

BUSINESS PLAN [YEAR]



Bookkeeping Business Plan

Turning Figures into Financial Insights

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Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

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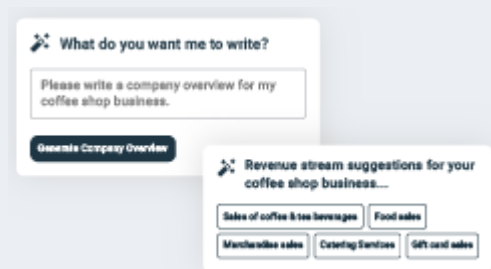
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Business planning that's simpler and faster than you think

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.

Upmetrics has everything you need to create a comprehensive business plan.



AI-powered Upmetrics Assistant

AI-powered insights to streamline your plan

Not sure where to start? Upmetrics' AI Assistant will automatically generate ideas for each section of your plan and offer improved versions of your writing, adjusting for tone, voice, and grammar or spelling errors.

Financial Forecasting Tool

All the financials are calculated for you

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



Business Plan Builder

Guides you like a business mentor

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

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

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

Create your business plan today

15-day money-back guarantee

1.

Executive Summary

Market opportunity

Services Offered

Management team

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

Bookkeeping Business Plan

Start your executive summary by introducing your idea behind starting a bookkeeping business and explaining what it does.

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Bookkeeping Business Plan

Describe the target market in brief, and explain the demographics, geographic location, and psychographic attributes of your customer.

To unlock help try Upmetrics!

Start writing here..

Services Offered

Help tip

Bookkeeping Business Plan

Describe in detail what all services your bookkeeping firm will provide as tax returns, payroll services, audit preparation, or others.

To unlock help try Upmetrics!

Start writing here..

 Help tip

Name all the key members of your management team with their duties, responsibilities, and qualifications.

To unlock help try Upmetrics! 

Management team



John Doe

Founder and CEO - john.doe@example.com

A veteran in the accounting world with [specific qualifications e.g., CPA] and over [X years] of experience.



Jane Doe

Chief Financial Strategist - jane.doe@example.com

An expert with [specific qualifications] and a proven track record of optimizing business financials.



Alice Brown

Client Relations Manager - alice.brown@example.com

With her prowess in [specific skills], she ensures every client interaction is seamless and productive.



Robert Brown

Operations Head - robert.brown@example.com

Bringing in operational efficiencies with his [specific qualifications] and [X years] experience.

Financial Highlights

💡 Help tip

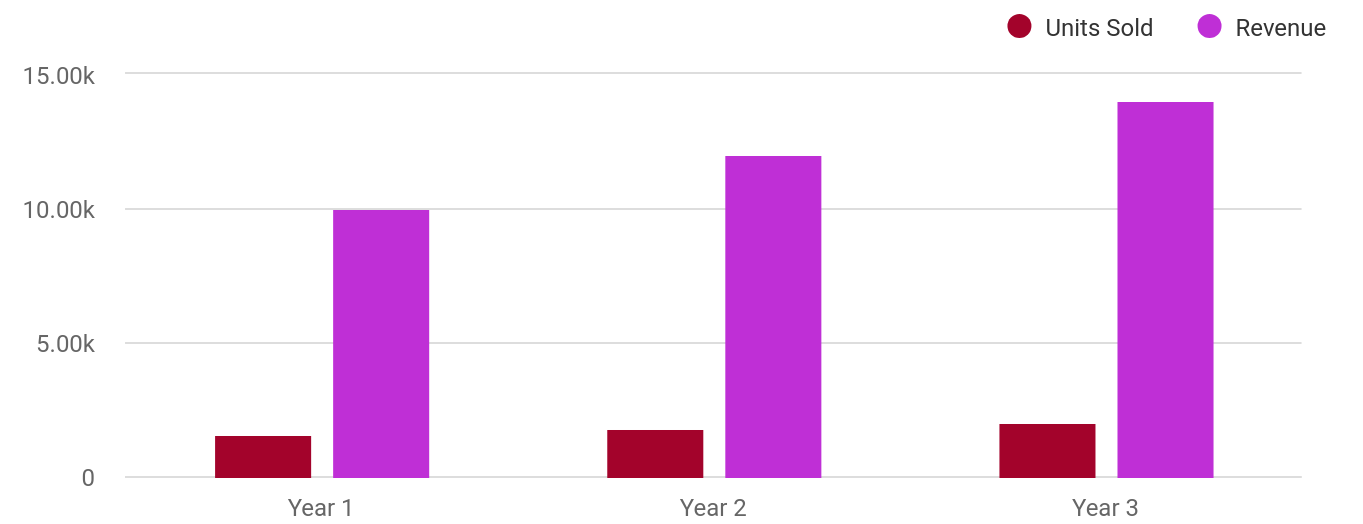
📁 Bookkeeping Business Plan

Provide a summary of your financial projections for the company's initial years of operation. Include any capital or investment requirements, startup costs, projected revenues, and profits.

