



# Martial Arts Business Plan

# BUSINESS PLAN

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"Unleash the Warrior Within."



## Prepared By

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# Business planning that's simpler and faster than you think

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# 1.

## Executive Summary

Market opportunity

Martial Arts Training

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

### Warrior's Path Martial Arts

Start your executive summary by briefly introducing your business to your readers. This section may include the name of your martial arts business, its location when it was founded, the type of martial arts business, etc.

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*Start writing here..*

## Market opportunity

### Help tip

### Warrior's Path Martial Arts

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..*

## Martial Arts Training

### Help tip

### Warrior's Path Martial Arts

Highlight the martial arts training 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

Warrior's Path Martial Arts

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

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Start writing here..

# Financial Highlights

Help tip

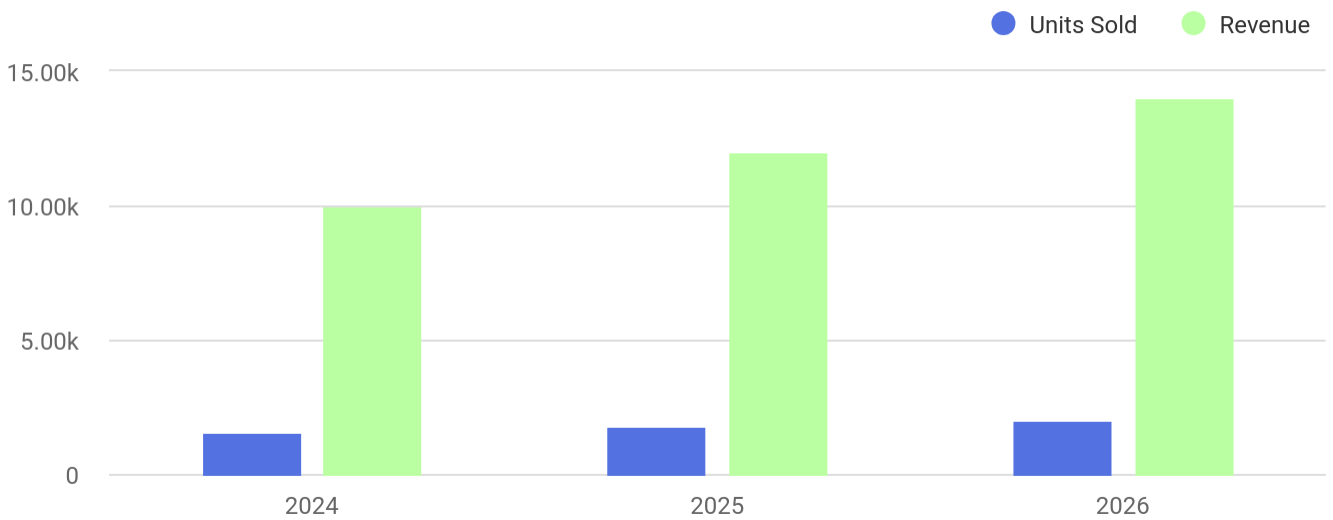
Warrior's Path Martial Arts

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

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Start writing here..

# Units Sold v/s Revenue Chart



Financial Year	Units Sold	Revenue
2024	1,550	\$10,000
2025	1,800	\$12,000



Financial Year	Units Sold	Revenue
2026	2,050	\$14,000

 Help tip

 Warrior's Path Martial Arts

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

### Warrior's Path Martial Arts

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

Describe what kind of martial arts business you run and the name of it. You may specialize in

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*Start writing here..*

## Ownership

### Help tip

### Warrior's Path Martial Arts

List the names of your martial arts business'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

100%



**Ethan Brooks**

10000 Shares

## Mission statement

### Help tip

### Warrior's Path Martial Arts

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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At [Warrior's Path Martial Arts], our mission is to empower individuals of all ages through martial arts training, promoting discipline, confidence, and physical fitness. We are committed to creating a supportive and inclusive environment where students can achieve their personal best while embracing the core values of respect, perseverance, and excellence.



## Business history

 Help tip

 Warrior's Path Martial Arts


If you're an established martial arts business, 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

 Warrior's Path Martial Arts

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.

To unlock help try Upmetrics!

