



Cookies Business Plan

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Business Plan

[YEAR]

Prepared By

John Doe



Handcrafted Happiness in Every Bite

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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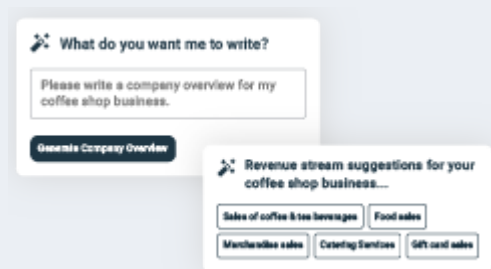
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1.

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

Cookies Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Cookies Business Plan

Describe the target market in brief, and explain the demographics, geographic location, and psychographic attributes of your customer. Explain how your cookie business meets its needs.

To unlock help try Upmetrics!

Start writing here..

Services Offered

Help tip

Cookies Business Plan

Describe in detail the types of cookies you will sell if you are providing delivery and customization option.

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

CEO - john.doe@example.com

With over [10 years] of experience in [the food and beverage industry], John brings expertise, vision, and leadership to the table.



Jane Smith

Head of Operations - jane.smith@example.com

A veteran with [15 years] in [supply chain management], Jane ensures that the operations run smoothly and efficiently.



Alice Brown

Chief Marketing Officer - alice.brown@example.com

With a knack for understanding market trends, Alice, having worked with [top food brands], is the driving force behind our branding and marketing strategies.



Robert Brown

Head of Finances - robert.brown@example.com

Robert, an alumnus of [Harvard Business School], with [12 years] of experience, manages the financial aspects, ensuring profitability and fiscal responsibility

Financial Highlights

💡 Help tip

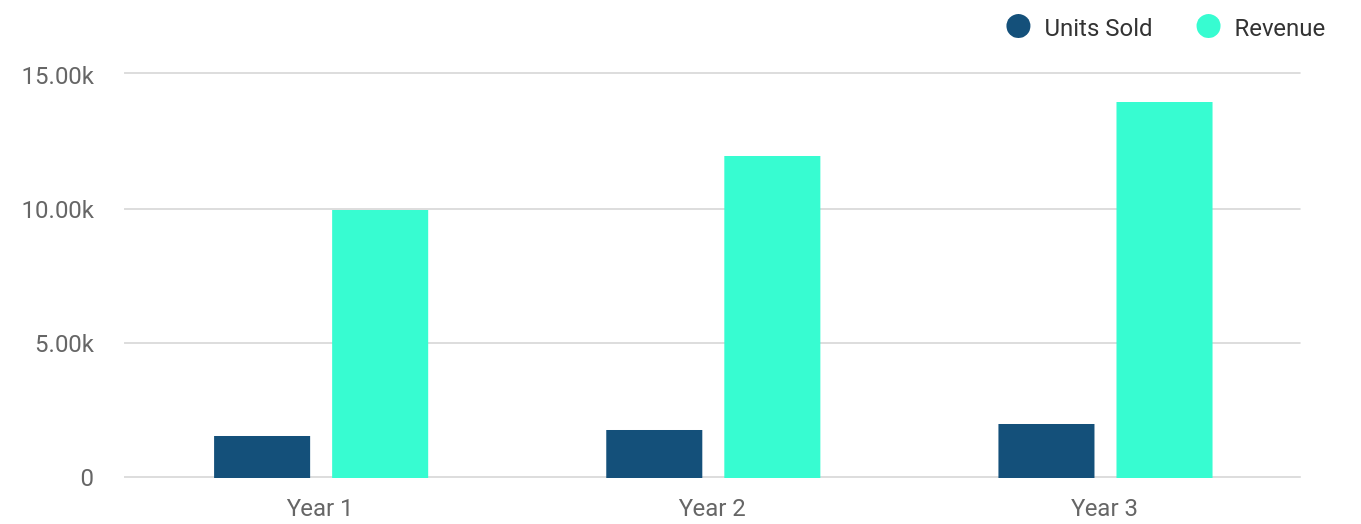
Cookies Business Plan

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

Cookies 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

Cookies Business Plan

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

- The name of your cookie shop and the types of products you will sell. Will it only be

To unlock help try Upmetrics!

Start writing here..

Ownership

Help tip

Cookies Business Plan

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

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Start writing here..

Business Owners



Mission statement

 Help tip

 Cookies Business Plan

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

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At [Delightful Dough Cookie Co.], we believe in the magic of authenticity. Our mission is to craft moments of joy, one cookie at a time, by blending tradition with innovation, and delivering an experience that goes beyond taste.