To unlock help try Upmetrics! 🔒

Start writing here..

Units Sold v/s Revenue



Financial Year	Units Sold	Revenue
Year 1	1,550	\$10,000
Year 2	1,800	\$12,000
Year 3	2,050	\$14,000

💡 Help tip

📁 Bookkeeping Business Plan

After giving a brief about your business plan, end your summary with a call to action, for example; inviting potential investors or readers to the next meeting if they are interested in your business.

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



Bookkeeping Business Plan

Provide all the basic information about your business in this section like:

- The name of your bookkeeping firm and what type of firm it is: a simple bookkeeping firm, audit firm, virtual bookkeeping firm, tax firm, forensic accounting

To unlock help try Upmetrics!

Start writing here..

Ownership



Help tip



Bookkeeping Business Plan

Describe the owners of your bookkeeping business and mention their roles in running it. Whose shares in the corporation are they, and how each owner helps in the business?

To unlock help try Upmetrics!

Start writing here..

Mission statement



Help tip



Bookkeeping Business Plan

Add a mission statement that sums up the objectives and core principles of your firm. This statement needs to be memorable, clear, and brief.

To unlock help try Upmetrics!



At [Business Name], our mission is to [clear and concise mission, e.g., 'empower businesses with precise, timely, and strategic financial insights, upholding the highest standards of integrity and professionalism in every ledger, report, and interaction.']



Business history

 **Help tip**

 **Bookkeeping Business Plan**

Include an outline of the accounting firm's history and how it came to be in its current position.

If you can, add some personality and intriguing details, especially if you get any achievements.

To unlock help try Upmetrics! 

Start writing here..

Future goals

 **Help tip**

 **Bookkeeping Business Plan**

It's crucial to convey your aspirations and your vision. Include the vision of where you see your business in the near future and if you have any plans of opening a new franchise of your business in the same city in the future.

To unlock help try Upmetrics! 

Start writing here..

3.

Market Analysis

Target Market

Market size and growth potential

Competitive analysis

Market trends

Regulatory environment



REMEMBER

Market analysis provides a clear understanding of the market in which your printing business will run along with the target market, competitors, and growth opportunities.

To unlock help try Upmetrics!

Help tip

Bookkeeping Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Target Market

Help tip

Bookkeeping Business Plan

Identify your target market and define your ideal customer. Know more about your customers and which services they prefer: bookkeeping, auditing, accounting, tax calculation, payroll, or something else.

To unlock help try Upmetrics!

Start writing here..

Market size and growth potential

Help tip

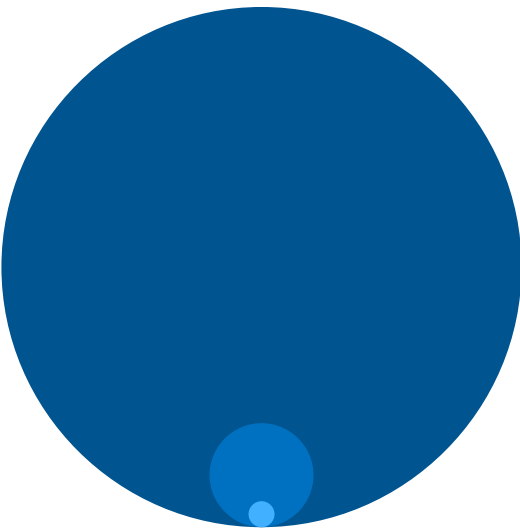
Bookkeeping Business Plan

Provide an overview of the bookkeeping industry. It will include market size, trends, growth potential, and regulatory considerations.

To unlock help try Upmetrics!

Start writing here..

Market Size



Available Market
Total businesses requiring bookkeeping services in the country.

10M

Served Market
Businesses actively using professional bookkeeping services.

2M

Target Market
Small to mid-sized businesses in urban areas seeking digital bookkeeping.

500k



Help tip



Bookkeeping Business Plan

Identify and analyze all other printing businesses in the local market, including direct and indirect competitors.

To unlock help try Upmetrics!

Competitive analysis

AccountMasters

AccountMasters has established itself as a reliable cloud-based bookkeeping service. The blend of a real-time financial dashboard and bespoke tax consultations sets them apart, albeit with a premium price tag.

Features

- Comprehensive cloud-based bookkeeping solutions
- Real-time financial dashboard
- Tailored tax consultation and filing services
- Automated payroll processing

Strengths

- Strong online presence with user-friendly interface
- A diversified client portfolio showcasing their experience across sectors
- Round-the-clock customer support

Weaknesses

- Higher pricing brackets compared to market averages
- Limited personalization in their software solutions
- Occasional reported delays in payroll processing during peak seasons

LedgerLink

With a balance of traditional and digital offerings, LedgerLink has retained its relevance over the years. Their sterling reputation in audit preparation stands out, but they show signs of lagging in the tech race.

