



Sneaker Reselling Business Plan

"From Soles to Success."

Business Plan

2024



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1.

Executive Summary

Market opportunity

Products/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

PrimeKicks Resale

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

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

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

PrimeKicks Resale

Summarize your market research, including market size, growth potential, and marketing trends.

To unlock help try Upmetrics!

Start writing here..

Products/Services Offered

Help tip

PrimeKicks Resale

Highlight the 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

PrimeKicks Resale

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

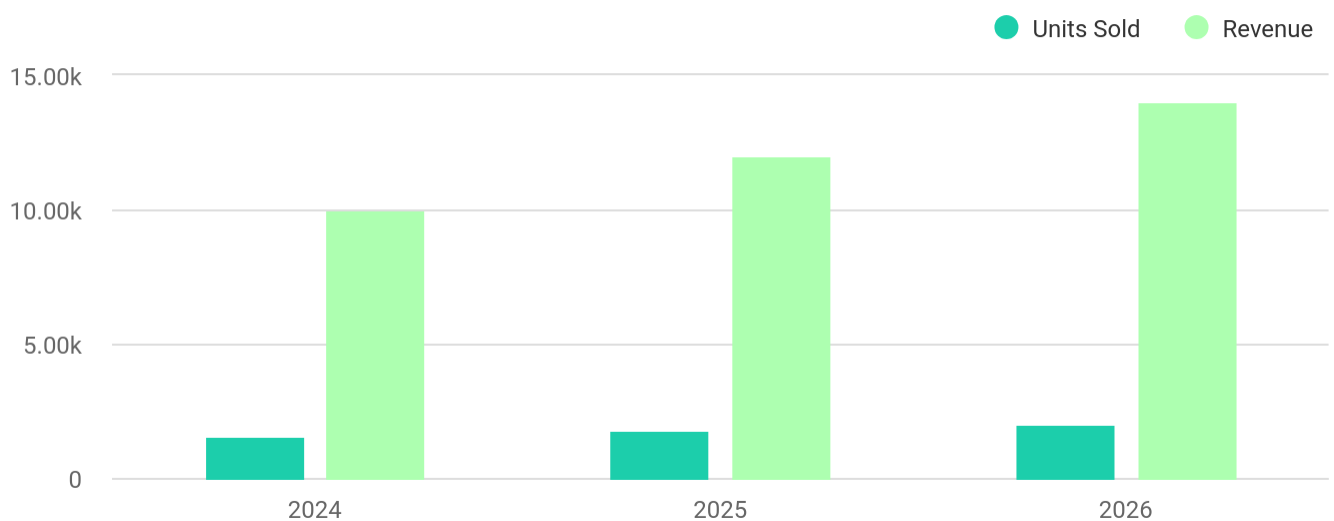
PrimeKicks Resale

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 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

📄 PrimeKicks Resale

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.

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Help tip

PrimeKicks Resale

Describe what kind of sneaker reselling company you run and the name of it. You may specialize in one of the following sneaker reselling businesses:

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Start writing here..

Ownership

Help tip

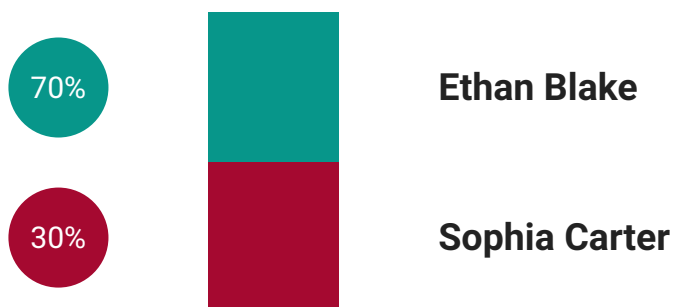
PrimeKicks Resale

List the names of your sneaker reselling 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



Mission statement

💡 Help tip

📄 PrimeKicks Resale

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 [PrimeKicks Resale], our mission is to redefine the sneaker reselling experience by providing authentic, exclusive sneakers through a customer-centric approach. We aim to inspire confidence, fuel passion, and build a loyal community of sneaker enthusiasts.



Business history

💡 Help tip

📄 PrimeKicks Resale

If you have been in the sneaker reselling business for quite the past, then 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

📄 PrimeKicks Resale

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

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

PrimeKicks Resale

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

PrimeKicks Resale

Start this section by describing your target market. Define your ideal customer and explain what types of services they prefer.