Business history

 Help tip

 Cookies Business Plan

Include an outline of the cookie business's history and how it came to be in its current position. If you can, add some intriguing stories about how you came up with this business idea, then it would be great.

To unlock help try Upmetrics! 

Start writing here..

Future goals

 Help tip

 Cookies Business Plan

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

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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

Cookies 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

Cookies Business Plan

Identify your target market and define your ideal customer. Know more about your customers and which cookies they prefer: handmade, soft-made, macrons, cakes, or anything else.

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Start writing here..

Market size and growth potential

Help tip

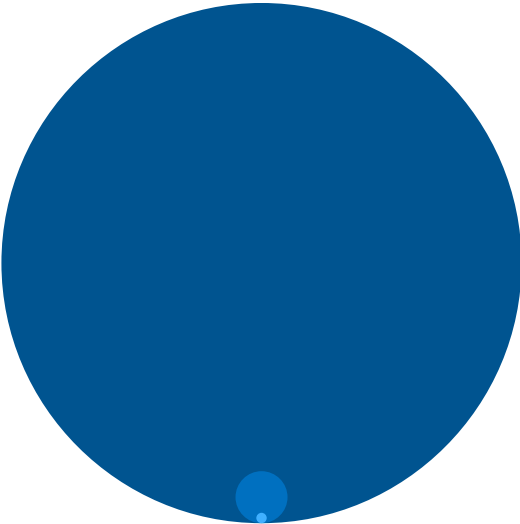
Cookies Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Market Size



Available Market	5M
Total cookie consumers in the state.	
Served Market	500k
Cookie consumers in the Westminster region.	
Target Market	100k
Young adults (20-35) in Westminster preferring artisanal cookies.	

 **Help tip**

 **Cookies Business Plan**

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

To unlock help try Upmetrics! 

Competitive analysis

Cookie Castle

Located in the heart of [Westminster], Cookie Castle has been a household name for the past [15 years].

Features	Strengths	Weaknesses
Broad Range: Offers over [50] varieties of cookies, including [chocolate chip, oatmeal raisin, and lemon zest].	Brand Loyalty: Having been in business for over a decade, they've built a loyal customer base.	Mass Production: Many reviews indicate a compromise on the freshness of cookies.
Subscription Boxes: Monthly curated boxes for cookie enthusiasts.	Diverse Offering: Their vast cookie variety caters to a broad spectrum of tastes.	Price Point: Their cookies are on the higher end of the price spectrum, making it less accessible for some.
Dietary Options: Vegan, gluten-free, and nut-free cookie selections.	Eco-friendly Packaging: All their products use biodegradable packaging, appealing to the eco-conscious consumer.	Limited Customization: They don't offer customers the option to customize flavors or ingredients.

Crumbs & Creamery

An artisanal boutique cookie store that started [5 years ago], they emphasize unique flavor combinations.

Features	Strengths	Weaknesses
Gourmet Selection: Specializes in flavors like [lavender honey, sea salt caramel, and tiramisu]. Cookie Workshops: Holds monthly cookie-making classes. Pop-up Stalls: Regularly sets up stalls at local events and farmers' markets.	Unique Flavors: Their out-of-the-box flavors cater to adventurous palates. Community Engagement: Through workshops and pop-ups, they maintain strong community ties. High-Quality Ingredients: They source organic and locally produced ingredients.	Limited Traditional Options: Their focus on unique flavors means fewer options for traditionalists. Limited Presence: With just one outlet, their reach is restricted. Premium Pricing: The use of high-quality ingredients results in a higher price point.

Bakes & Bites

A franchise that has spread its wings across multiple states, Bakes & Bites is known for its efficient service and consistent taste.

Features	Strengths	Weaknesses
Cookie Combos: Offers deals combining cookies with coffee or milkshakes. Quick Service: Focuses on a fast service model, akin to fast food. Loyalty Program: Rewards system for frequent customers.	Consistency: Regardless of the branch, customers know what to expect in terms of taste and quality. Affordability: Their price points are competitive, making it accessible for a wider audience. Strong Marketing: With a significant budget, their marketing campaigns are widespread and effective.	Generic Taste: Due to mass production, their cookies lack a distinct, memorable flavor. Limited Dietary Options: Few options for those looking for vegan, gluten-free, or other specific dietary needs. Impersonal Experience: The emphasis on quick service often sacrifices a personalized customer experience.

Market trends

 **Help tip**

 **Cookies Business Plan**

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

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Start writing here..

