



Esthetician Business Plan

Radiance Unveiled, Skin Transformed

Business Plan
[YEAR]



John Doe



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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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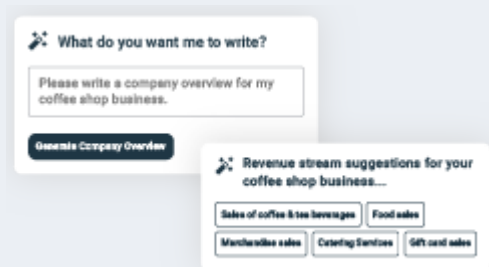
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1.

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

Esthetician Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Esthetician 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

Esthetician Business Plan

Describe in detail the aesthetic treatments and conventional skincare services that a client can expect at your salon. Also, incorporate all the details about the tools and equipment you will use keeping customers' safety in your mind.

To unlock help try Upmetrics!

Start writing here..

Management team



John Doe
Founder/CEO - john.doe@example.com

With over [X years] of industry experience and a passion for skincare, [John] brings expertise and vision to [LuxeSkin].



Alice Brown
Operations Manager - alice.brown@example.com

An expert in [specific skill or qualification], [Alice] ensures the smooth day-to-day functioning of the salon.



Jane Doe
Lead Esthetician - jane.doe@example.com

With credentials from [specific institution or training], Emily is the backbone of our treatment offerings, ensuring each client receives top-tier care.

Financial Highlights

Help tip

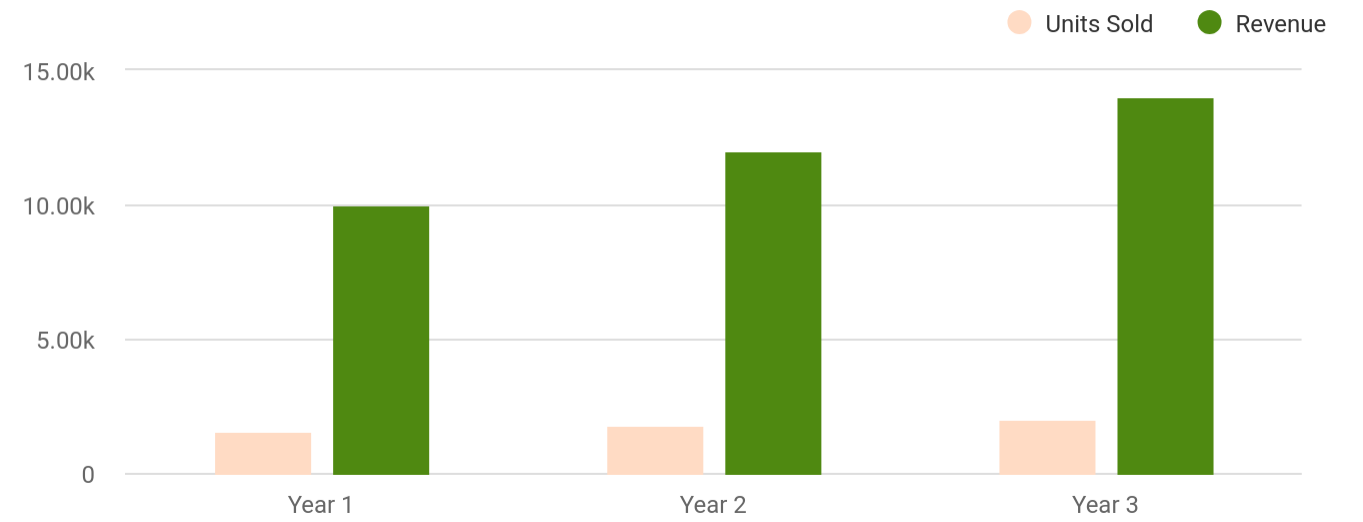
Esthetician Business Plan

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

Esthetician 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.

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Help tip



Esthetician Business Plan

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

- The name of the esthetician salon and the concept behind it: a salon with a facial

To unlock help try Upmetrics!

Start writing here..

Ownership



Help tip



Esthetician Business Plan

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

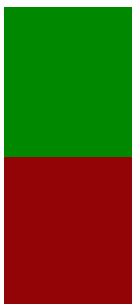
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Start writing here..

Business Owners

60%

40%



John Doe

Jane Smith

Mission statement

 Help tip

 Esthetician Business Plan

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

To unlock help try Upmetrics! 