### Help tip

### Warrior's Path Martial Arts

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

### Warrior's Path Martial Arts

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

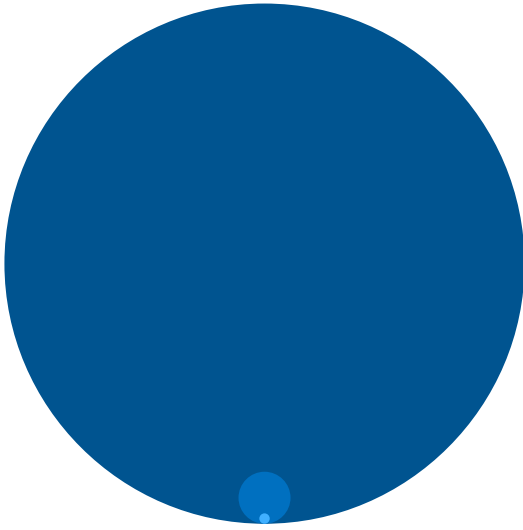
### Warrior's Path Martial Arts

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

Represents the total population in Westminster, CA, and surrounding areas interested in fitness and

**500k**

### Served Market

Indicates individuals actively seeking martial arts or self-defense training programs within a 10-mi

**50k**

### Target Market

Focuses on families, children, and young professionals willing to enroll in structured martial arts

**10k**

#### Help tip

#### Warrior's Path Martial Arts

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your martial arts business from them. Point out how you have a competitive edge in the market.

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## Competitive analysis

### Gracie Barra Westminster

Gracie Barra Westminster is a renowned Brazilian jiu-jitsu (BJJ) academy offering programs for kids, adults, and families.

#### Features

Specializes in Brazilian jiu-jitsu classes.

Offers programs for self-defense, fitness, and competition.

Family-oriented training environment.

#### Strengths

Strong brand recognition and reputation in the BJJ community.

Highly experienced instructors with championship-level expertise.

Focus on community engagement and events.

#### Weaknesses

Limited variety in martial arts disciplines; focuses solely on BJJ.

Higher pricing compared to other martial arts academies in the area.

### UFC GYM Huntington Beach

UFC GYM is a large, chain-operated gym offering mixed martial arts (MMA) training, fitness classes, and personal coaching.

### Features

MMA training programs for all ages.

Includes fitness-oriented classes such as kickboxing and HIIT.

State-of-the-art facilities with extensive equipment.

### Strengths

Access to a wide range of fitness and martial arts programs under one roof.

Well-established brand backed by UFC's global reputation.

Modern amenities and flexible membership plans.

### Weaknesses

Lacks a personalized approach due to its large scale.

Classes often have high student-to-instructor ratios.

Not as community-focused as smaller, independent academies.

## American Taekwondo Academy

American Taekwondo Academy provides traditional taekwondo training with a focus on discipline and self-defense.

### Features

Taekwondo classes for children, teens, and adults.

Self-defense workshops for women.

Focuses on traditional martial arts values and competitions.

### Strengths

Offers a structured curriculum that emphasizes discipline and skill progression.

Strong local reputation built over several years.

Affordable pricing with family discounts.

### Weaknesses

Limited variety in martial arts styles; focuses exclusively on taekwondo.

Facility size and equipment are less modern compared to competitors.


Marketing efforts are minimal, impacting their visibility.

## Market trends

 **Help tip**

 **Warrior's Path Martial Arts**

Analyze emerging trends in the industry, such as changes in customer behavior or preferences or something else. Explain how your business will cope with all the trends.

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*Start writing here..*



# Regulatory environment

Help tip

Warrior's Path Martial Arts

List regulations and licensing requirements that may affect your martial arts business, such as business licensing, health & safety regulations, insurance requirements, employee 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

Services

Quality Measures



## REMEMBER

The product and services section of a martial arts 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

#### Warrior's Path Martial Arts

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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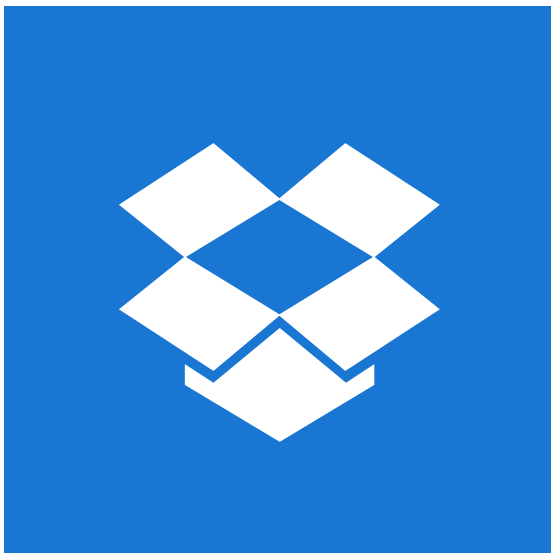
### Help tip

Mention the martial arts training your business will offer. This list may include:

- Basic martial arts

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## Services



### Basic Martial Arts Training

Price: **[\$120]/month**

Foundational training in martial arts techniques, stances, and movements for beginners.