Regulatory environment

 **Help tip**

 **Cookies Business Plan**

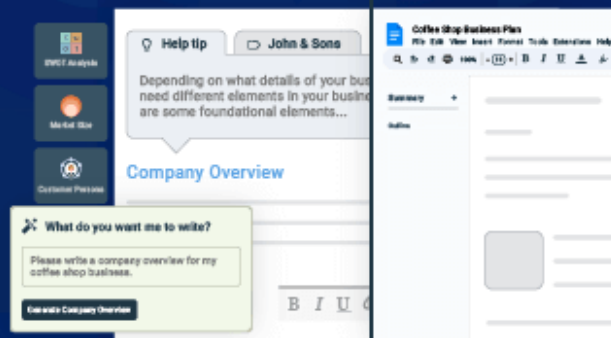
Describe any regulations or licensing requirements that affect the cookie business, such as a shift in the prices of raw materials, or a requirement for quality control.

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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.

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4.

Products and Services

Products

Ingredients

Packaging and Labelling



REMEMBER

The product and services section of a cookies 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

Cookies Business Plan

To craft the introduction for your "Products and Services" chapter, begin by positioning your business within its industry, emphasizing its unique strengths or value proposition.

To unlock help try Upmetrics!

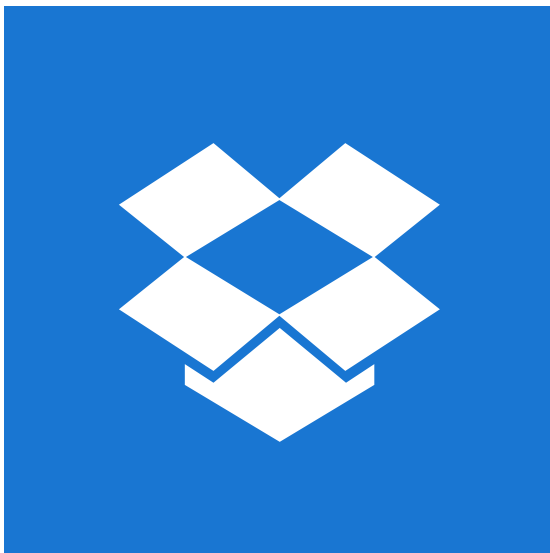
Start writing here..

Help tip

Describe the types of cookies you'll be offering, including any new or unique flavors you will introduce in the market.

To unlock help try Upmetrics!

Products



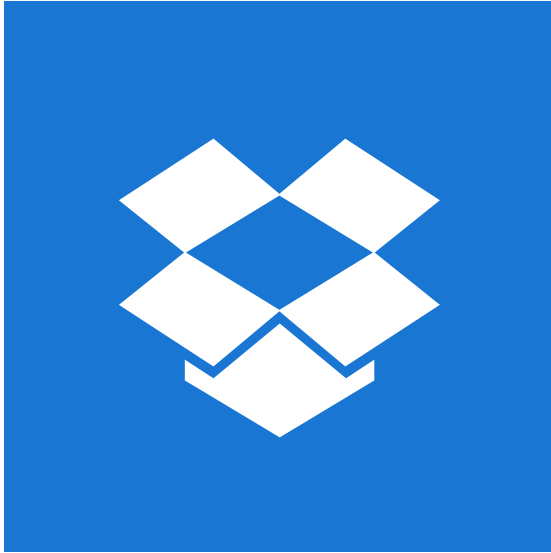
Classic Chocolate Chip Cookie

Price: **[\$2.50] per cookie**

A timeless favorite, our chocolate chip cookie is a blend of semi-sweet chocolate chunks nestled in a buttery, golden-brown cookie dough

Product Specifications

- Diameter: 3 inches
- Weight: 50 grams
- Ingredients: Non-GMO flour, Belgian chocolate, organic milk, Madagascar vanilla, and sea salt.



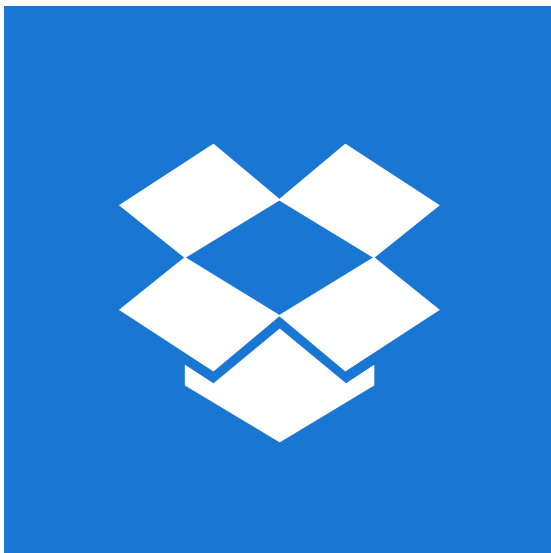
Lavender Honey Cookie

Price: **[\$3.00] per cookie**

A harmonious blend of floral lavender and sweet honey, creating a sophisticated flavor profile for those seeking something out of the ordinary.