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Start writing here..

Market size and growth potential

Help tip

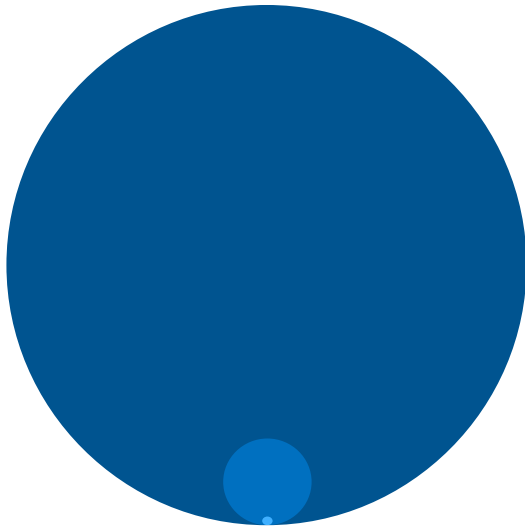
PrimeKicks Resale

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

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Start writing here..

Market Size



Available Market

Total global sneaker buyers annually.

1B

Served Market

Buyers active in premium sneaker resale globally.


250M

Target Market

US-based sneaker enthusiasts, aged 16-35.

25M

 **Help tip**

 **PrimeKicks Resale**

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

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Competitive analysis

StockX

StockX is a leading sneaker reselling marketplace known for its unique "bid and ask" pricing model. It offers a transparent platform for buyers and sellers to transact.

Features

Real-time pricing based on supply and demand.

Authentication of all sneakers sold on the platform.

Broad range of products, including sneakers, apparel, and accessories.

Strengths

Trusted authentication process.

Transparent pricing mechanism.

Large customer base and strong brand reputation.

Weaknesses

High seller fees (around 9.5% for new sellers).

Slow shipping times during peak demand.

Limited personalization for buyers.

GOAT

GOAT stands for "Greatest of All Time" and is a sneaker marketplace with a strong focus on authenticity and premium sneaker collections.

Features

Hybrid marketplace (new and used sneakers).

AI-powered sneaker authentication.

Flexible payment options, including installment payments.

Strengths

Extensive inventory with exclusive, hard-to-find sneakers.

Strong mobile app experience.

Quick shipping options for premium customers.

Weaknesses

Higher prices for buyers due to service fees.

Limited offline presence.

Complex return process for international customers.

Flight Club

Flight Club operates both online and offline, with brick-and-mortar stores in New York, Los Angeles, and Miami. It targets sneaker collectors and enthusiasts seeking in-store experiences.

Features

In-store and online sneaker sales.

Exclusive sneaker collections from top brands.

Professional-grade sneaker cleaning and restoration services.

Strengths

Established offline presence with iconic retail stores.

Strong community and brand loyalty.

Unique in-store services like sneaker customization.

Weaknesses

Higher operational costs, leading to increased product prices.

Limited global shipping options.

Smaller online inventory compared to competitors.

Market trends

 **Help tip**

 **PrimeKicks Resale**

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

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Start writing here..

Regulatory environment

Help tip

PrimeKicks Resale

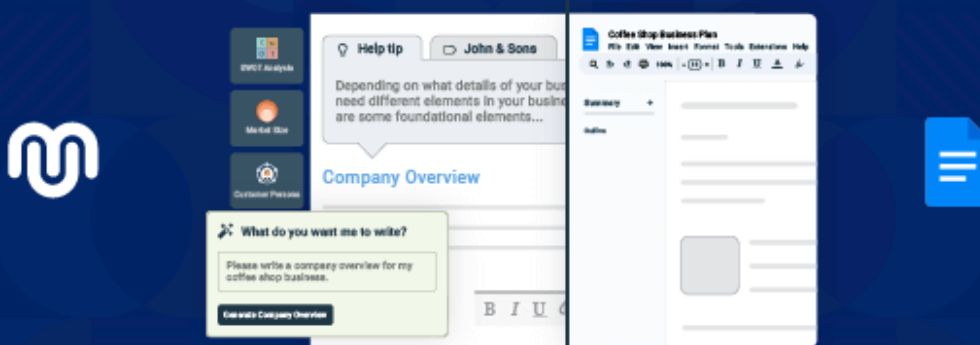
List regulations and licensing requirements that may affect your sneaker reselling business, such as trademark & intellectual property laws, consumer protection laws, online platform policies, authentication regulations, etc.