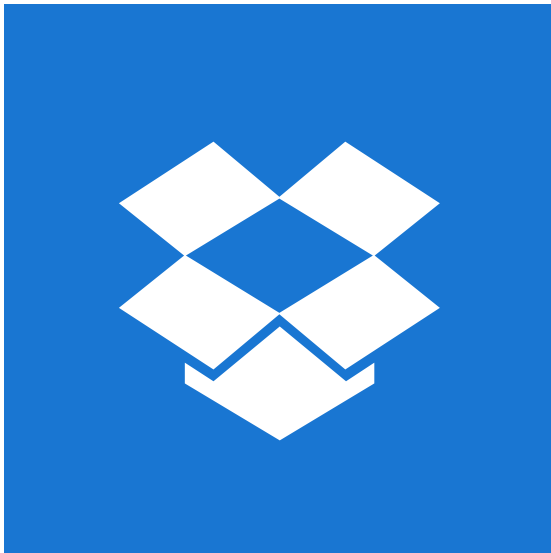
#### Specifications

- Duration: 3 classes per week, each lasting 1 hour.
- Includes introductory self-defense techniques.
- Small class size (maximum 10 students).
- Ideal for ages 13 and above with no prior experience.

### Advanced Martial Arts Training

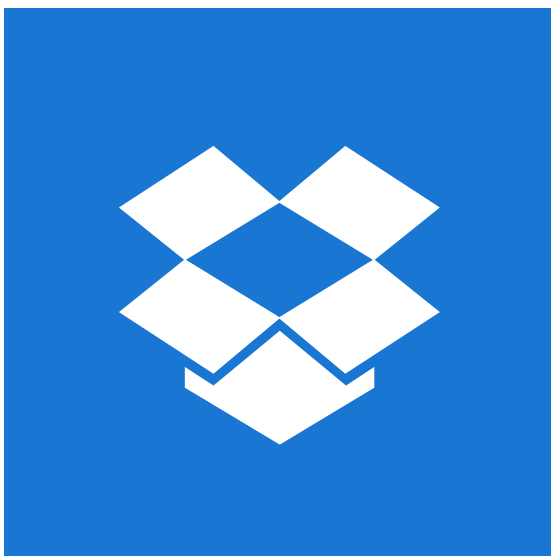
Price: **[\$180]/month**

Advanced-level classes for experienced martial artists focused on complex techniques and forms.



## Specifications

- Duration: 4 classes per week, each lasting 1.5 hours.
- Specialized training in advanced combat strategies.
- Tailored curriculum based on individual skill level.
- Access to exclusive workshops and guest instructors.



## Children's Martial Arts Classes

Price: **[\$100]/month**

Fun and engaging martial arts classes designed for children to promote discipline, fitness, and confidence.

## Specifications

- Duration: 2 classes per week, each lasting 45 minutes.
- For ages 5-12, with age-appropriate techniques and activities.
- Focus on teamwork, respect, and self-control.
- Parents receive quarterly progress reports.



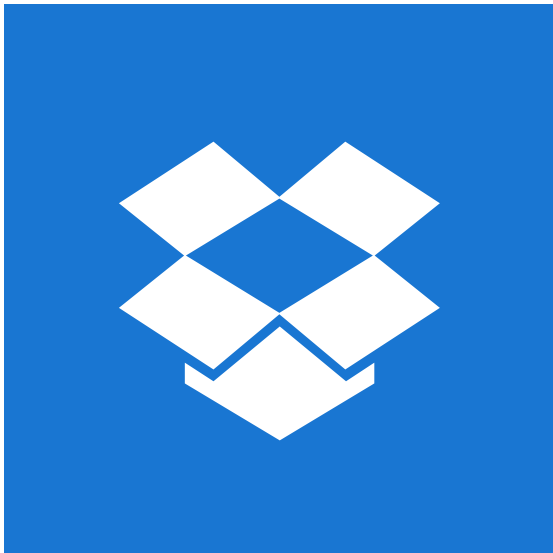
## Self-Defense Workshops

Price: **[\$50]/session (drop-in) or [\$200] for 5 sessions**

Practical workshops designed to teach essential self-defense skills for real-world scenarios.