Product Specifications

- Diameter: 3 inches
- Weight: 45 grams
- Ingredients: Non-GMO flour, organic honey, lavender extract, cage-free eggs, and unsalted butter.



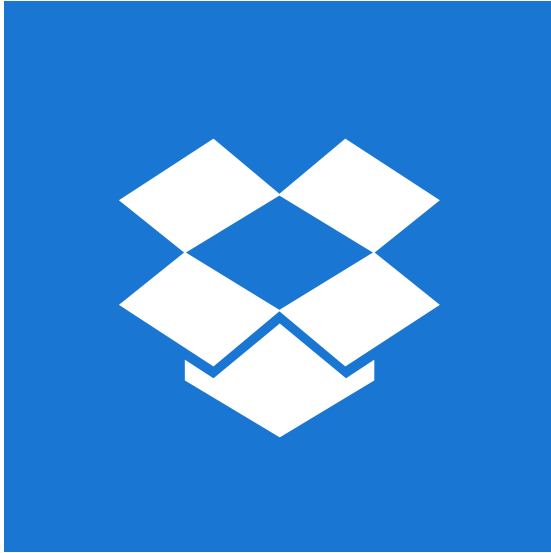
White Chocolate & Raspberry Cookie

Price: **[\$3.50] per cookie**

A delightful interplay of tart raspberries and creamy white chocolate, offering a burst of contrasting flavors with every bite.

Product Specifications

- Diameter: 3.5 inches
- Weight: 55 grams
- Ingredients: Non-GMO flour, Belgian white chocolate, fresh raspberries, organic sugar, and Madagascar vanilla.



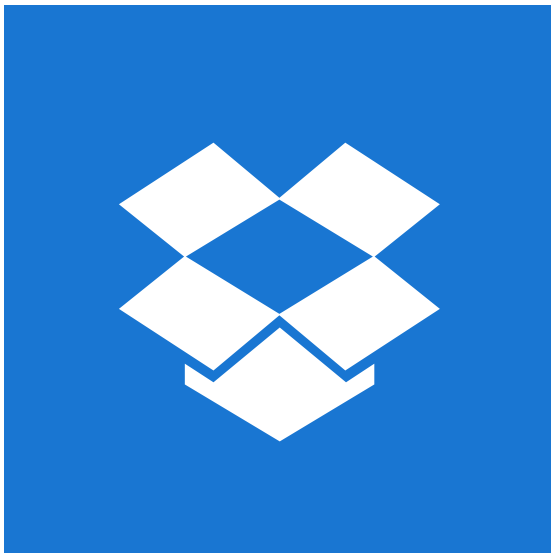
Personalized Celebration Cookies

Price: **Starting at [\$5.00] per cookie (varies with customization)**

Tailored for special occasions, customers can choose their flavors, add personal messages, and pick unique shapes to commemorate life's milestones.

Product Specifications

- Diameter: Variable (up to 5 inches)
- Weight: Starts at 60 grams (depending on design)
- Ingredients: Based on selected flavour. Options for vegan, gluten-free, or nut-free are available.



Vegan Oatmeal Raisin Cookie

Price: **[\$2.75] per cookie**

A moist and chewy delight, our vegan oatmeal raisin cookie ensures even those with dietary restrictions can indulge guilt-free.

Product Specifications

- Diameter: 3 inches
- Weight: 50 grams
- Ingredients: Organic oats, raisins, almond milk, coconut oil, organic brown sugar, and flax seeds.

Ingredients

 **Help tip**

 **Cookies Business Plan**

Provide information on the ingredients you use and how you make your cookies yummy and special.

To unlock help try Upmetrics! 

Start writing here..

Packaging and Labelling

 **Help tip**

 **Cookies Business Plan**

Mention how you will pack your cookies, including any special packaging options you may offer. If you are serving vegan or gluten-free cookies, then mention it clearly.

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

Cookies 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

Cookies Business Plan

Clearly define your cookie's unique selling proposition, such as your ingredients, softness, flavors, or anything else that is unique from others.

To unlock help try Upmetrics!

Start writing here..

Pricing Strategy

Help tip

Cookies Business Plan

Develop a pricing strategy that is competitive and affordable, yet profitable. Consider offering promotions, discounts, or cross-selling for your cookies to attract new customers.

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 events.

To unlock help try Upmetrics! 🔒

Marketing strategies

Online



Social Media

Regular engagement on platforms like [Instagram, Facebook, and Twitter], showcasing behind-the-scenes, customer testimonials, and new launches.