Features

- Traditional and digital bookkeeping services
- Audit preparation and support
- Business financial consultancy

Strengths

- Renowned for thorough and meticulous audit preparation
- On-ground support teams for businesses preferring traditional bookkeeping
- Long-standing market presence and brand trust

Weaknesses

- Slower adaptation to new technology trends
- Limited digital tools for clients to access their financial data
- Relatively restricted online customer support hours

NumeralNest

NumeralNest is a fresh face in the industry, driving innovation through AI and a commendable focus on sustainability. While their tech-driven approach is a hit, they're still laying down their market roots.

Features

- AI-powered financial analytics
- Virtual bookkeeping consultations
- Environmentally-friendly paperless solutions

Strengths

- Cutting-edge tech integration, offering predictive financial insights
- Strong focus on sustainability and eco-friendly practices
- Flexible pricing models catering to startups and established businesses

Weaknesses

- Newer entrant in the market, thus less historical data for trust-building
- Dependence on third-party software for certain solutions, leading to occasional system hitches
- Limited services in the audit and compliance segment

Market trends

 **Help tip**

 **Bookkeeping Business Plan**

Analyze current and emerging trends in your industry, such as changes in customer preference or tax regime. Explain how your business will cope with all the changes.

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Start writing here..

Regulatory environment

Help tip

Bookkeeping Business Plan

Describe any regulations or licensing requirements that affect the bookkeeping business, such as storing data for 5 years, privacy policy for clients' data, and others.

To unlock help try Upmetrics!

Start writing here..



SWOT Analysis

Market Size

Customer Profiles

Help tip

John & Sons

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

Company Overview

What do you want me to write?

Please write a company overview for my coffee shop business.

Create Company Overview

Coffee Shop Business Plan

File Edit View Insert Format Tools Extensions Help

Summary

Outline



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 and Services

Additional services



REMEMBER

The product and services section of a bookkeeping 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

Bookkeeping 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..

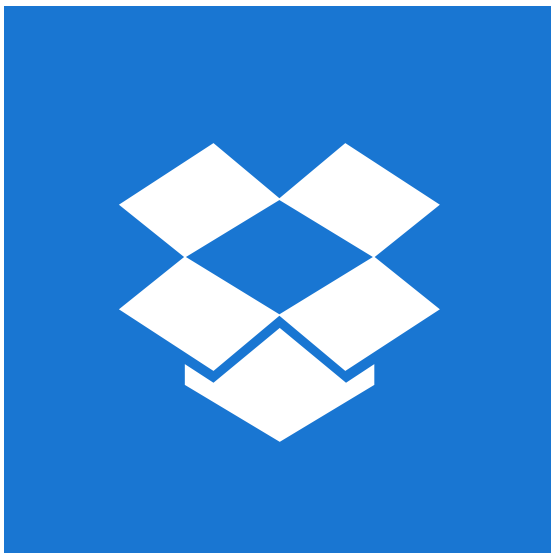
Help tip

Create a list of the services:

The primary services you provide, such as accounting, payroll, tax preparation, and financial

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Products and Services



Accounting

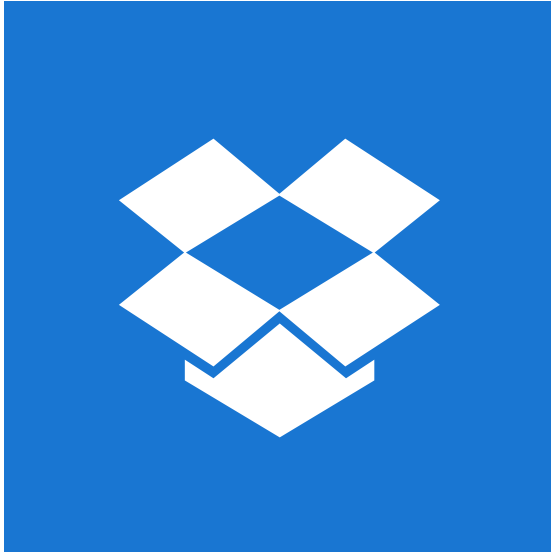
Price: **[\$150 per hour] or [Monthly retainer fee: \$2,500]**

Our accounting solutions cover everything from maintaining ledgers to end-of-year reconciliations.

We ensure that all financial transactions are recorded accurately, assets and liabilities are balanced, and financial records are maintained systematically.

Qualifications of Professionals

The service is provided by a team of Certified Public Accountants (CPAs) with extensive experience in managing business finances.