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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

Products/Services

Quality Measures



REMEMBER

The product and services section of a sneaker reselling 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

PrimeKicks Resale

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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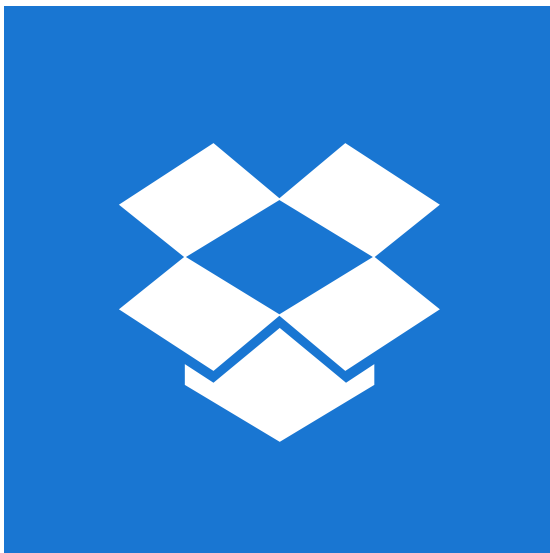
Start writing here..

Help tip

The products and services a sneaker reselling business provides differ due to their vision, offerings, location, and various other factors. But here is a general list of products and services a sneaker reselling business might provide:

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Products/Services



Limited Edition Sneakers

Price: **[\$250–\$2,000+]**

Exclusive sneakers from brands like Nike, Adidas, and Jordan, including collaborations and special releases.

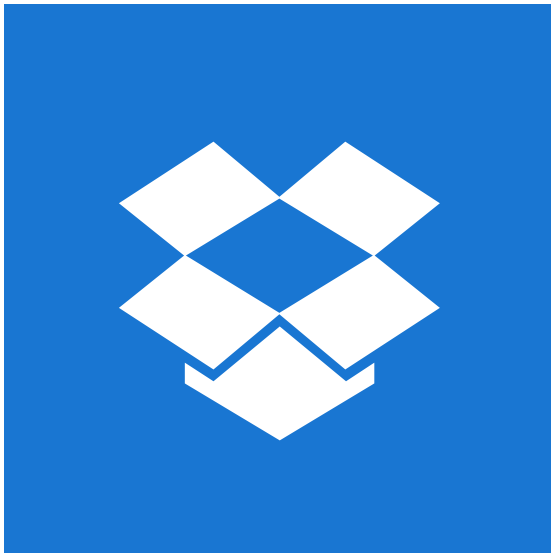
Product Specifications

- Brand new, authentic sneakers.
- Limited stock availability.
- Sizes vary per release.

Retro and Vintage Models

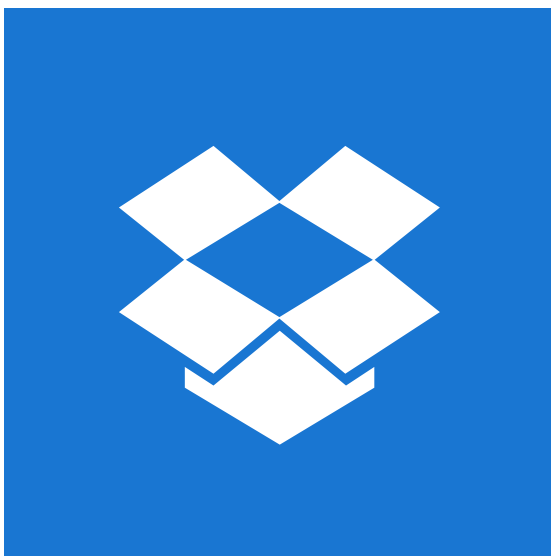
Price: **[\$200–\$1,500+]**

Iconic designs from past collections, sought after by collectors and nostalgic enthusiasts.



Product Specifications

- Gently used or new.
- Graded for condition (A+, A, B).
- Includes original packaging (if available).