At [LuxeSkin], we believe in the harmonious blend of luxury and genuine skincare. Our mission is to offer transformative experiences that go beyond the surface, empowering individuals to embrace their authentic beauty.



Business history

 Help tip

 Esthetician Business Plan

Include an outline of the salon's history and how it came to be in its current position. If you can, add some personality and intriguing details, especially if you got any achievements or recognitions till now for your incredible services.

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Start writing here..

Future goals

 Help tip

 Esthetician 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.

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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

Esthetician Business Plan

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

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Start writing here..

Target Market

Help tip

Esthetician Business Plan

Identify your target market and define your ideal customer. Know more about your customers and which services they prefer: chemical peels, facials, waxing, body wraps, waxing, and other such services.

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Start writing here..

Market size and growth potential

Help tip

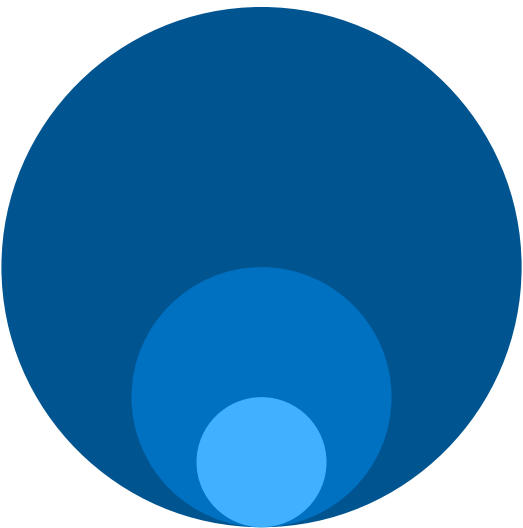
Esthetician Business Plan

The esthetician industry, currently valued at [specific market size, e.g., "\$5 billion"], has witnessed a steady growth rate of [specific percentage, e.g., "7% annually"].

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Start writing here..

Market Size



Available Market All individuals seeking skincare services in the country.	10M
Served Market Individuals in urban areas who regularly visit esthetician salons.	5M
Target Market Urban individuals aged 25-45 prioritizing holistic luxury skincare.	2M

Help tip

Esthetician Business Plan

Identify and analyze all other estheticians in the local market, including direct and indirect competitors. Evaluate their strengths and weaknesses, and explain how your salon can offer qualitative services.

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Competitive analysis

Radiant Glow Esthetics

Established in 2018, Radiant Glow Esthetics is a mid-tier salon offering a mix of traditional and modern skincare treatments. Located in the bustling downtown area, it attracts a diverse clientele ranging from young professionals to retirees.

Features	Strengths	Weaknesses
Facials (Organic, Anti-Aging, Hydrating)	Centralized location making it easily accessible.	Limited advanced treatment options.
Chemical Peels	A diverse range of facials catering to various skin types.	Overbooked appointments leading to rushed services.
Microdermabrasion	Regular promotional deals attract budget-conscious clients.	Lack of certified medical estheticians for specialized procedures.
Waxing (Full Body)		

Serenity Skincare Spa

Serenity Skincare Spa is a high-end salon known for its luxurious ambience and premium services. Established in 2015, it is often frequented by celebrities and socialites of the city.

Features	Strengths	Weaknesses
Exclusive Spa Retreat Packages	Exquisite ambience offering a serene escape.	Premium pricing, which may alienate a wider customer base.
Gold Facial Treatments	Personalized treatments with skincare consultants.	By appointment-only policy, making spontaneous visits impossible.
Customized Skin Health Plans	Use of state-of-the-art equipment and high-end products.	Sometimes perceived as too elitist, deterring potential middle-tier clientele.
Laser Hair Removal		

Natural Touch Wellness

Natural Touch Wellness, operating since 2020, emphasizes organic and holistic skincare. Located near health hubs and yoga studios, it appeals to individuals leaning towards natural wellness.

Features	Strengths	Weaknesses
Vegan Facials	Strong emphasis on organic and vegan products.	Limited traditional esthetician services.
Herbal Body Wraps	Collaborations with local wellness brands for holistic packages.	Slower adoption of technological advancements in skincare.
Crystal-infused Skincare Treatments	Regular workshops on skincare awareness and self-care rituals.	Restricted target market due to a specific brand ethos.
Aromatherapy Massages		

Market trends

 **Help tip**

 **Esthetician Business Plan**

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

To unlock help try Upmetrics! 