Payroll

Price: **[Fixed fee: \$30 per employee] or [Monthly package starting at \$500]**

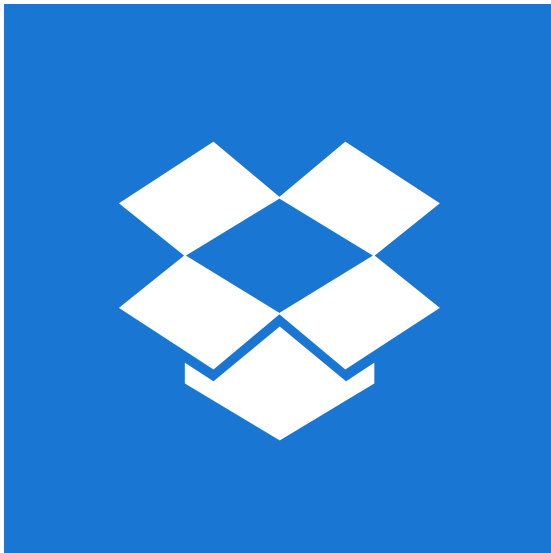
Our payroll services ensure that employee compensation is processed timely and accurately.

This includes calculating wages, managing deductions, ensuring tax compliance, and disbursing salaries to employees' accounts.

Additionally, year-end processes like generating W-2 and 1099 forms are also managed.

Qualifications of Professionals

Managed by payroll specialists who are well-versed in employment law and tax regulations.



Tax Preparation

Price: **[Starting at \$300 per return] or [Yearly package: \$1,000]**

This service ensures that businesses are tax-compliant.

From income to expenditure, we meticulously evaluate all financial aspects, ensuring businesses benefit from available deductions and credits, leading to optimized tax returns.

Qualifications of Professionals

Chartered Accountants with specializations in tax management oversee this segment, ensuring compliance and optimal returns.



Financial Statement Production

Price: **[Starting at \$500 per statement]**

We craft detailed financial statements, including income statements, balance sheets, and cash flow statements.

These documents offer businesses a clear view of their financial health, enabling informed decision-making.

Qualifications of Professionals

Financial analysts and CPAs collaborate to produce these statements, ensuring accuracy and relevance.

Help tip

Make sure to list these in your product and services section if you provide any services beyond basic bookkeeping, such as tax planning or business advising.

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Additional services



Tax Planning

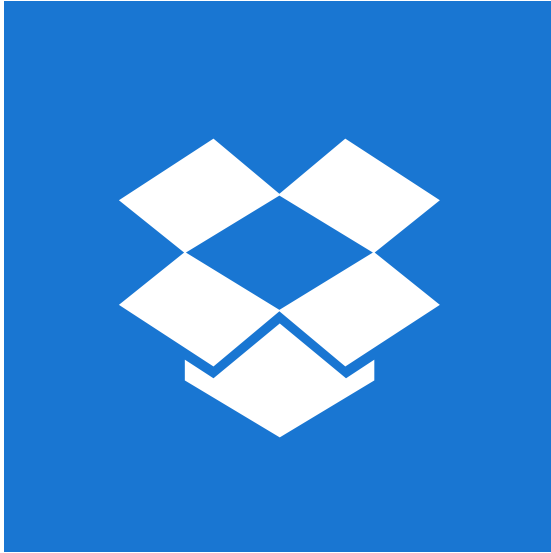
Price: **[Annual fee: \$1,200] or [Per consultation: \$200]**

Beyond immediate tax obligations, we strategize for the future.

This involves understanding a business's projected financial movements, leveraging tax benefits, and planning investments and expenditures to minimize tax liabilities.

Qualifications of Professionals

Chartered Accountants with expertise in tax strategy are at the helm of this service.



Business Advising

Price: **[Per session: \$250] or [Quarterly package: \$900]**

Based on financial data and market insights, we offer strategic counsel to businesses. This could encompass expansion strategies, cost optimization, or investment opportunities.

Qualifications of Professionals

Business consultants with financial backgrounds, often holding MBA degrees or equivalent qualifications, provide these insights.

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

Bookkeeping Business Plan

To create an effective introduction for your "Sales and Marketing Strategies" chapter, start by setting the stage within your specific industry or market.

To unlock help try Upmetrics!

Unique Selling Proposition (USP)

Help tip

Bookkeeping Business Plan

Determine what makes your bookkeeping services stand out from the crowd – competitive pricing, expert knowledge, or customized service.

To unlock help try Upmetrics!

Start writing here..

Pricing Strategy

Help tip

Bookkeeping Business Plan

Develop a pricing strategy that is competitive and affordable, yet profitable.

Consider offering promotions, discounts, or packages for your bookkeeping services to attract

To unlock help try Upmetrics!

