



Wholesale Business Plan

BUSINESS PLAN

Bulk Supply, Business Solutions



Prepared By



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Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

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1.

Executive Summary



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

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

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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.

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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.

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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.

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Start writing here..

Financial Highlights

 Help tip

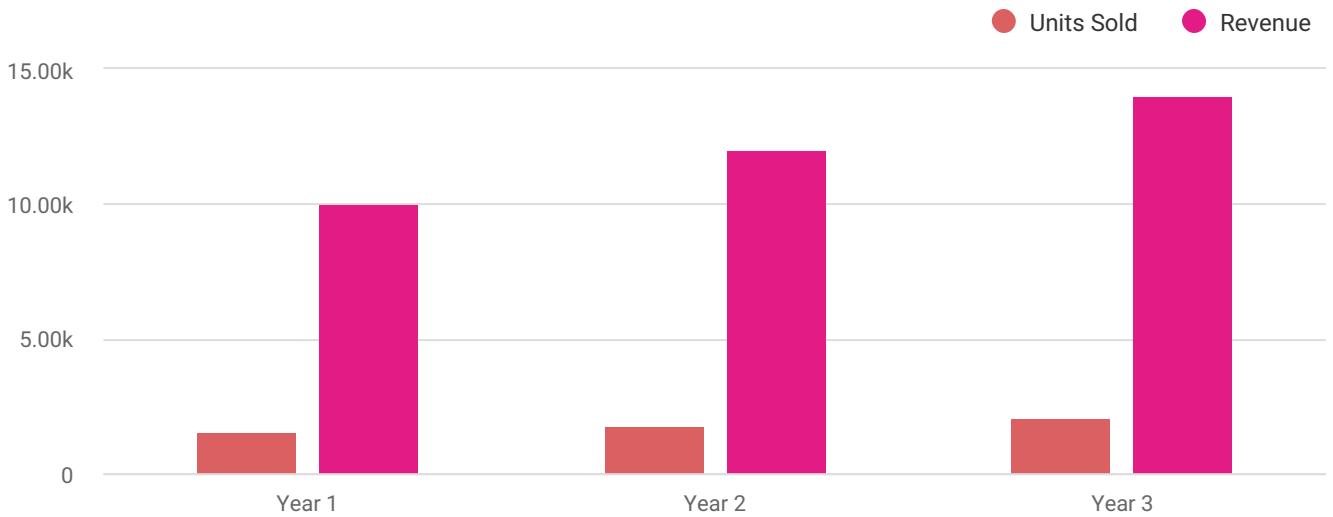
 Wholesale Business Plan

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.

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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

 Wholesale 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

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

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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.

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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.

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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.

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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.

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Start writing here..

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

Wholesale 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

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.

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Start writing here..

Market size and growth potential

Help tip

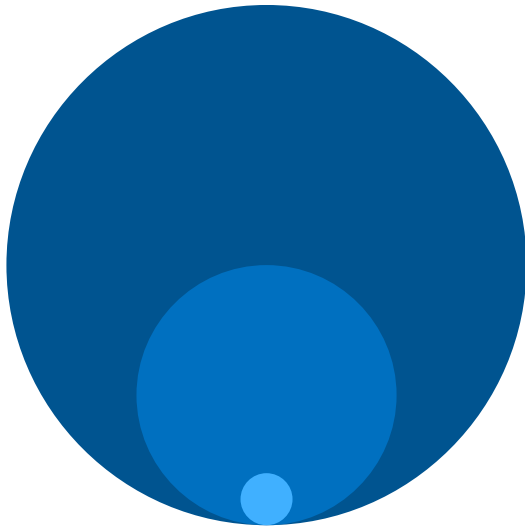
Wholesale Business Plan

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

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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.

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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

- Industrial packaging materials
- Retail packaging solutions
- Safety products, janitorial supplies, and material handling equipment

Strengths

- Extensive product range beyond just traditional wholesale products
- Speedy delivery with multiple distribution centers
- Strong online presence and e-commerce platform

Weaknesses

- Less specialization in specific industry needs
- Pricing can be higher compared to specialized wholesalers

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

- Pharmaceutical distribution
- Medical-surgical supplies
- Healthcare technology solutions

Strengths


- Deep penetration in the healthcare sector
- Technological innovations for supply chain management
- Robust infrastructure for cold-chain pharmaceutical distribution

Weaknesses


- Highly focused on the healthcare sector, excluding other potential markets
- Complex organizational structure might deter smaller clients

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.