## Specifications

- Duration: 90 minutes per session.
- Covers situational awareness, escape techniques, and defensive maneuvers.
- Available for individuals and groups (corporate or personal).
- Women-only sessions offered twice a month.



## Weapons Training


Price: **[\$150]/month**

Focused instruction on the safe use of traditional martial arts weapons.

### Specifications


- Duration: 2 classes per week, each lasting 1 hour.
- Includes training in nunchaku, staffs, and swords.
- Emphasis on safety, control, and precision.
- Participants must complete a basic martial arts program prior to enrollment.

## Quality Measures

 **Help tip**

 **Warrior's Path Martial Arts**

This section should explain how you maintain quality standards and consistently provide the highest quality services. It may include maintaining safety protocols, clean & safe facilities, student progress tracking, student-to-instructor ratio, etc.

To unlock help try Upmetrics! 

*Start writing here..*

# 5.

## Sales And Marketing Strategies

Unique Selling Proposition (USP)

Pricing Strategy

Marketing strategies

Sales strategies

Customer retention



## REMEMBER

Writing the sales and marketing strategies section means a list of strategies you will use to attract and retain your clients.

To unlock help try Upmetrics!

### Help tip

### Warrior's Path Martial Arts

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

### Warrior's Path Martial Arts

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

### Warrior's Path Martial Arts

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

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*Start writing here..*

 **Help tip**

Discuss your marketing strategies to market your services. You may include some of these marketing strategies in your business plan—social media marketing, brochures, content marketing, print marketing, etc.

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## Marketing strategies

### Online



#### **Strong Digital Presence**

Maintain active profiles on Facebook, Instagram, and Google My Business, including paid advertisements to target local audiences.



#### **Email Marketing**

Monthly newsletters, updates, and promotions sent to our subscribers.

### Offline



#### **Local Community Partnerships**

Collaborate with schools, fitness centers, and community organizations to host joint events and build relationships.



#### **Free Workshops**

Conduct self-defense workshops and open-house events to attract potential customers and showcase our facilities.



#### **Print Marketing**

Distribute flyers and posters in local schools, gyms, and community centers.



#### **Local Advertising**

Advertise in local newspapers and on radio stations to reach a broader audience in [Westminster].

 **Help tip**

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include direct sales calls, offering referral marketing, etc.

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## Sales strategies





### **Trial Class Promotions**

Offer one free trial class for prospective students to experience the program firsthand.



### **Referral Incentive Program**

Existing members receive one free class for every new referral who enrolls.



### **Membership Packages**

Introduce tiered memberships with added benefits like free workshops and access to exclusive training sessions.



### **Seasonal Promotions**

Run special promotions during back-to-school season and New Year fitness resolutions.

#### **Help tip**

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

To unlock help try Upmetrics! 

## Customer retention



### **Loyalty Program**

Reward long-term members with points that can be redeemed for discounts or merchandise.



### **Personalized Service**

Regular check-ins with students and tailored progress reports to enhance customer satisfaction.



### **Discounts on Annual Payments**

Encourage annual subscriptions by offering significant discounts over monthly plans.



### **Exclusive Events**

Organize member-only events such as sparring competitions and advanced workshops.



### **Feedback Channels**

Provide a platform for members to share feedback and implement changes to improve their experience.

# 6.

## Operations Plan

Staffing & Training

Operational Process

Equipment & Tools



## 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

### Warrior's Path Martial Arts

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

### Warrior's Path Martial Arts

Mention your business's staffing requirements, including the number of employees or trainers needed. Include their qualifications, the training required, and the duties they will perform.

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*Start writing here..*

## Operational Process

### Help tip

### Warrior's Path Martial Arts

Outline the processes and procedures you will use to run your martial arts business. Your operational processes may include enrollment, class scheduling, training sessions, facility maintenance, member communication, etc.

To unlock help try Upmetrics!

*Start writing here..*

## Equipment & Tools

 **Help tip**

 **Warrior's Path Martial Arts**

Include the list of equipment required for martial arts, such as punching bags, mats, training weapons, protective gear, training dummies, etc.

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*Start writing here..*

# 7.

## Management Team

Founders/CEO

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

### Warrior's Path Martial Arts

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..