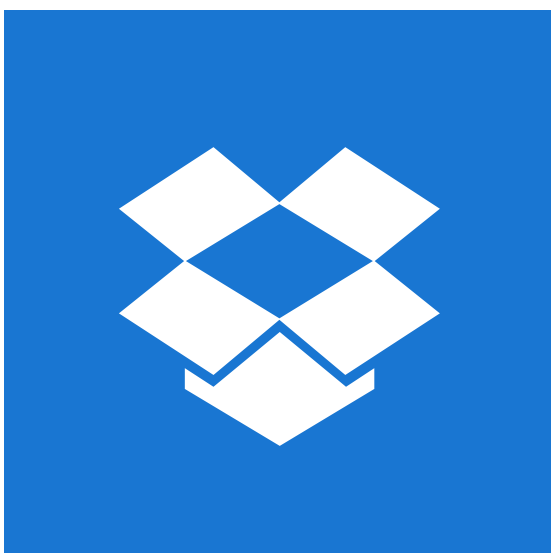
Athlete Signature Shoes

Price: **[\$300–\$5,000+]**

Sneakers endorsed by top athletes like Michael Jordan and LeBron James, including rare player editions.

Product Specifications

- Exclusive athlete collaborations.
- Limited sizes and runs.
- Guaranteed authenticity.



Custom Collaborations

Price: **[\$500–\$2,500+]**

Unique sneakers designed by artists or as part of limited-time brand collaborations.

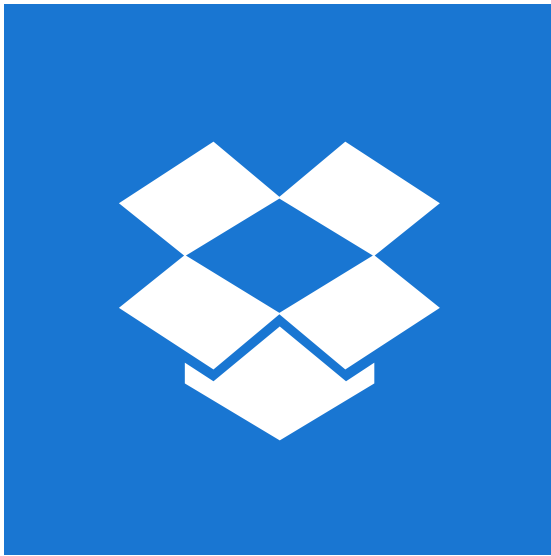
Specifications

- Special edition packaging.
- Artist-signed authenticity cards (for select releases).

Sneaker Care Services

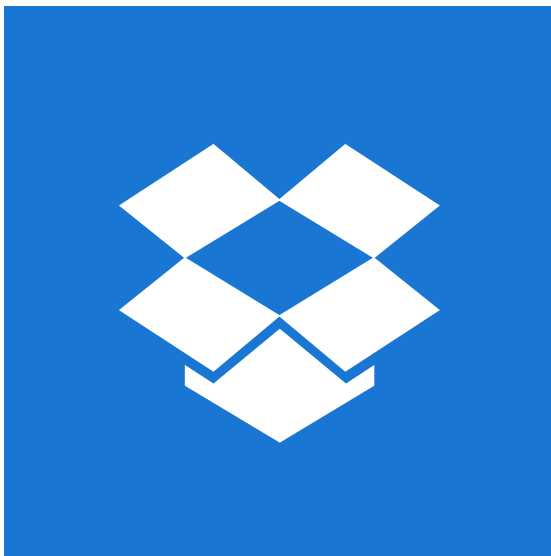
Price: **[\$30–\$100]**

Professional cleaning and restoration services for worn sneakers.



Service Specifications

- Basic cleaning: [\$30]
- Deep cleaning and restoration: [\$100]



Sneaker Membership Program

Price: [\$100]/year

Exclusive membership perks, including early access to drops and discounts on purchases.

Service Specifications

- [10%] discount on all purchases.
- Monthly member-exclusive newsletter.
- Priority support.

Quality Measures

Help tip

PrimeKicks Resale

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

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

PrimeKicks Resale

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

PrimeKicks Resale

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

PrimeKicks Resale

Outline your pricing strategy to effectively position your products and services competitively in the local market. Crafting a strategic approach to pricing is crucial for achieving a competitive edge.

To unlock help try Upmetrics!

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, Google ads, email marketing, content marketing, and print marketing.

To unlock help try Upmetrics! 

Marketing strategies

Online



Social Media

Engaging content, influencer collaborations, and paid ads on platforms like Instagram and TikTok.