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Regulatory environment

Help tip

Wholesale Business Plan

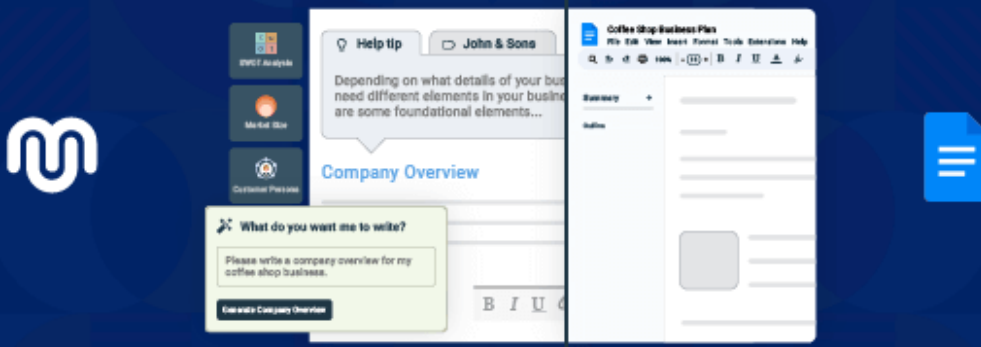
List regulations and licensing requirements that may affect your wholesale company, such as business registration, insurance, health and safety compliance, import and export regulations, environmental regulations, state and federal regulations, etc.

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Start writing here..

Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

[Start your planning today](#)

4.

Products and Services



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:

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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.

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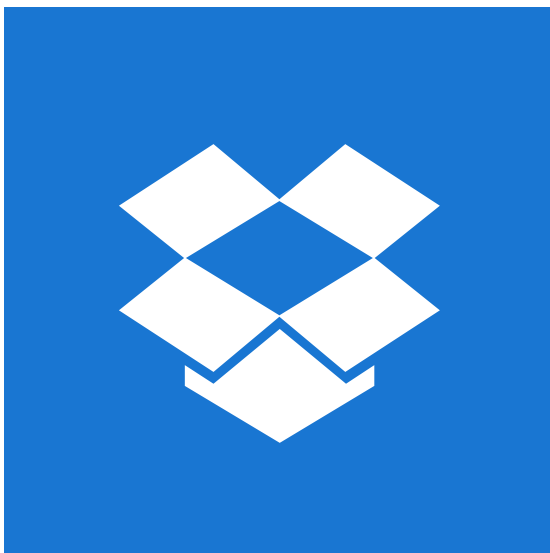
Start writing here..

Help tip

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

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Product categories



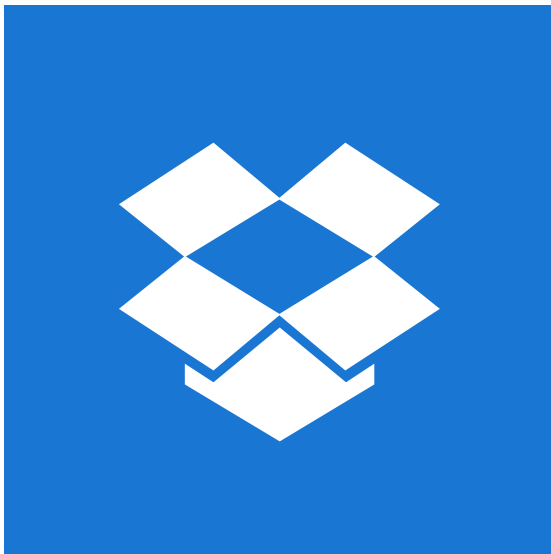
Dietary Supplements

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.



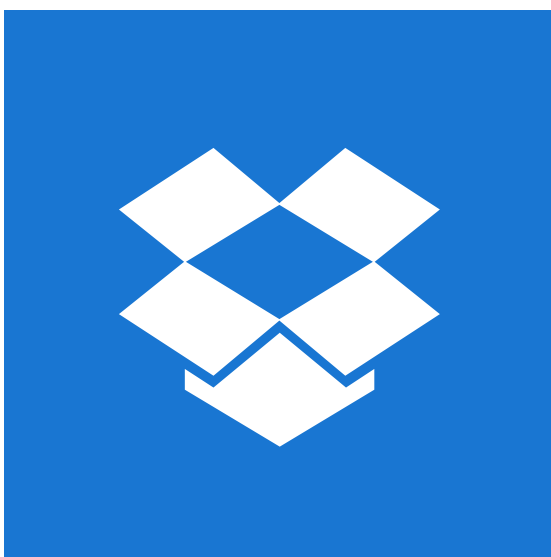
Vitamins

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.