Email Marketing

Curated monthly newsletters featuring new flavors, special promotions, and cookie trivia to engage our subscriber base.



Content Marketing

A blog on our website discussing topics like ["The Art of Baking"] or ["The History of Cookies"].

Offline



Print Marketing

Distributing brochures in [local cafes, libraries, and community centers].



Events

Hosting and participating in [local bake-offs, food festivals, and community gatherings] to garner direct customer feedback and build brand visibility

 Help tip

Showcase how you will sell your cookies, either through a website or a physical storefront, or third-party retailers. Consider mentioning pricing and all the strategies you will use to increase sales.

To unlock help try Upmetrics! 

Sales strategies



Physical Storefront

Our flagship store at [10200 Bolsa Ave, Westminster, CA, 92683] is not just a sales point but an experience hub.



Website Sales

A user-friendly website offering seamless ordering, customization options, and a loyalty program for regular customers.



Third-Party Retailers

Collaborating with local [cafes and bistros] to offer our cookies as a premium dessert option.

 Help tip

Describe how your cookie business will retain customers and build customer loyalty, such as through special events, customizations, or discounts.

To unlock help try Upmetrics! 

Customer retention



Loyalty Programs

Points for every purchase, redeemable against future orders.



Special Events

Exclusive previews for new launches or flavor tasting events for our regulars.



Customizations

Offering tailored solutions for special occasions, ensuring our customers always have a personal touch.

6.

Operations Plan

Production Process

Operational Process

Technologies



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

Cookies Business Plan

To create an effective introduction for your "Operational Plan" chapter, start by emphasizing the pivotal role of efficient operations in the success of your business, underscoring how they directly impact the quality of services delivered.

To unlock help try Upmetrics!

Start writing here..

Production Process

Help tip

Cookies Business Plan

Mention the production process of cookies, including the steps involved, the equipment and resources you will need, and the challenges of the production.

To unlock help try Upmetrics!

Start writing here..

Operational Process

Help tip

Cookies Business Plan

Outline the processes and procedures that you will use to run your cookie business. Who will handle operations like the cookie-making process, manufacturing & ordering, packaging, deliveries, and other things?

To unlock help try Upmetrics!

Start writing here..

Technologies

 **Help tip**

 **Cookies Business Plan**

Describe the systems and technologies you will need for your business, for instance, any payroll, management or accounting software, or something else.

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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

Cookies Business Plan

To craft an introduction for your "Management Team" chapter, begin by emphasizing the crucial role of leadership in the success of any business.

To unlock help try Upmetrics!

Start writing here..

Key managers

Help tip

Cookies 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 chef who will be involved in the decision-making of the product.

To unlock help try Upmetrics!

Start writing here..



John Doe

CEO & Co-founder - john.doe@example.com

John is the visionary behind Delightful Dough Cookie Co.

With a degree in [Business Administration] from [Harvard University] and an MBA from [Stanford Graduate School of Business], he brings both academic rigour and a passion for gourmet food.

Before co-founding Delightful Dough, John spent [10 years] in strategic roles at [Gourmet Foods Inc.], where he honed his skills in business development and leadership.



Jane Doe

Head Chef - jane.doe@example.com

The creative force behind our delightful cookies, Jane is a graduate of the [Culinary Institute of America].

With over [15 years] of experience in renowned bakeries such as [Paris Delight] and [New York Patisserie], Jane's expertise ensures every cookie is a masterpiece.

Her deep understanding of flavors and penchant for innovation make her an industry leader.



Alice Brown

Operations Manager - alice.brown@example.com

Alice, a graduate of [Supply Chain Management] from [MIT], brings operational excellence to Delightful Dough.

With her prior experience as an Operations Lead at [Cookie World Inc.] for over [8 years], Alice ensures smooth day-to-day functioning, from ingredient sourcing to final delivery.



Robert Brown

Marketing Head - robert.brown@example.com

Robert, with his degree in [Marketing and Communications] from [UCLA], is the voice of Delightful Dough in the market.

Before joining us, Robert spearheaded marketing campaigns at [Bakers Delight Ltd.] for [7 years].

His knack for understanding consumer behavior and leveraging digital platforms is pivotal in shaping our brand presence.