Email Marketing

Personalized newsletters featuring product drops, promotions, and event announcements.



Content Marketing

Blog posts and videos showcasing sneaker trends, styling tips, and market insights.



Google Ads

Targeted ad campaigns for sneaker enthusiasts searching for exclusive releases.

Offline




Pop-Up Events

Local events to build brand awareness and foster direct customer relationships.

 **Help tip**

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

To unlock help try Upmetrics! 

Sales strategies



Referral Programs

Offering discounts or credits to customers who bring in new buyers.



Partnerships

Collaborating with local sneaker stores and fashion brands to expand our reach.




Direct Sales Calls

Personalized outreach to potential high-value customers and collectors.

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 Programs

Rewards for frequent buyers, such as discounts and early access to drops.



Personalized Service

Customized recommendations based on purchase history and preferences.



Exclusive Perks

Special offers for members, such as free shipping or limited-edition giveaway

6.

Operations Plan

Staffing & Training

Operational Process

Equipment & Technology



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

PrimeKicks Resale

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

PrimeKicks Resale

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

To unlock help try Upmetrics!

Start writing here..

Operational Process

Help tip

PrimeKicks Resale


Outline the processes and procedures you will use to run your sneaker reselling business. Your operational processes may include sourcing sneakers, authentication, inventory management, shipping & logistics, etc.

To unlock help try Upmetrics!

Start writing here..

Equipment & Technology

 **Help tip**

 **PrimeKicks Resale**

Outline the essential medical supplies and equipment used for sneaker reselling services. Also, consider setting up technology and software systems to streamline your daily operations.

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

PrimeKicks Resale

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

Mention the founders/CEO of your sneaker reselling business as well as your management and key members of your team. Describe their roles and responsibilities in successfully running the business.

To unlock help try Upmetrics!

Start writing here..



Ethan Blake

Founder and CEO - ethan.blake@example.com

Ethan oversees strategic planning, partnerships, and the overall growth of the business. He ensures that the company's vision aligns with market demands and customer expectations.

Educational Background:

- Ethan holds a Bachelor's degree in Business Administration from the University of California, Los Angeles (UCLA).

Professional Background:

- Ethan has over eight years of experience in the e-commerce and retail industry, working with prominent online marketplaces and startups.
- His expertise in sneaker culture and passion for entrepreneurship inspired him to launch [PrimeKicks Resale], aiming to redefine the sneaker reselling experience.



Sophia Carter

Marketing Manager - sophia.carter@example.com

Sophia leads marketing strategies, manages social media campaigns, and oversees collaborations with influencers to expand the brand's reach and drive sales.

Educational Background:

- Sophia holds a Master's degree in Marketing from the University of Southern California (USC).

Professional Background:

- Sophia has five years of experience in digital branding and marketing, with a proven track record of growing online communities for fashion and lifestyle brands.
- Prior to joining [PrimeKicks Resale], she worked as a Digital Marketing Specialist for a popular streetwear brand, where she increased online engagement by 40%.



Emma Hayes

Customer Service Manager - emma.hayes@example.com

Emma manages the customer support team, ensuring prompt and satisfactory responses to inquiries, resolving issues efficiently, and implementing loyalty programs.

Educational Background:

- Emma holds a Bachelor's degree in Communications from the University of Texas, Austin.

Professional Background:

- Emma has seven years of experience in customer service, specializing in retail and e-commerce industries.
- Before joining [PrimeKicks Resale], she worked as a Customer Experience Lead for a nationwide electronics retailer, where she implemented new service protocols that increased customer retention by 20%.



Daniel Torres

Operations Manager - daniel.torres@example.com

Daniel oversees sourcing, inventory tracking, and logistics to ensure efficient and timely delivery of sneakers to customers.

Educational Background:


- Daniel holds a Bachelor's degree in Supply Chain Management from the University of Michigan.

Professional Background:

- With over a decade of experience in logistics and inventory management, Daniel has worked with top e-commerce platforms, ensuring efficient operations and cost reductions.
- Before joining [PrimeKicks Resale], Daniel was a Logistics Supervisor at a global distribution company, where he optimized shipping processes and reduced delivery times by 15%.