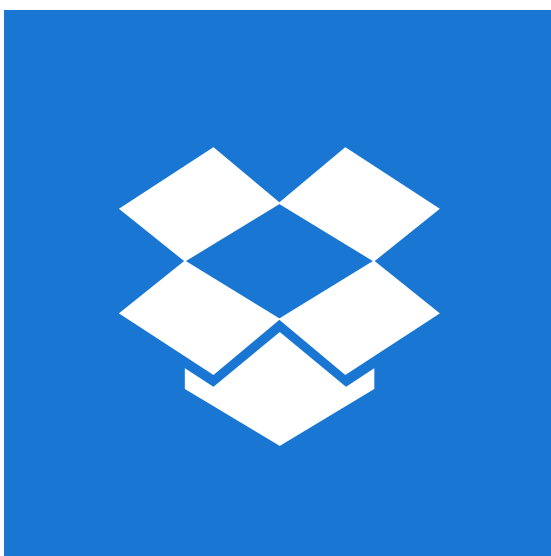
Personal Care Products

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.

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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.

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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.

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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.

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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.

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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.

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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.

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

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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.

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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.

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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



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

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.

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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.

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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.

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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.

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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.

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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.

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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.

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Start writing here..



JOHN DOE

CEO - 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



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



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




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**

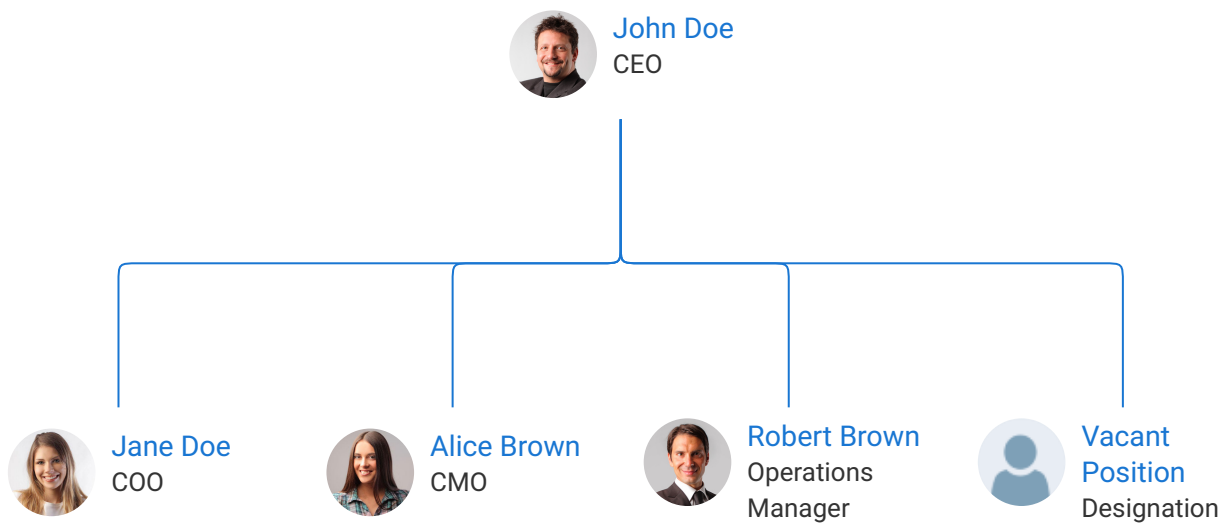
 **Wholesale Business Plan**

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

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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.

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Start writing here..

 **Help tip**

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

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Board of advisors



MR. DAVID JOHNSON

Financial Advisor - 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

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



REMEMBER

When writing the financial plan section of a business plan, it's important to provide a comprehensive overview of your financial projections for the first few years of your business, You may provide the following:

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Help tip

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.

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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.