Start writing here..

Develop a marketing strategy that includes a mix of online and offline marketing tactics.

Consider social media, email marketing, content marketing, brochures, print marketing, and

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Marketing strategies

Online



Social Media

Engaging content on platforms like [specific platforms, e.g., "LinkedIn, Facebook, and Twitter"], fostering community and awareness.



Email Marketing

Regular newsletters with updates, tips, and promotions, ensuring we stay top-of-mind.



Content Marketing

Insightful articles and blogs on our website, positioning [Business Name] as a thought leader in the bookkeeping space.

Offline



Brochures

Detailed brochures available at our office and distributed during industry events.



Print Marketing

Advertisements in [specific places, e.g., "local business magazines and newspapers"].



Events

Participation in and sponsorship of local business events and trade shows.

Sales strategies

 Help tip

 Bookkeeping Business Plan

Create a sales plan that explains how you'll turn leads into paying customers. Offering free consultations, providing references, or creating unique proposals are a few examples of what this could include.

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Free Consultations

Allowing potential clients to experience our expertise firsthand.



Providing References

Showcasing our track record with testimonials and case studies.



Unique Proposals

Tailoring proposals to address each client's specific needs and challenges.

 Help tip

 Bookkeeping Business Plan

Describe how your business will retain customers and build loyalty, such as through loyalty programs, special events, or personalized service.

To unlock help try Upmetrics! 

Customer retention



Loyalty Programs

Rewarding consistent partnerships with discounts and complimentary services.



Special Events

Hosting [specific events, e.g., "financial literacy workshops and annual client appreciation events"].



Personalized Service

Ensuring each client has a dedicated representative, always ready to assist and advise.

6.

Operations Plan

Rules and Regulations

Operational Process

Workplace



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

Bookkeeping 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..

Rules and Regulations

Help tip

Bookkeeping Business Plan

Create policies and procedures for your bookkeeping services, including how you will handle confidential client information, track billable hours, and respond to client questions and complaints.

To unlock help try Upmetrics!

Start writing here..

Operational Process

Help tip

Bookkeeping Business Plan

Outline the processes and procedures that you will use to run your bookkeeping business. It includes scheduling meetings with clients, filing tax returns, and other jobs.

To unlock help try Upmetrics!

Start writing here..

Workplace

 **Help tip**

 **Bookkeeping Business Plan**

Make a list of the equipment and physical space you'll need for your bookkeeping firm. A dedicated workstation, accounting software, and communication tools are a few examples of what this may entail.

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



Bookkeeping 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



Bookkeeping Business Plan

Describe the key members of your management team, their roles, and their responsibilities.

It should include the owners, senior management, and any other accountants who will be

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Start writing here..



John Doe

CEO and Founder - john.doe@example.com

As the CEO and Founder of [Business Name], John sets the strategic direction, oversees key partnerships, and ensures that the company continually evolves to meet the dynamic needs of its clientele.



- Educational Background: John graduated magna cum laude with a Bachelor's in Accounting from [Prestigious University Name] and later pursued his MBA with a specialization in Finance from [Another Prestigious University].
- Professional Background: John's journey in the financial world spans over two decades. He began his career with [Big Financial Firm], climbing the ranks to become a Senior Financial Strategist.

His entrepreneurial spirit led him to establish [Business Name], with a vision to revolutionize traditional bookkeeping practices.



Jane Doe

Chief Financial Officer (CFO) - jane.doe@example.com

Jane holds the financial reins at [Business Name], directing everything from daily operations to long-term financial planning, ensuring fiscal health and compliance.

- Educational Background: With a Bachelor's in Business Economics from [Esteemed University Name] and a CPA certification, Jane possesses both the academic and practical knowledge essential for her role.
- Professional Background: Jane's professional arc took her through roles such as Senior Auditor at [Notable Audit Firm] and Finance Manager at [Major Corporate Entity].

Her expertise in both audit and corporate finance makes her a linchpin in the [Business Name] ecosystem.



Robert White

Director of Client Relations - robert.white@example.com

Robert spearheads the client relations department, ensuring that every interaction with [Business Name] is smooth, productive, and exceeds client expectations.

- Educational Background: A graduate in Communication Studies from [Top-tier University Name], Robert also holds a certification in Customer Relationship Management.
- Professional Background: Having worked with giants like [Major Service Company] as a Client Relations Manager and [Another Big Company] as a Customer Success Lead, Robert understands the nuances of client needs and tailors solutions accordingly.