Organizational structure

 Help tip

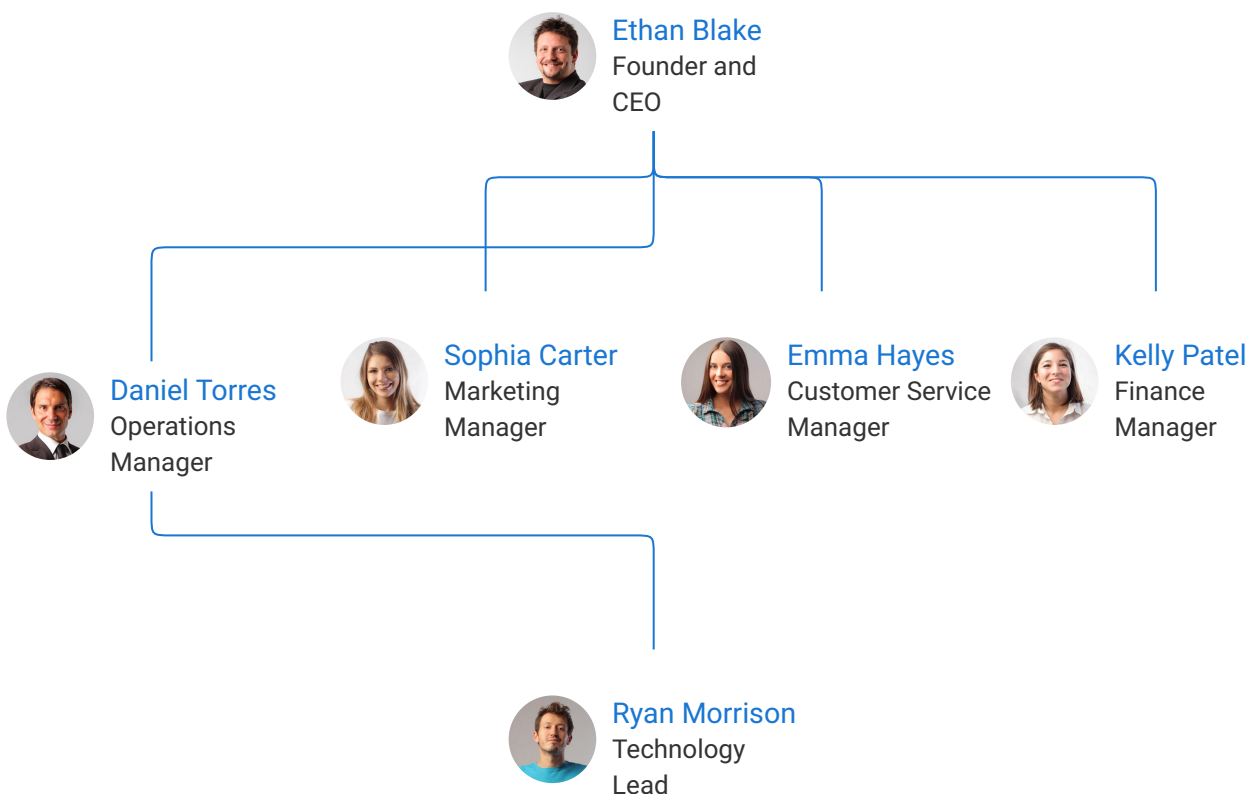
 PrimeKicks Resale

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

 PrimeKicks Resale

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



Michael Trent

E-commerce Advisor

With over 15 years in online retail, Michael provides insights into scaling digital platforms and optimizing customer journeys.



Linda Hoffman

Legal Consultant

Linda specializes in intellectual property and consumer protection laws, ensuring compliance with regulations critical to the sneaker resale market.

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

PrimeKicks Resale

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
Revenue	\$653,775.50	\$843,156.90	\$1,141,322.40
Online Sales (E-commerce Platform)	\$380,460	\$428,691	\$483,051


	2024	2025	2026
Unit Sales	1,268	1,429	1,610
Unit Price	\$300	\$300	\$300
Consignment Sales	\$159,174.50	\$285,852	\$513,349.50
Unit Sales	3,183	5,717	10,267
Unit Price	\$50	\$50	\$50
Sneaker Cleaning & Restoration Services	\$114,141	\$128,613.90	\$144,921.90
Unit Sales	3,805	4,287	4,831
Unit Price	\$30	\$30	\$30
Cost Of Sales	\$281,030.25	\$288,280.50	\$298,620.90
General Costs	\$281,030.25	\$288,280.50	\$298,620.90
Sneaker Procurement	\$257,030.25	\$264,280.50	\$274,620.90
Direct Purchase Costs	\$240,000	\$240,000	\$240,000
Import/Customs Fees	\$17,030.25	\$24,280.50	\$34,620.90
Packaging and Shipping	\$24,000	\$24,000	\$24,000
Premium Packaging Boxes	\$6,000	\$6,000	\$6,000