Start writing here..

Regulatory environment

 **Help tip**

 **Esthetician Business Plan**

Describe any regulations or licensing requirements that affect the esthetician business, such as safety codes, or requirements of a full-time doctor or physician depending on your services should be mentioned here.

To unlock help try Upmetrics! 

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.

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



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 and Services

Emphasize safety and quality



REMEMBER

The product and services section of an esthetician 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

Esthetician 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!

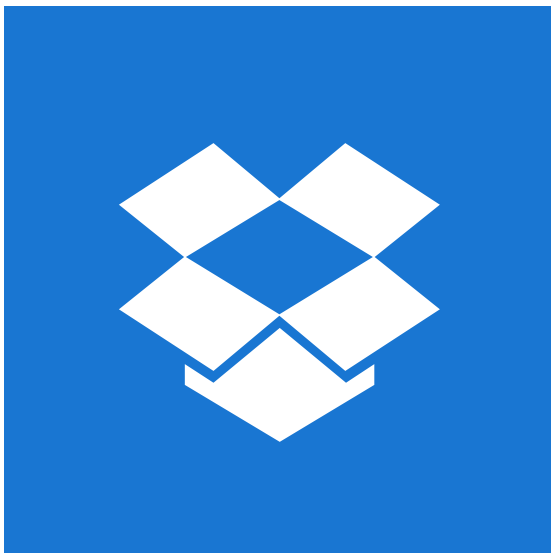
Start writing here..

Help tip

Define the services you will provide as an esthetician. These can involve chemical peels, microdermabrasion, the application of cosmetics, waxing, facials, and more. Be precise about the details of each service, including the cost.

To unlock help try Upmetrics!

Products and Services



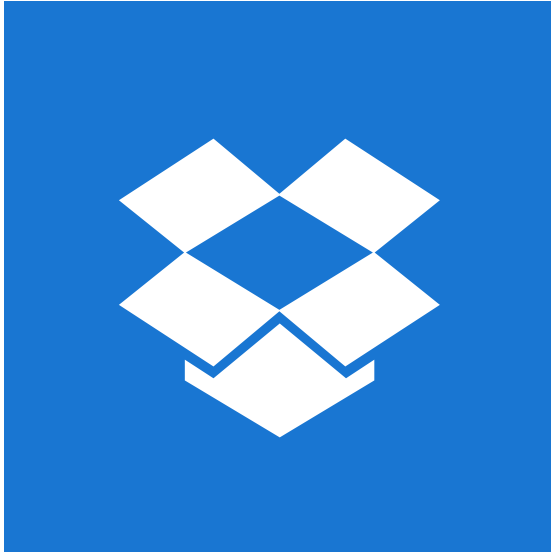
Chemical Peels

Price: **[\$150] per session**

A transformative skincare treatment designed to rejuvenate the skin, targeting issues such as acne scars, fine lines, and uneven pigmentation.

Specifications

- Active Ingredient: Glycolic Acid (40%)
- Session Duration: 45 minutes
- Post-treatment care: Sunscreen application mandatory, avoid direct sun exposure for 48 hours
- Frequency: Recommended every 4-6 weeks



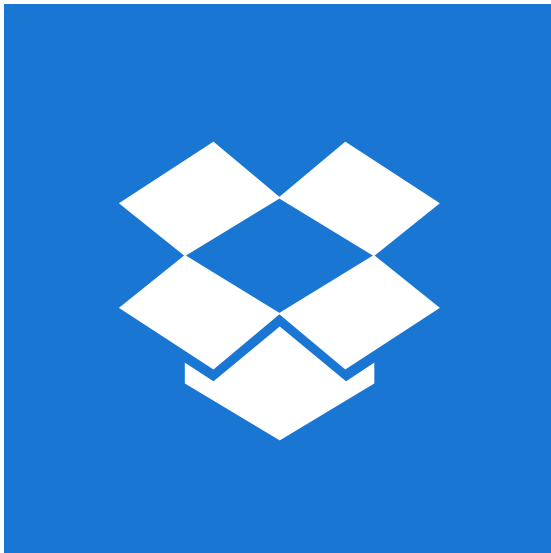
Microdermabrasion

Price: **[\$120] per session**

A gentle yet effective exfoliating procedure that revitalizes dull skin, reduces enlarged pores, and mitigates age spots.