Organizational structure

 Help tip

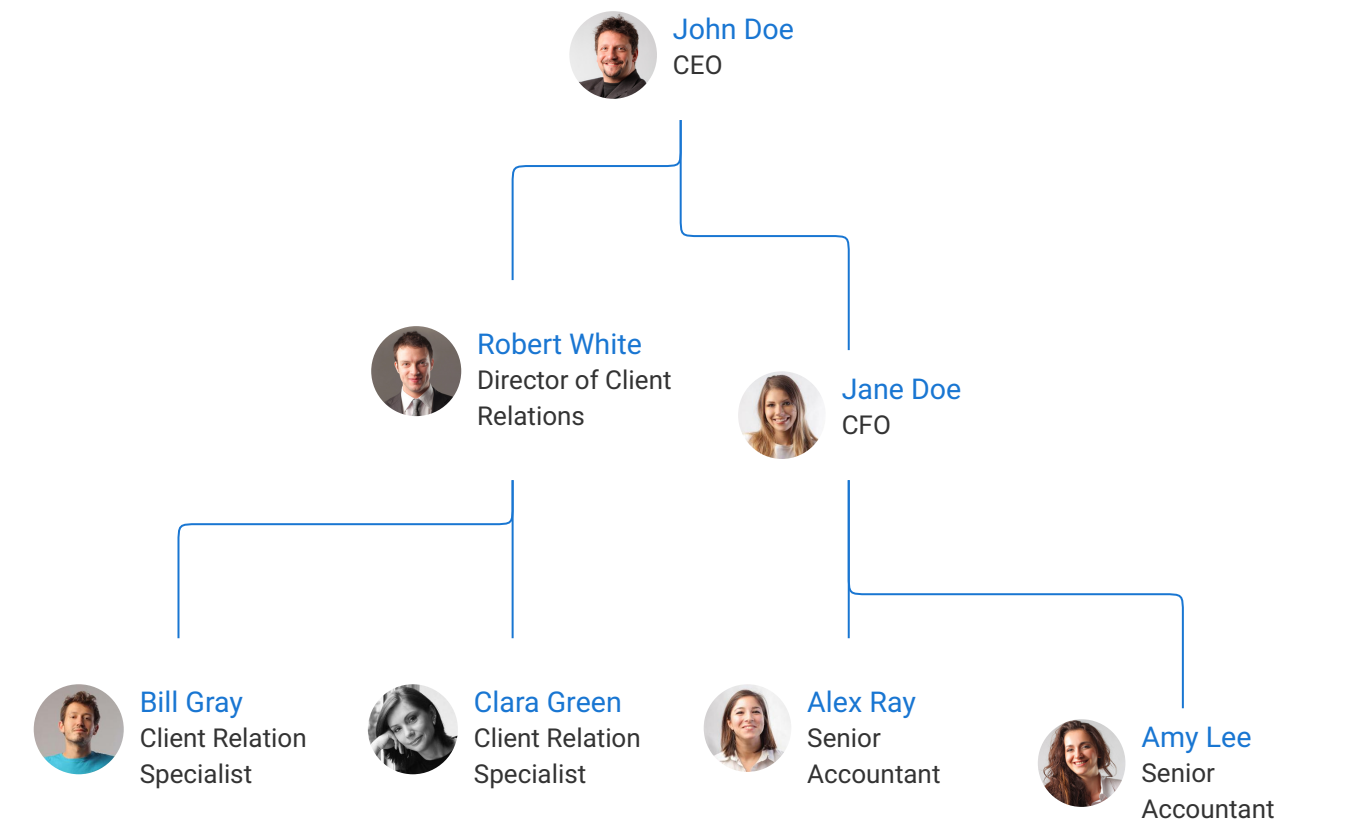
 Bookkeeping Business Plan

Describe the organizational structure of the management team, including reporting lines and how decisions will be made.

To unlock help try Upmetrics! 

Start writing here..

Organization chart



Compensation plan

Help tip

Bookkeeping Business Plan

Describe your compensation plan for the management team and staff, including salaries, bonuses, and other benefits.

To unlock help try Upmetrics!

Start writing here..

If you have a board of advisors for your business, then mention them along with their roles and experience.

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Board of advisors



Robert Brown

With a rich history in [specific domain, e.g., "tech integrations for financial institutions"], Robert brings a wealth of knowledge on modernizing traditional bookkeeping practices.



Alice Brown

Stalwart

A stalwart in the financial industry with over [X years] of experience, Alice has been [specific accolades or roles, e.g., "the CFO of MajorCorp and an advisor to several Fortune 500 companies"].



[ADVISOR NAME]

[DESIGNATION]

[Description of this advisor's background and expertise]

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

Bookkeeping Business Plan

To create an effective introduction for your "Financial Plan" chapter, begin by stressing the critical role of a well-structured financial plan in the success of your venture.

To unlock help try Upmetrics!

Start writing here..

Help tip

Create a projected profit & loss statement that describes the expected revenue, cost of products sold, and operational costs. Your firm's anticipated net profit or loss should be computed and included.