	2024	2025	2026
Shipping Costs	\$18,000	\$18,000	\$18,000
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$372,745.25	\$554,876.40	\$842,701.50
Gross Margin (%)	57.01%	65.81%	73.84%
Operating Expense	\$433,032.93	\$450,807.09	\$469,633.38
Payroll Expense (Indirect Labor)	\$390,996	\$405,006.48	\$419,591.64
Management Team	\$97,200	\$102,060	\$107,163
Business Owner	\$57,600	\$60,480	\$63,504
Operations Manager	\$39,600	\$41,580	\$43,659
Sales and Customer Support	\$153,936	\$159,533.28	\$165,368.52
Sales Representative	\$69,984	\$71,383.68	\$72,811.44
Customer Support Staff	\$83,952	\$88,149.60	\$92,557.08

	2024	2025	2026
Warehouse and Logistics	\$139,860	\$143,413.20	\$147,060.12
Warehouse Worker	\$64,260	\$65,545.20	\$66,855.96
Delivery Driver	\$75,600	\$77,868	\$80,204.16
General Expense	\$42,036.93	\$45,800.61	\$50,041.74
Marketing and Advertising	\$19,745.95	\$21,032.68	\$22,482.69
Digital Advertising	\$10,145.95	\$11,432.68	\$12,882.69
Influencer Partnerships	\$9,600	\$9,600	\$9,600
Store Operations	\$20,823.72	\$23,236.34	\$25,955.06
Rent	\$19,023.72	\$21,436.34	\$24,155.06
Utilities	\$1,800	\$1,800	\$1,800
Software and Subscriptions	\$1,467.26	\$1,531.59	\$1,603.99
eCommerce Subscription	\$960	\$960	\$960
Analytics Tools	\$507.26	\$571.59	\$643.99
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
EBITDA	(\$60,287.68)	\$104,069.31	\$373,068.12
Additional Expense	\$13,808.44	\$12,187.41	\$10,483.41
Long Term Depreciation	\$9,528	\$9,528	\$9,528
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$69,815.68)	\$94,541.31	\$363,540.12
Interest Expense	\$4,280.43	\$2,659.39	\$955.41
EBT	(\$74,096.12)	\$91,881.90	\$362,584.71
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$727,871.62	\$751,275	\$778,737.69
Net Income	(\$74,096.12)	\$91,881.90	\$362,584.71
Net Income (%)	(11.33%)	10.90%	31.77%
Retained Earning Opening	\$0	(\$94,096.12)	(\$12,214.22)

	2024	2025	2026
Owner's Distribution	\$20,000	\$10,000	\$10,000
Retained Earning Closing	(\$94,096.12)	(\$12,214.22)	\$340,370.49

 **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
Cash Received	\$653,775.50	\$843,156.90	\$1,141,322.40
Cash Paid	\$718,343.62	\$741,747	\$769,209.69
COS & General Expenses	\$323,067.18	\$334,081.11	\$348,662.64
Salary & Wages	\$390,996	\$405,006.48	\$419,591.64
Interest	\$4,280.43	\$2,659.39	\$955.41
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
Net Cash From Operations	(\$64,568.12)	\$101,409.90	\$372,112.71
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$80,000	\$0	\$0
Net Cash From Investments	(\$80,000)	\$0	\$0
Amount Received	\$160,000	\$60,000	\$60,000
Loan Received	\$100,000	\$0	\$0
Common Stock			
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$60,000	\$60,000	\$60,000
Amount Paid	\$51,684.64	\$43,305.67	\$45,009.66
Loan Capital	\$31,684.65	\$33,305.69	\$35,009.66
Dividends & Distributions	\$20,000	\$10,000	\$10,000
Net Cash From Financing	\$108,315.36	\$16,694.33	\$14,990.34

