upmetrics! 

## Balance sheet

	2024	2025	2026
<b>Assets</b>	<b>\$224,062.48</b>	<b>\$2,809,312.05</b>	<b>\$10,599,637.44</b>
<b>Current Assets</b>	<b>\$180,284.88</b>	<b>\$2,773,756.85</b>	<b>\$10,572,304.64</b>
Cash	\$180,284.88	\$2,773,756.85	\$10,572,304.64
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0

	2024	2025	2026
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$43,777.60</b>	<b>\$35,555.20</b>	<b>\$27,332.80</b>
Gross Long Term Assets	\$52,000	\$52,000	\$52,000
Accumulated Depreciation	(\$8,222.40)	(\$16,444.80)	(\$24,667.20)
<b>Liabilities &amp; Equity</b>	<b>\$224,062.49</b>	<b>\$2,809,312.05</b>	<b>\$10,599,637.42</b>
<b>Liabilities</b>	<b>\$68,640.66</b>	<b>\$35,347.14</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$33,293.52</b>	<b>\$35,347.14</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0
<b>Long Term Liabilities</b>	<b>\$35,347.14</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$35,347.14	\$0	\$0
<b>Equity</b>	<b>\$155,421.83</b>	<b>\$2,773,964.91</b>	<b>\$10,599,637.42</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0

	2024	2025	2026
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	\$105,421.83	\$2,723,964.91	\$10,549,637.42
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

💡 Help tip

📁 Wholesale 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! 🔒


## Break-even Analysis

	2024	2025	2026
Starting Revenue	\$0	\$7,344,711.69	\$20,130,604.96
Net Revenue	\$7,344,711.69	\$12,785,893.27	\$22,407,719.84
<b>Closing Revenue</b>	<b>\$7,344,711.69</b>	<b>\$20,130,604.96</b>	<b>\$42,538,324.80</b>

	2024	2025	2026
Starting Expense	\$0	\$7,219,289.86	\$17,366,640.05
Net Expense	\$7,219,289.86	\$10,147,350.19	\$14,562,047.33
<b>Closing Expense</b>	<b>\$7,219,289.86</b>	<b>\$17,366,640.05</b>	<b>\$31,928,687.38</b>
<b>Is Break Even?</b>	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
<b>Break Even Month</b>	<b>Nov '24</b>	<b>0</b>	<b>0</b>
<b>Days Required</b>	<b>11 Days</b>	<b>0</b>	<b>0</b>
<b>Break Even Revenue</b>	<b>\$6,095,844.40</b>	<b>\$0</b>	<b>\$0</b>
Wholesale Electronics	\$5,270,063.50	\$0	\$0
Bulk Office Supplies	\$597,847.27	\$0	\$0
Furniture Wholesale	\$227,933.64	\$0	\$0
<b>Break Even Units</b>			
Wholesale Electronics	10,540	0	0
Bulk Office Supplies	2,989	0	0
Furniture Wholesale	\$227,933.64	\$0	\$0

## Financing needs

 **Help tip**

 **Wholesale Business Plan**

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

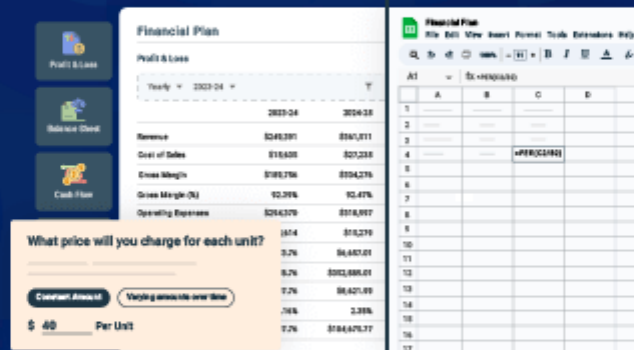
To unlock help try Upmetrics! 

*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 'Variable price per unit' input field. 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 (%)	80.21%	85.17%
Operating Expenses	\$24,329	\$18,957
	\$14	\$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.

To unlock help try Upmetrics! 

# 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.

## Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

## Stunning cover page designs

With Upmetrics, you have the liberty to choose from multiple stunning cover page designs. Choose a creative design and make your plan stand out.

## Online sharing made simple

Upmetrics makes online sharing quick and easier for users. Easily share your business plans with a link while tracking reader activity.

## Interactive plans in no time

Import business plan sections like—SWOT analysis, comparison tables, and others to create an interactive business plan. No designing skills are required.

## 500+ sample business plans

Simply import a template from our library of sample plans into the editor and start customizing it to make it yours. It takes only a few clicks to get started.

## Collaborate with team in real-time

Invite team members, initiate conversations, discuss ideas & strategies, share feedback, and work on a business plan in real-time.



**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.**

Create winning Business Plans with our

## AI Business Plan Platform

**Get Started Today!**

15-day money-back guarantee