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Profit & loss statement

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

	2023-24	2024-25	2025-26	2026-27	2027-28
Cost Of Sales	\$0	\$0	\$0	\$0	\$0
General Costs	\$0	\$0	\$0	\$0	\$0
Revenue Specific Costs	\$0	\$0	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0	\$0	\$0
Gross Margin	\$0	\$0	\$0	\$0	\$0
Gross Margin (%)	0%	0%	0%	0%	0%
Operating Expense	\$0	\$0	\$0	\$0	\$0
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
EBITDA	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Additional Expense	\$0	\$0	\$0	\$0	\$0
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
Total Expense	\$0	\$0	\$0	\$0	\$0
Net Income	\$0	\$0	\$0	\$0	\$0
Net Income (%)	0%	0%	0%	0%	0%
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
Retained Earning Closing	\$0	\$0	\$0	\$0	\$0

💡 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.

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Cash flow statement

	2023-24	2024-25	2025-26	2026-27	2027-28
Cash Received	\$0	\$0	\$0	\$0	\$0
Cash Paid	\$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
Net Cash From Operations	\$0	\$0	\$0	\$0	\$0
Assets Sell	\$0	\$0	\$0	\$0	\$0
Assets Purchase	\$0	\$0	\$0	\$0	\$0
Net Cash From Investments	\$0	\$0	\$0	\$0	\$0
Amount Received	\$0	\$0	\$0	\$0	\$0
Loan Received	\$0	\$0	\$0	\$0	\$0
Common Stock					
Preferred Stock	\$0	\$0	\$0	\$0	\$0
Owner's Contribution	\$0	\$0	\$0	\$0	\$0
Amount Paid	\$0	\$0	\$0	\$0	\$0
Loan Capital	\$0	\$0	\$0	\$0	\$0
Dividends & Distributions	\$0	\$0	\$0	\$0	\$0
Net Cash From Financing	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Summary					
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
Ending Cash	\$0	\$0	\$0	\$0	\$0

💡 Help tip

📄 Wholesale Business Plan

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


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Balance sheet

	2023-24	2024-25	2025-26	2026-27	2027-28
Assets	\$0	\$0	\$0	\$0	\$0
Current Assets	\$0	\$0	\$0	\$0	\$0

	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
Long Term Assets	\$0	\$0	\$0	\$0	\$0
Gross Long Term Assets	\$0	\$0	\$0	\$0	\$0
Accumulated Depreciation	\$0	\$0	\$0	\$0	\$0
Liabilities & Equity	\$0	\$0	\$0	\$0	\$0
Liabilities	\$0	\$0	\$0	\$0	\$0
Current Liabilities	\$0	\$0	\$0	\$0	\$0
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
Long Term Liabilities	\$0	\$0	\$0	\$0	\$0
Long Term Debt	\$0	\$0	\$0	\$0	\$0

	2023-24	2024-25	2025-26	2026-27	2027-28
Equity	\$0	\$0	\$0	\$0	\$0
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
Check	\$0	\$0	\$0	\$0	\$0

 **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.

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Break-even Analysis

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

	2023-24	2024-25	2025-26	2026-27	2027-28
Net Revenue	\$0	\$0	\$0	\$0	\$0
Closing Revenue	\$0	\$0	\$0	\$0	\$0
Starting Expense	\$0	\$0	\$0	\$0	\$0
Net Expense	\$0	\$0	\$0	\$0	\$0
Closing Expense	\$0	\$0	\$0	\$0	\$0
Is Break Even?	0	0	0	0	0
Break Even Month	0	0	0	0	0
Days Required	0	0	0	0	0
Break Even Revenue	\$0	\$0	\$0	\$0	\$0
Break Even Units					

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.

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Start writing here..

Upmetrics vs Financial Spreadsheets

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



The image shows a side-by-side comparison of financial planning tools. On the left is the Upmetrics interface, which is user-friendly and visually appealing. It features a sidebar with navigation options: Profit & Loss, Balance Sheet, and Cash Flow. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. A pop-up window asks 'What price will you charge for each unit?' with a 'Comment Ahead' button and a 'View previous data over time' link. The data table shows:

	2023-24	2024-25
Revenue	\$245,391	\$561,811
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$198,776	\$534,276
Gross Margin (%)	80.9%	95.1%
Operating Expenses	\$294,379	\$518,957
	1814	\$15,279
	3.2%	\$6,657.01
	0.2%	\$202,895.01
	7.2%	\$6,627.00
	.18%	3.38%
	7.2%	\$184,675.77

On the right is a standard spreadsheet view of the same data, which is more cluttered and less intuitive. It shows a grid with columns A-E and rows 1-17. A formula bar at the top shows '=PER(C4:B8)'. A green spreadsheet icon is also visible to the right of the spreadsheet view.

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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