Specifications

- Equipment: Diamond-tip handpiece
- Session Duration: 60 minutes
- Suitable for: All skin types except active acne
- Post-treatment care: Moisturizing and sun protection



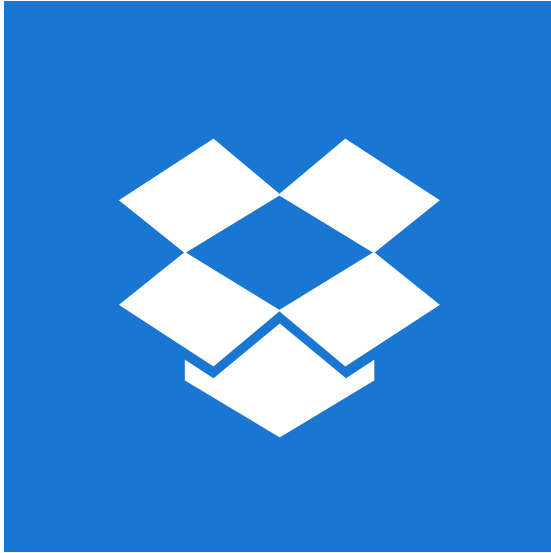
Full Body Waxing

Price: **Starting from \$[80]**

Using premium organic honey-based wax, this service offers clients smooth, hair-free skin for weeks.

Specifications

- Wax Type: Organic Honey-Based
- Suitable for: All skin types, patch test recommended for sensitive skin
- Post-treatment care: Avoid hot showers for 24 hours, exfoliate after 48 hours to prevent ingrown hairs



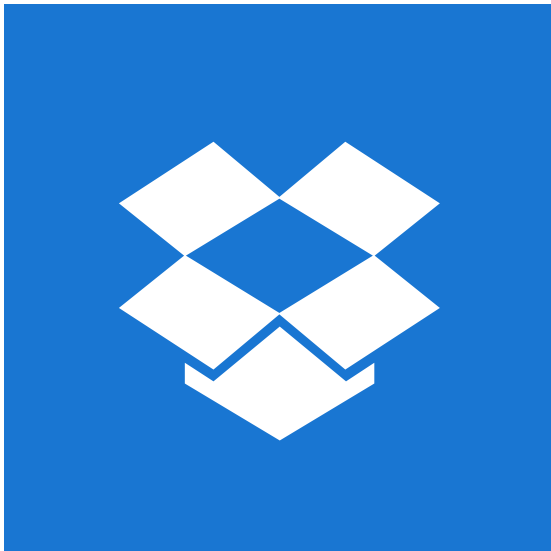
Luxe Radiance Facial

Price: **[\$90] per session**

A holistic facial tailored to individual skin needs, incorporating organic and vegan products, ensuring deep hydration, detoxification, and rejuvenation.

Specifications

- Product Line: [Brand Name, e.g., "EcoBeauty Organics"]
- Session Duration: 75 minutes
- Suitable for: All skin types, customization available for sensitive skin
- Included: Steam, extraction, massage, mask, and serum application



Anti-Aging Serum (For Sale)

Price: **[\$50] per bottle (30ml)**

An elixir crafted with potent ingredients that combat signs of ageing, boost collagen production and impart a youthful glow.

Specifications

- Key Ingredients: Hyaluronic Acid, Vitamin C, Retinol
- Usage: Nightly, post-cleansing and before moisturizing
- Suitable for: Skin types showing signs of aging or as a preventive measure
- Shelf Life: 12 months from opening

Emphasize safety and quality

 **Help tip**

 **Esthetician Business Plan**

In all descriptions of services and products, emphasize the importance of safety and quality. Explain how your business will ensure that all services and products are delivered with the highest standards of safety and efficacy.

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

Esthetician 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

Esthetician Business Plan

Clearly define your salon's unique selling proposition, such as your services, treatments, or products. Determine what sets your salon apart from the competition and what benefits you offer your target market.

To unlock help try Upmetrics!

Start writing here..

Pricing Strategy

Help tip

Esthetician Business Plan

Develop a pricing strategy that is competitive and affordable, yet profitable. Consider offering promotions, discounts, or packages for your services 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.

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Marketing strategies

Online



Social Media

Regular updates, live sessions, and skin care tips on platforms like [specific platforms, e.g., "Instagram and Facebook"].