## Founders/CEO

### Help tip

Mention the founders and CEO of your martial arts business, and describe their roles and responsibilities in successfully running the business.

To unlock help try Upmetrics!

Start writing here..



### Ethan Brooks

Founder & Chief Executive Officer - [ethan.brooks@example.com](mailto:ethan.brooks@example.com)

#### Educational Background:

Ethan holds a Bachelor's degree in Business Administration from [State University].

#### Professional Background:

With over 10 years of experience in martial arts and business management, Ethan has trained in multiple disciplines, earning a 4th-degree black belt in karate and certifications in self-defense instruction.

#### Responsibilities:

Ethan oversees strategic planning, financial performance, training program development, and community partnerships. He is also involved in mentoring instructors and setting the academy's long-term vision.

# Key managers

 **Help tip**

Introduce your management and key members of your team, and explain their roles and responsibilities.

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*Start writing here..*



---

## Sarah Nguyen

Operations Manager - [sarah.nguyen@example.com](mailto:sarah.nguyen@example.com)

### **Educational Background:**

Sarah holds a Master's degree in Operations Management from [City University].

### **Professional Background:**

Sarah has 8 years of experience managing fitness and wellness centers, with expertise in streamlining operations, enhancing customer satisfaction, and team management.

### **Responsibilities:**

Sarah manages daily operations, including class scheduling, staff coordination, and member satisfaction. She also oversees facility maintenance and ensures compliance with safety standards.



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## Michael Ortiz

Head Instructor - [michael.ortiz@example.com](mailto:michael.ortiz@example.com)

### **Educational Background:**

Michael earned a Bachelor's degree in Physical Education from [National College].

### **Professional Background:**

Michael is a 5th-degree black belt in taekwondo with over 12 years of experience as an instructor and competitor. He has coached numerous students to victory in regional and national tournaments.

His background includes working with martial arts academies to develop training programs tailored to various skill levels.

### **Responsibilities:**

Michael leads the instructional team, develops class curriculums, supervises training sessions, and mentors junior instructors. He also oversees the competitive training program.



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## Rachel Kim

Marketing Manager - [rachel.kim@example.com](mailto:rachel.kim@example.com)

### **Educational Background:**

Rachel holds a Bachelor's degree in Marketing from [Coastal State University].

### **Professional Background:**

With 6 years of experience in digital marketing, Rachel has worked with fitness and wellness brands to develop effective marketing campaigns.

She specializes in social media strategy, content creation, and lead generation, successfully increasing membership enrollment for her previous clients by 20% annually.

### **Responsibilities:**

Rachel manages the academy's digital presence, creates marketing campaigns, coordinates local advertising efforts, and tracks enrollment growth.