Organizational structure

 **Help tip**

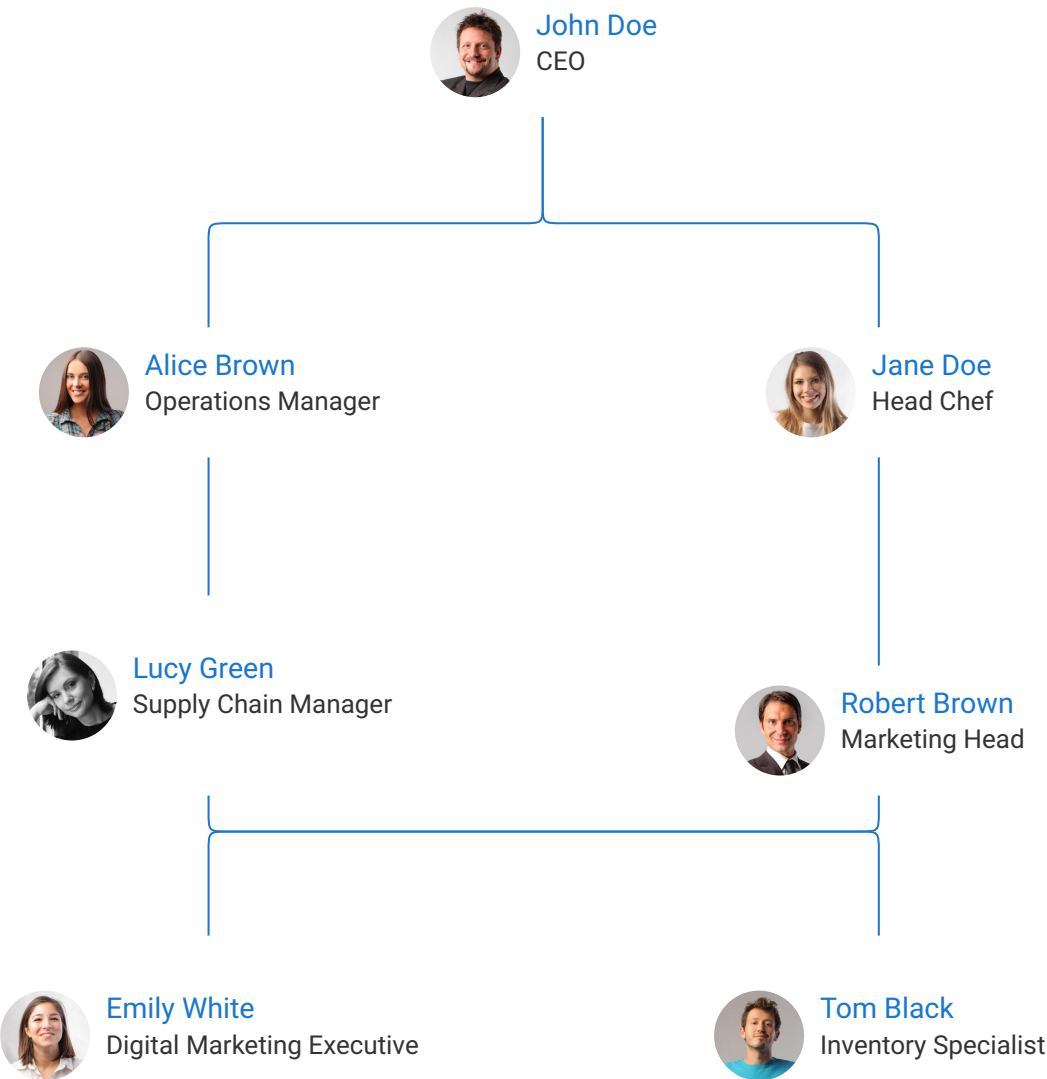
 **Cookies Business Plan**

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

 Cookies 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..

 Help tip

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

To unlock help try Upmetrics! 

Board of advisors



Adrian Smith

Advisor

With over [20 years] in the food and beverage industry, Adrian provides insights into market trends and growth strategies.



Elizabeth White

Consultant

A renowned name in the [culinary world], Elizabeth offers advice on product development and culinary innovations.



Michael Green

Advisor

Having helmed multiple successful startups, Michael's expertise lies in business strategy and financial planning.

8.

Financial Plan

Profit & loss statement

Cash flow statement

Balance sheet

Break-even Analysis

Financing needs



REMEMBER

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

To unlock help try Upmetrics!

Help tip

Cookies 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 cookie business's anticipated net profit or loss should be computed and included.

To unlock help try Upmetrics!