Email Marketing

Monthly newsletters with skincare insights, promotions, and appointment reminders



Content Marketing

Blog posts on our website covering skincare trends, treatment benefits, and client testimonials

Offline



Brochures

Detailed brochures are available at our salon, covering our services, products, and esthetician profiles.



Print Marketing

Advertisements in [specific publications, e.g., "local lifestyle magazines and newspapers"].



Events

Participation in or hosting [specific events, e.g., "beauty expos, wellness retreats, and community fairs"].

Sales strategies

 **Help tip**

 **Esthetician Business Plan**

Mention your sales strategy as in – partner with other businesses and healthcare providers to establish referral programs that can help you generate more business.

To unlock help try Upmetrics! 

Start writing here..

Customer retention

 **Help tip**

 **Esthetician Business Plan**

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

To unlock help try Upmetrics! 

Start writing here..

6.

Operations Plan

Hiring Plan

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

Esthetician 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..

Hiring Plan

Help tip

Esthetician Business Plan

Tell the staffing requirements of your esthetician business, including the number of employees needed, their qualifications, and the duties they will perform. Also mention the perks you will provide to your employees.

To unlock help try Upmetrics!

Start writing here..

Operational Process

Help tip

Esthetician Business Plan

Outline the processes and procedures that you will use to run your esthetician business. It includes the scheduling of appointments, the check-in and check-out process, and the management of medical records.

To unlock help try Upmetrics!

Start writing here..

Technologies

 **Help tip**

 **Esthetician Business Plan**

Describe the systems and technologies that will be used in your salon, types of needles, massage machines, laser machines, and everything else.

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



Esthetician 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



Esthetician 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 physician, doctors, and people

To unlock help try Upmetrics!

Start writing here..



John Doe

Owner - john.doe@example.com

With over 15 years of experience in the skincare and beauty industry, John Doe holds a Bachelor's degree in Aesthetic Science from the renowned Beauty Institute of New York.

His expertise in skincare treatments, coupled with his innovative techniques, form the cornerstone of [LuxeSkin].

Under his leadership, [LuxeSkin] has adopted a blend of traditional and modern aesthetics, catering to a diverse clientele.



Alice Brown

Operations Manager - alice.brown@example.com

Alice Brown graduated with an MBA from Stanford University and has since accumulated over 10 years of experience managing operations in top-tier salons across the country.

Her knack for optimizing workflow, coupled with her passion for skincare, makes her an invaluable asset to [LuxeSkin].

Alice's proficiency ensures that the salon runs seamlessly, ensuring both staff and clients have an exceptional experience.



Robert Brown

Resident Dermatologist - robert.brown@example.com

Dr. Robert Brown, a seasoned dermatologist with over 20 years in practice, holds a medical degree from Harvard Medical School.

He has written numerous articles on skincare health and innovations.

At [LuxeSkin], Dr Brown consults on specialized treatments and works closely with the team to ensure holistic skin health approaches are employed, merging medical expertise with aesthetic treatments.