# Organizational structure

 **Help tip**

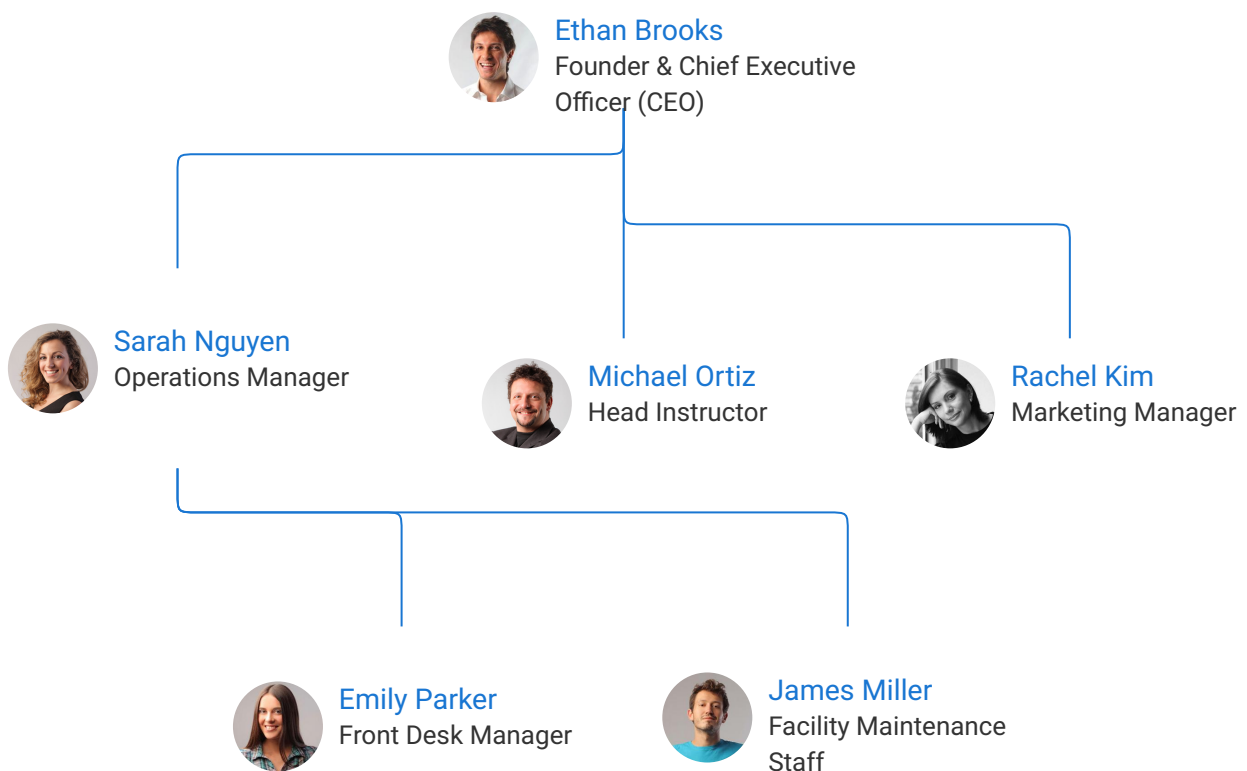
 **Warrior's Path Martial Arts**

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**

 **Warrior's Path Martial Arts**

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.

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## Board of advisors



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### **Grandmaster Alan Chen**

Martial Arts Advisor

With over 30 years of martial arts experience, Alan advises on curriculum development and competition preparation.



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### **Emily Sanchez**

Legal Advisor

A licensed attorney with expertise in small business law, Emily ensures compliance with licensing, safety, and employment regulations.

# 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

#### Warrior's Path Martial Arts

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

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
<b>Revenue</b>	<b>\$435,261.70</b>	<b>\$1,061,955.50</b>	<b>\$1,972,645.40</b>
Martial Arts Classes	\$90,000	\$90,000	\$90,000

	2024	2025	2026
Unit Sales	600	600	600
Unit Price	\$150	\$150	\$150
Personal Training Sessions	\$19,200	\$19,200	\$19,200
Total Hours	240	240	240
Hourly Price	\$80	\$80	\$80
Membership Fees	\$326,061.70	\$952,755.50	\$1,863,445.40
Users	816	1,948	3,622
Recurring Charges	\$50	\$50	\$50
<b>Cost Of Sales</b>	<b>\$304,963.09</b>	<b>\$336,297.78</b>	<b>\$381,832.27</b>
General Costs	\$304,963.09	\$336,297.78	\$381,832.27
Training Equipment Costs	\$13,200	\$13,200	\$13,200
Martial Arts Uniforms	\$7,200	\$7,200	\$7,200
Maintenance of Training Gear	\$6,000	\$6,000	\$6,000
Instructor Costs	\$291,763.09	\$323,097.78	\$368,632.27
Instructor Salaries	\$270,000	\$270,000	\$270,000


	2024	2025	2026
Instructor Certification Fees	\$21,763.09	\$53,097.78	\$98,632.27
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
<b>Gross Margin</b>	<b>\$130,298.61</b>	<b>\$725,657.72</b>	<b>\$1,590,813.13</b>
<b>Gross Margin (%)</b>	<b>29.94%</b>	<b>68.33%</b>	<b>80.64%</b>
<b>Operating Expense</b>	<b>\$299,104.38</b>	<b>\$321,243.34</b>	<b>\$367,684.05</b>
Payroll Expense (Indirect Labor)	\$229,200	\$229,200	\$229,200
Instructors	\$90,000	\$90,000	\$90,000
Head Martial Arts Instructor	\$42,000	\$42,000	\$42,000
Assistant Martial Arts Instructors	\$48,000	\$48,000	\$48,000
Administrative Staff	\$62,400	\$62,400	\$62,400
Front Desk Receptionist	\$26,400	\$26,400	\$26,400
Studio Cleaning Staff	\$36,000	\$36,000	\$36,000