To unlock help try Upmetrics!

Profit & loss statement

	2024	2025	2026
Revenue	\$487,882	\$682,339.50	\$1,018,334
Bookkeeping Services	\$159,182	\$285,872	\$513,384

	2024	2025	2026
Unit Sales	796	1,429	2,567
Unit Price	\$200	\$200	\$200
Tax Preparation Services	\$112,700	\$180,467.50	\$288,950
Unit Sales	451	722	1,156
Unit Price	\$250	\$250	\$250
Consulting Services	\$216,000	\$216,000	\$216,000
Total Hours	1,440	1,440	1,440
Hourly Price	\$150	\$150	\$150
Cost Of Sales	\$159,994.12	\$175,788.99	\$198,962.17
General Costs	\$159,994.12	\$175,788.99	\$198,962.17
Software Subscriptions	\$15,600	\$15,672	\$15,745.44
Accounting Software Subscription	\$3,600	\$3,672	\$3,745.44
Software Subscription	\$12,000	\$12,000	\$12,000
Outsourced Services	\$144,394.12	\$160,116.99	\$183,216.73
Outsourced Payroll Processing	\$24,394.12	\$34,116.99	\$50,916.73

	2024	2025	2026
Outsourced Service Details	\$120,000	\$126,000	\$132,300
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$327,887.88	\$506,550.51	\$819,371.83
Gross Margin (%)	67.21%	74.24%	80.46%
Operating Expense	\$369,038.11	\$401,878.03	\$447,353.21
Payroll Expense (Indirect Labor)	\$292,260	\$302,680.20	\$313,494.84
Bookkeeping Staff	\$161,100	\$167,085	\$173,307.24
Senior Bookkeeper	\$57,600	\$60,480	\$63,504
Junior Bookkeeper	\$103,500	\$106,605	\$109,803.24
Administrative Staff	\$76,440	\$78,960	\$81,570.12
Office Manager	\$49,560	\$51,542.40	\$53,604.12
Receptionist	\$26,880	\$27,417.60	\$27,966

	2024	2025	2026
IT Support Staff	\$54,720	\$56,635.20	\$58,617.48
IT Specialist	\$54,720	\$56,635.20	\$58,617.48
General Expense	\$76,778.12	\$99,197.83	\$133,858.37
Office Expenses	\$34,384	\$46,588.84	\$63,941.68
Rent	\$28,384	\$40,468.84	\$57,699.28
Utilities	\$6,000	\$6,120	\$6,242.40
Technology Expenses	\$6,000	\$6,252	\$6,515.16
Software Licenses	\$3,600	\$3,780	\$3,969
Hardware Maintenance	\$2,400	\$2,472	\$2,546.16
Marketing and Advertising	\$36,394.12	\$46,356.99	\$63,401.53
Online Advertising	\$24,394.12	\$34,116.99	\$50,916.73
Print Advertising	\$12,000	\$12,240	\$12,484.80
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$41,150.22)	\$104,672.48	\$372,018.62

	2024	2025	2026
Additional Expense	\$5,117.48	\$4,150.38	\$3,123.63
Long Term Depreciation	\$2,544	\$2,544	\$2,544
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$43,694.22)	\$102,128.48	\$369,474.62
Interest Expense	\$2,573.47	\$1,606.38	\$579.64
EBT	(\$46,267.70)	\$100,522.10	\$368,894.99
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$534,149.70	\$581,817.40	\$649,439.01
Net Income	(\$46,267.70)	\$100,522.10	\$368,894.99
Net Income (%)	(9.48%)	14.73%	36.23%
Retained Earning Opening	\$0	(\$66,267.70)	\$24,254.40
Owner's Distribution	\$20,000	\$10,000	\$10,000

	2024	2025	2026
Retained Earning Closing	(\$66,267.70)	\$24,254.40	\$383,149.39

Help tip

Estimate your cash inflows and outflows for the first few years of operation. It should include cash receipts from clients, payments to vendors, loan payments, and any other cash inflows and outflows.

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Cash flow statement

	2024	2025	2026
Cash Received	\$487,882	\$682,339.50	\$1,018,334
Cash Paid	\$531,605.70	\$579,273.40	\$646,895.01
COS & General Expenses	\$236,772.22	\$274,986.82	\$332,820.54
Salary & Wages	\$292,260	\$302,680.20	\$313,494.84
Interest	\$2,573.47	\$1,606.38	\$579.64
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
Net Cash From Operations	(\$43,723.70)	\$103,066.10	\$371,438.99
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$15,500	\$0	\$0
Net Cash From Investments	(\$15,500)	\$0	\$0
Amount Received	\$80,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$0	\$0
Amount Paid	\$35,679.72	\$26,646.82	\$27,673.45
Loan Capital	\$15,679.73	\$16,646.82	\$17,673.44
Dividends & Distributions	\$20,000	\$10,000	\$10,000
Net Cash From Financing	\$44,320.28	(\$26,646.82)	(\$27,673.45)