Profit & loss statement

	2024	2025	2026
Revenue	\$202,134.10	\$455,238.45	\$1,025,269.30
Handmade Cookies Sale	\$62,609.95	\$141,010	\$317,581.65

	2024	2025	2026
Unit Sales	12,522	28,202	63,516
Unit Price	\$5	\$5	\$5
Machine-made Cookies Sale	\$107,330.55	\$241,729.25	\$544,419.85
Unit Sales	21,466	48,346	108,884
Unit Price	\$5	\$5	\$5
Custom Cake Orders	\$32,193.60	\$72,499.20	\$163,267.80
Unit Sales	537	1,208	2,721
Unit Price	\$60	\$60	\$60
Cost Of Sales	\$5,520	\$5,690.40	\$5,866.44
General Costs	\$5,520	\$5,690.40	\$5,866.44
Ingredients for Handmade Cookies	\$1,920	\$1,970.40	\$2,022.12
Ingredients for Handmade Cookies	\$1,200	\$1,236	\$1,273.08
Packaging for Handmade Cookies	\$720	\$734.40	\$749.04

	2024	2025	2026
Ingredients for Machine-made Cookies	\$3,600	\$3,720	\$3,844.32
Ingredients for Machine-made Cookies	\$2,400	\$2,496	\$2,595.84
Packaging for Machine-made Cookies	\$1,200	\$1,224	\$1,248.48
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$196,614.10	\$449,548.05	\$1,019,402.86
Gross Margin (%)	97.27%	98.75%	99.43%
Operating Expense	\$267,480	\$274,302.60	\$281,370.24
Payroll Expense (Indirect Labor)	\$237,480	\$243,126.60	\$248,925.60
Bakery Staff	\$91,200	\$92,748	\$94,322.88
Baker	\$36,000	\$36,720	\$37,454.40
Assistant Baker	\$55,200	\$56,028	\$56,868.48

	2024	2025	2026
Sales and Marketing	\$75,900	\$78,591	\$81,379.32
Sales Manager	\$41,400	\$43,056	\$44,778.24
Marketing Specialist	\$34,500	\$35,535	\$36,601.08
Administrative and Support	\$70,380	\$71,787.60	\$73,223.40
Administrative Assistant	\$20,700	\$21,114	\$21,536.28
Customer Support Representative	\$49,680	\$50,673.60	\$51,687.12
General Expense	\$30,000	\$31,176	\$32,444.64
Rent and Utilities	\$14,400	\$14,520	\$14,646
Rent	\$12,000	\$12,000	\$12,000
Utilities	\$2,400	\$2,520	\$2,646
Marketing and Advertising	\$12,000	\$12,960	\$14,004
Social Media Advertising	\$7,200	\$7,920	\$8,712
Local Advertising	\$4,800	\$5,040	\$5,292
Operating Supplies and Miscellaneous	\$3,600	\$3,696	\$3,794.64
Operating Supplies	\$2,400	\$2,472	\$2,546.16
Miscellaneous Expenses	\$1,200	\$1,224	\$1,248.48

	2024	2025	2026
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	(\$70,865.90)	\$175,245.45	\$738,032.62
Additional Expense	\$5,758.23	\$4,947.68	\$4,095.71
Long Term Depreciation	\$3,618	\$3,618	\$3,618
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$74,483.90)	\$171,627.45	\$734,414.62
Interest Expense	\$2,140.22	\$1,329.70	\$477.71
EBT	(\$76,624.13)	\$170,297.77	\$733,936.91
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$278,758.23	\$284,940.68	\$291,332.39
Net Income	(\$76,624.13)	\$170,297.77	\$733,936.91

	2024	2025	2026
Net Income (%)	(37.91%)	37.41%	71.58%
Retained Earning Opening	\$0	(\$87,624.13)	\$71,673.64
Owner's Distribution	\$11,000	\$11,000	\$11,000
Retained Earning Closing	(\$87,624.13)	\$71,673.64	\$794,610.55

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	\$202,134.10	\$455,238.45	\$1,025,269.30
Cash Paid	\$275,140.23	\$281,322.68	\$287,714.39
COS & General Expenses	\$35,520	\$36,866.40	\$38,311.08
Salary & Wages	\$237,480	\$243,126.60	\$248,925.60

	2024	2025	2026
Interest	\$2,140.22	\$1,329.70	\$477.71
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	(\$73,006.13)	\$173,915.77	\$737,554.91
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$25,000	\$0	\$0
Net Cash From Investments	(\$25,000)	\$0	\$0
Amount Received	\$75,000	\$0	\$0
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$25,000	\$0	\$0
Amount Paid	\$26,842.25	\$27,652.80	\$28,504.96

	2024	2025	2026
Loan Capital	\$15,842.26	\$16,652.78	\$17,504.96
Dividends & Distributions	\$11,000	\$11,000	\$11,000
Net Cash From Financing	\$48,157.75	(\$27,652.80)	(\$28,504.96)
Summary			
Starting Cash	\$0	(\$49,848.38)	\$96,414.59
Cash In	\$277,134.10	\$455,238.45	\$1,025,269.30
Cash Out	\$326,982.48	\$308,975.48	\$316,219.35
Change in Cash	(\$49,848.38)	\$146,262.97	\$709,049.95
Ending Cash	(\$49,848.38)	\$96,414.59	\$805,464.54

Help tip

Prepare a projected balance sheet, which shows the assets, liabilities, and equity of your business.