	<b>2024</b>	<b>2025</b>	<b>2026</b>
Marketing Team	\$76,800	\$76,800	\$76,800
Social Media Manager	\$33,600	\$33,600	\$33,600
Marketing Assistants	\$43,200	\$43,200	\$43,200
General Expense	\$59,904.37	\$92,043.33	\$138,484.02
Facility Costs	\$27,600	\$27,600	\$27,600
Rent for Martial Arts Studio	\$24,000	\$24,000	\$24,000
Electricity and Water Bills	\$3,600	\$3,600	\$3,600
Marketing Costs	\$28,104.37	\$60,243.33	\$106,684.02
Social Media Ads	\$21,763.09	\$53,097.78	\$98,632.27
Printed Marketing Materials	\$6,341.28	\$7,145.55	\$8,051.75
Administrative Costs	\$4,200	\$4,200	\$4,200
Management Software Subscription	\$1,800	\$1,800	\$1,800
Business Liability Insurance	\$2,400	\$2,400	\$2,400
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$10,000	\$0	\$0

	2024	2025	2026
<b>EBITDA</b>	<b>(\$168,805.79)</b>	<b>\$404,414.36</b>	<b>\$1,223,129.05</b>
<b>Additional Expense</b>	<b>\$4,840.23</b>	<b>\$4,029.68</b>	<b>\$3,177.71</b>
Long Term Depreciation	\$2,700	\$2,700	\$2,700
Gain or loss from Sale of Assets	\$0	\$0	\$0
<b>EBIT</b>	<b>(\$171,505.79)</b>	<b>\$401,714.36</b>	<b>\$1,220,429.05</b>
Interest Expense	\$2,140.22	\$1,329.70	\$477.71
<b>EBT</b>	<b>(\$173,646.02)</b>	<b>\$400,384.68</b>	<b>\$1,219,951.34</b>
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$608,907.72</b>	<b>\$661,570.82</b>	<b>\$752,694.06</b>
<b>Net Income</b>	<b>(\$173,646.02)</b>	<b>\$400,384.68</b>	<b>\$1,219,951.34</b>
<b>Net Income (%)</b>	<b>(39.89%)</b>	<b>37.70%</b>	<b>61.84%</b>
Retained Earning Opening	\$0	(\$176,764.75)	\$213,619.93



	2024	2025	2026
Owner's Distribution	\$3,118.73	\$10,000	\$10,000
<b>Retained Earning Closing</b>	<b>(\$176,764.75)</b>	<b>\$213,619.93</b>	<b>\$1,423,571.27</b>

 Help tip

The cash flow for the first few years of your operation should be estimated and described in this section. This may include billing invoices, payment receipts, loan payments, and any other cash flow statements.

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## Cash flow statement

	2024	2025	2026
<b>Cash Received</b>	<b>\$435,261.70</b>	<b>\$1,061,955.50</b>	<b>\$1,972,645.40</b>
<b>Cash Paid</b>	<b>\$596,207.72</b>	<b>\$658,870.82</b>	<b>\$749,994.06</b>
COS & General Expenses	\$364,867.49	\$428,341.14	\$520,316.35
Salary & Wages	\$229,200	\$229,200	\$229,200
Interest	\$2,140.22	\$1,329.70	\$477.71
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
<b>Net Cash From Operations</b>	<b>(\$160,946.02)</b>	<b>\$403,084.68</b>	<b>\$1,222,651.34</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$25,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$25,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$70,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$50,000	\$0	\$0
Common Stock			
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$20,000	\$0	\$0
<b>Amount Paid</b>	<b>\$18,960.98</b>	<b>\$26,652.80</b>	<b>\$27,504.96</b>
Loan Capital	\$15,842.26	\$16,652.78	\$17,504.96
Dividends & Distributions	\$3,118.73	\$10,000	\$10,000
<b>Net Cash From Financing</b>	<b>\$51,039.02</b>	<b>(\$26,652.80)</b>	<b>(\$27,504.96)</b>

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

Starting Cash	\$0	(\$134,907)	\$241,524.88
Cash In	\$505,261.70	\$1,061,955.50	\$1,972,645.40
Cash Out	\$640,168.70	\$685,523.62	\$777,499.02
Change in Cash	(\$134,907)	\$376,431.88	\$1,195,146.38
<b>Ending Cash</b>	<b>(\$134,907)</b>	<b>\$241,524.88</b>	<b>\$1,436,671.26</b>

**Help tip**

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

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

<b>Assets</b>	<b>(\$122,607)</b>	<b>\$251,124.88</b>	<b>\$1,443,571.26</b>
<b>Current Assets</b>	<b>(\$134,907)</b>	<b>\$241,524.88</b>	<b>\$1,436,671.26</b>