2024

2025

2026

Summary

Starting Cash	\$0	(\$14,903.42)	\$61,515.86
Cash In	\$567,882	\$682,339.50	\$1,018,334
Cash Out	\$582,785.42	\$605,920.22	\$674,568.46
Change in Cash	(\$14,903.42)	\$76,419.28	\$343,765.54
Ending Cash	(\$14,903.42)	\$61,515.86	\$405,281.40

Help tip

Prepare a projected balance sheet, which shows the accounting firm's assets, liabilities, and equity.

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Balance sheet

2024

2025

2026

Assets	(\$1,947.42)	\$71,927.86	\$413,149.40
Current Assets	(\$14,903.42)	\$61,515.86	\$405,281.40

	2024	2025	2026
Cash	(\$14,903.42)	\$61,515.86	\$405,281.40
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$12,956	\$10,412	\$7,868
Gross Long Term Assets	\$15,500	\$15,500	\$15,500
Accumulated Depreciation	(\$2,544)	(\$5,088)	(\$7,632)
Liabilities & Equity	(\$1,947.44)	\$71,927.84	\$413,149.39
Liabilities	\$34,320.26	\$17,673.44	\$0
Current Liabilities	\$16,646.82	\$17,673.44	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,646.82	\$17,673.44	\$0
Long Term Liabilities	\$17,673.44	\$0	\$0
Long Term Debt	\$17,673.44	\$0	\$0

	2024	2025	2026
Equity	(\$36,267.70)	\$54,254.40	\$413,149.39
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$30,000	\$30,000	\$30,000
Retained Earnings	(\$66,267.70)	\$24,254.40	\$383,149.39
Check	\$0	\$0	\$0

 **Help tip**

 **Bookkeeping Business Plan**

Determine the point at which your bookkeeping company will break even, or generate enough revenue to cover its operating costs.

This will help you understand how much revenue you need to generate to make a profit.

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Break-even Point

	2024	2025	2026
Starting Revenue	\$0	\$487,882	\$1,170,221.50

	2024	2025	2026
Net Revenue	\$487,882	\$682,339.50	\$1,018,334
Closing Revenue	\$487,882	\$1,170,221.50	\$2,188,555.50
Starting Expense	\$0	\$534,149.70	\$1,115,967.10
Net Expense	\$534,149.70	\$581,817.40	\$649,439.01
Closing Expense	\$534,149.70	\$1,115,967.10	\$1,765,406.11
Is Break Even?	No	Yes	Yes
Break Even Month	0	Sep '25	0
Days Required	0	10 Days	0
Break Even Revenue	\$534,149.70	\$934,371.50	\$0
Bookkeeping Services	\$0	\$339,527.33	\$0
Tax Preparation Services	\$0	\$228,844.17	\$0
Consulting Services	\$0	\$366,000	\$0
Break Even Units			
Bookkeeping Services	0	1,698	0

	2024	2025	2026
Tax Preparation Services	0	915	0
Consulting Services	0	2,440	0

Financing needs

 **Help tip**

 **Bookkeeping Business Plan**

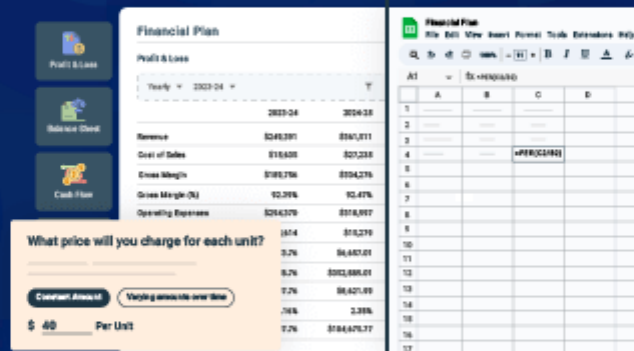
Estimate how much financing you will need to start and operate your bookkeeping business. It should include both short-term and long-term financing needs, such as loans or investment capital.

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

	2023-04	2024-03
Revenue	\$245,391	\$181,111
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$196,783	\$154,273
Gross Margin (%)	80.2%	85.2%
Operating Expenses	\$24,329	\$18,957
	\$14	\$15,279
	0.2%	\$6,657.01
	0.2%	\$102,695.01
	7.2%	\$6,621.00
	.16%	3.35%
	7.2%	\$184,675.77



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

[Start your planning today](#)

9.

Appendix



REMEMBER

When writing the appendix section, you should include any additional information that supports the main content of your plan. This may include financial statements, market research data, legal documents, and more.

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