	2024	2025	2026
Summary			
Starting Cash	\$0	(\$36,252.76)	\$81,851.47
Cash In	\$813,775.50	\$903,156.90	\$1,201,322.40
Cash Out	\$850,028.26	\$785,052.67	\$814,219.35
Change in Cash	(\$36,252.76)	\$118,104.23	\$387,103.05
Ending Cash	(\$36,252.76)	\$81,851.47	\$468,954.52

 **Help tip**

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

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Balance sheet

	2024	2025	2026
Assets	\$34,219.24	\$142,795.47	\$520,370.52
Current Assets	(\$36,252.76)	\$81,851.47	\$468,954.52


	2024	2025	2026
Cash	(\$36,252.76)	\$81,851.47	\$468,954.52
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$70,472	\$60,944	\$51,416
Gross Long Term Assets	\$80,000	\$80,000	\$80,000
Accumulated Depreciation	(\$9,528)	(\$19,056)	(\$28,584)
Liabilities & Equity	\$34,219.23	\$142,795.44	\$520,370.49
Liabilities	\$68,315.35	\$35,009.66	\$0
Current Liabilities	\$33,305.67	\$35,009.66	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,305.67	\$35,009.66	\$0
Long Term Liabilities	\$35,009.68	\$0	\$0
Long Term Debt	\$35,009.68	\$0	\$0

	2024	2025	2026
Equity	(\$34,096.12)	\$107,785.78	\$520,370.49
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$60,000	\$120,000	\$180,000
Retained Earnings	(\$94,096.12)	(\$12,214.22)	\$340,370.49
Check	\$0	\$0	\$0

 **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	\$653,775.50	\$1,496,932.40

	2024	2025	2026
Net Revenue	\$653,775.50	\$843,156.90	\$1,141,322.40
Closing Revenue	\$653,775.50	\$1,496,932.40	\$2,638,254.80
Starting Expense	\$0	\$727,871.62	\$1,479,146.62
Net Expense	\$727,871.62	\$751,275	\$778,737.69
Closing Expense	\$727,871.62	\$1,479,146.62	\$2,257,884.31
Is Break Even?	No	Yes	Yes
Break Even Month	0	Nov '25	0
Days Required	0	28 Days	0
Break Even Revenue	\$727,871.62	\$1,412,006.80	\$0
Online Sales (E-commerce Platform)	\$0	\$768,951.80	\$0
Consignment Sales	\$0	\$412,360.80	\$0
Sneaker Cleaning & Restoration Services	\$0	\$230,694.20	\$0
Break Even Units			

	2024	2025	2026
Online Sales (E-commerce Platform)	0	2,563	0
Consignment Sales	0	8,247	0
Sneaker Cleaning & Restoration Services	0	7,690	0

Financing needs

 **Help tip**

 **PrimeKicks Resale**

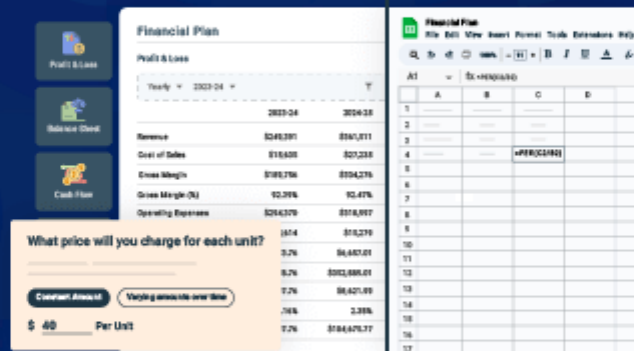
Calculate costs associated with starting a sneaker reselling business, and estimate your financing needs and how much capital you need to raise to operate your business.

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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 two financial planning tools. On the left is the Upmetrics interface, which is clean and user-friendly. It features a sidebar with icons for 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The main area displays a 'Financial Plan' for 'Profit & Loss' for the year 2023-24. Below this is a table with columns for '2023-24' and '2024-25'. A pop-up window asks 'What price will you charge for each unit?' with a 'Calculate Amount' button and a 'View price over time' link. On the right is a standard spreadsheet interface with a grid and various menu options. The spreadsheet shows a similar table structure but with a complex formula '=PERC(100)' in cell C4.

	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%	\$6,857.01
	0.2%	\$202,895.01
	7.2%	\$6,827.00
	.18%	3,386
	7.2%	\$184,875.77



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

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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