	2024	2025	2026
Cash	(\$134,907)	\$241,524.88	\$1,436,671.26
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$12,300</b>	<b>\$9,600</b>	<b>\$6,900</b>
Gross Long Term Assets	\$15,000	\$15,000	\$15,000
Accumulated Depreciation	(\$2,700)	(\$5,400)	(\$8,100)
<b>Liabilities &amp; Equity</b>	<b>(\$122,607.01)</b>	<b>\$251,124.89</b>	<b>\$1,443,571.27</b>
<b>Liabilities</b>	<b>\$34,157.74</b>	<b>\$17,504.96</b>	<b>\$0</b>
<b>Current Liabilities</b>	<b>\$16,652.80</b>	<b>\$17,504.96</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,652.80	\$17,504.96	\$0
<b>Long Term Liabilities</b>	<b>\$17,504.94</b>	<b>\$0</b>	<b>\$0</b>
Long Term Debt	\$17,504.94	\$0	\$0

	2024	2025	2026
<b>Equity</b>	<b>(\$156,764.75)</b>	<b>\$233,619.93</b>	<b>\$1,443,571.27</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$20,000	\$20,000	\$20,000
Retained Earnings	(\$176,764.75)	\$213,619.93	\$1,423,571.27
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

 **Help tip**

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 Point


	2024	2025	2026
Starting Revenue	\$0	\$435,261.70	\$1,497,217.20

	2024	2025	2026
Net Revenue	\$435,261.70	\$1,061,955.50	\$1,972,645.40
<b>Closing Revenue</b>	<b>\$435,261.70</b>	<b>\$1,497,217.20</b>	<b>\$3,469,862.60</b>
Starting Expense	\$0	\$608,907.72	\$1,270,478.54
Net Expense	\$608,907.72	\$661,570.82	\$752,694.06
<b>Closing Expense</b>	<b>\$608,907.72</b>	<b>\$1,270,478.54</b>	<b>\$2,023,172.60</b>
<b>Is Break Even?</b>	<b>No</b>	<b>Yes</b>	<b>Yes</b>
<b>Break Even Month</b>	<b>0</b>	<b>Aug '25</b>	<b>0</b>
<b>Days Required</b>	<b>0</b>	<b>17 Days</b>	<b>0</b>
<b>Break Even Revenue</b>	<b>\$608,907.72</b>	<b>\$1,017,851.08</b>	<b>\$0</b>
Martial Arts Classes	\$0	\$146,750	\$0
Personal Training Sessions	\$0	\$31,306.67	\$0
Membership Fees	\$0	\$839,794.42	\$0
<b>Break Even Units</b>			
Martial Arts Classes	0	978	0

	2024	2025	2026
Personal Training Sessions	0	391	0
Membership Fees	0	1,498	0

## Financing needs

 **Help tip**

 **Warrior's Path Martial Arts**

Calculate costs associated with starting a martial arts business, and estimate your financing needs and how much capital you need to raise to operate your business. Be specific about your short-term and long-term financing requirements, such as investment capital or loans.

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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 two side-by-side screenshots. On the left is the Upmetrics 'Financial Plan' interface, which is clean and user-friendly. It features a sidebar with 'Profit & Loss', 'Balance Sheet', and 'Cash Flow' options. The main area displays a 'Profit & Loss' statement for the year 2023-04, with columns for 2023-04 and 2024-03. Below this is a calculator for 'What price will you charge for each unit?' with a 'Calculate Amount' button and a 'View previous calculations' link. On the right is a screenshot of a standard spreadsheet interface, showing a grid with columns A-E and rows 1-17. A formula '=PERC(100)' is visible in cell C4.

	2023-04	2024-03
Revenue	\$245,391	\$161,811
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$198,776	\$134,276
Gross Margin (%)	80.9%	82.9%
Operating Expenses	\$294,379	\$118,907
	1814	\$15,279
	3.2%	\$6,657.01
	0.2%	\$121,895.01
	7.2%	\$6,627.00
	.16%	3,386
	7.2%	\$184,675.77



Upmetrics could be your way out of boring & clumsy spreadsheets. Simply enter the numbers, and get accurate and easy-to-understand financial reports made in minutes - no more remembering complex formulas or fussing in the spreadsheet.

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# 9.

## Appendix

Embed Link



**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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**Mariia Yevlash**



Student, Sumy State University – Ukraine

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