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Balance sheet

	2024	2025	2026
Assets	(\$28,466.38)	\$114,178.59	\$819,610.54
Current Assets	(\$49,848.38)	\$96,414.59	\$805,464.54
Cash	(\$49,848.38)	\$96,414.59	\$805,464.54
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$21,382	\$17,764	\$14,146
Gross Long Term Assets	\$25,000	\$25,000	\$25,000
Accumulated Depreciation	(\$3,618)	(\$7,236)	(\$10,854)
Liabilities & Equity	(\$28,466.39)	\$114,178.60	\$819,610.55
Liabilities	\$34,157.74	\$17,504.96	\$0
Current Liabilities	\$16,652.78	\$17,504.96	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,652.78	\$17,504.96	\$0

	2024	2025	2026
Long Term Liabilities	\$17,504.96	\$0	\$0
Long Term Debt	\$17,504.96	\$0	\$0
Equity	(\$62,624.13)	\$96,673.64	\$819,610.55
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$25,000	\$25,000	\$25,000
Retained Earnings	(\$87,624.13)	\$71,673.64	\$794,610.55
Check	\$0	\$0	\$0

 **Help tip**

 **Cookies Business Plan**

Determine the point at which your cookie shop business 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 Analysis

	2024	2025	2026
Starting Revenue	\$0	\$202,134.10	\$657,372.55
Net Revenue	\$202,134.10	\$455,238.45	\$1,025,269.30
Closing Revenue	\$202,134.10	\$657,372.55	\$1,682,641.85
Starting Expense	\$0	\$278,758.23	\$563,698.91
Net Expense	\$278,758.23	\$284,940.68	\$291,332.39
Closing Expense	\$278,758.23	\$563,698.91	\$855,031.30
Is Break Even?	No	Yes	Yes
Break Even Month	0	Sep '25	0
Days Required	0	9 Days	0
Break Even Revenue	\$278,758.23	\$476,351.81	\$0
Handmade Cookies Sale	\$0	\$147,548.50	\$0
Machine-made Cookies Sale	\$0	\$252,938.23	\$0
Custom Cake Orders	\$0	\$75,865.08	\$0
Break Even Units			

	2024	2025	2026
Handmade Cookies Sale	0	29,510	0
Machine-made Cookies Sale	0	50,588	0
Custom Cake Orders	0	1,264	0

Financing needs

Help tip

Cookies Business Plan

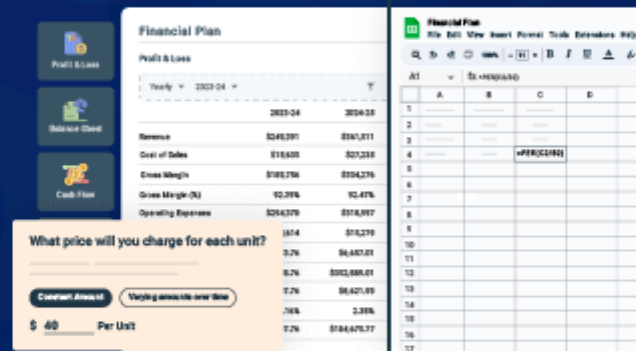
Estimate how much financing you will need to start and operate your cookie business. It should include both short-term and long-term financing needs, such as loans or investment capital.

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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 tabs: 'Profit & Loss', 'Balance Sheet', and 'Cash Flow'. The 'Profit & Loss' tab is selected, showing a table with columns for '2023-04' and '2024-04'. The table includes rows for Revenue, Cost of Sales, Gross Margin, Gross Margin (%), and Operating Expenses. Below the table, there is a section titled 'What price will you charge for each unit?' with a 'Constant Amount' button and a 'Vary price across the year' button. A dropdown menu shows '\$ 40' and 'Per Unit'. On the right, there is a green icon representing a spreadsheet.

	2023-04	2024-04
Revenue	\$245,391	\$161,111
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$198,786	\$104,276
Gross Margin (%)	80.9%	64.7%
Operating Expenses	\$264,379	\$118,957
	1814	\$15,279
	3.7%	\$6,657.01
	6.7%	\$912,695.01
	7.2%	\$6,621.00
	.16%	3.38%
	7.2%	\$184,676.77

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, etc.

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