Organizational structure

 **Help tip**

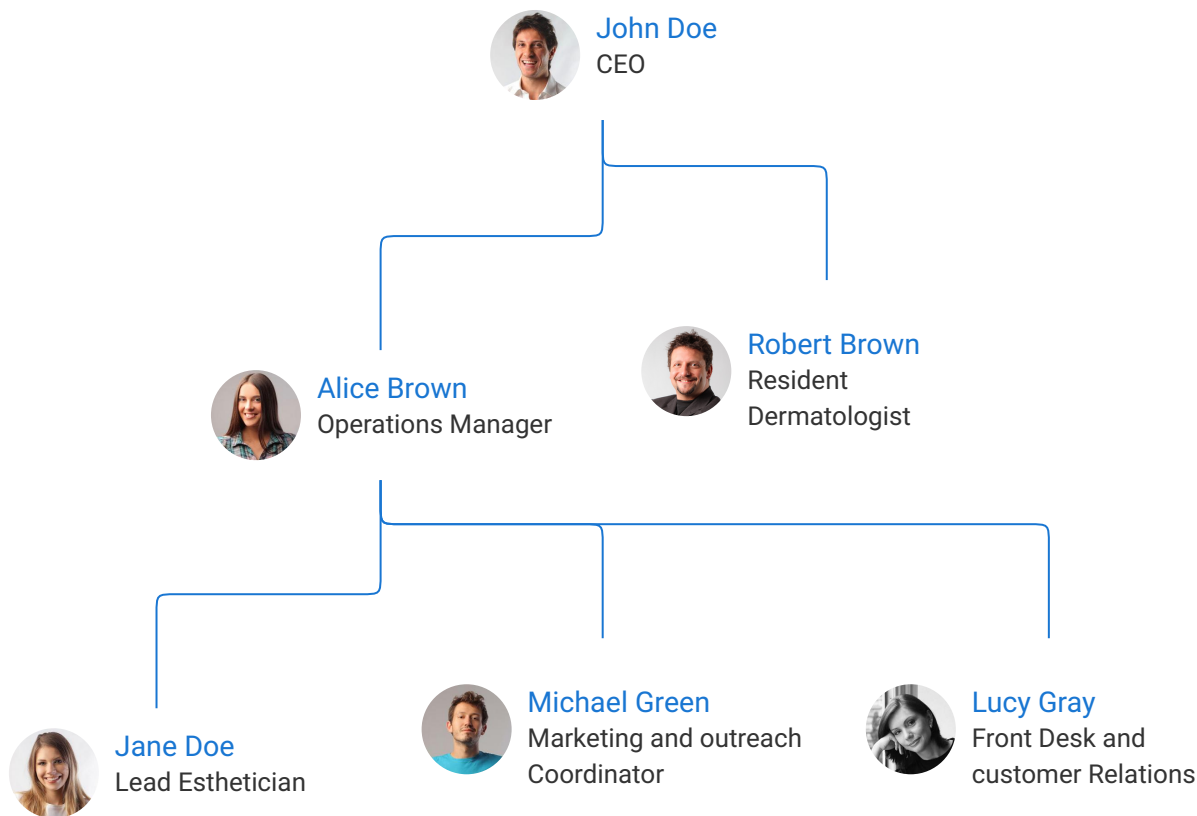
 **Esthetician Business Plan**

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

Esthetician 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.

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Board of advisors



Dr. Alan Brown

Dermatology Expert

With [X years, e.g., "20 years"] in dermatological research and practice, Dr. Brown advises on treatment innovations and skin health protocols.



Ms. Lucy White

Spa & Wellness Consultant

An industry veteran with a background in luxury spa operations, Lucy lends expertise to service enhancements and customer experience.

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

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

To unlock help try Upmetrics!

Profit & loss statement

	2024	2025	2026
Revenue	\$273,732	\$505,796.50	\$942,327.50
Facial Treatments	\$79,591	\$142,936	\$256,692

	2024	2025	2026
Unit Sales	796	1,429	2,567
Unit Price	\$100	\$100	\$100
Full Body Massage	\$67,620	\$108,280.50	\$173,370
Unit Sales	451	722	1,156
Unit Price	\$150	\$150	\$150
Organic Moisturizer	\$126,521	\$254,580	\$512,265.50
Unit Sales	2,530	5,092	10,245
Unit Price	\$50	\$50	\$50
Cost Of Sales	\$17,880	\$18,255.60	\$18,639.36
General Costs	\$17,880	\$18,255.60	\$18,639.36
Treatment Supplies	\$13,680	\$13,953.60	\$14,232.72
Facial Treatment Supplies	\$6,000	\$6,120	\$6,242.40
Body Treatment Supplies	\$7,680	\$7,833.60	\$7,990.32
Equipment Maintenance	\$4,200	\$4,302	\$4,406.64
Spa Equipment Maintenance	\$2,400	\$2,448	\$2,496.96

	2024	2025	2026
Facial Steamers	\$1,800	\$1,854	\$1,909.68
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$255,852	\$487,540.90	\$923,688.14
Gross Margin (%)	93.47%	96.39%	98.02%
Operating Expense	\$347,000	\$357,240	\$367,899.05
Payroll Expense (Indirect Labor)	\$307,200	\$316,098	\$325,272.24
Estheticians	\$132,600	\$137,358	\$142,290
Senior Esthetician	\$54,600	\$56,238	\$57,925.20
Junior Estheticians	\$78,000	\$81,120	\$84,364.80
Administrative Staff	\$94,800	\$97,344	\$99,958.32
Receptionists	\$30,000	\$30,600	\$31,212
Managers	\$64,800	\$66,744	\$68,746.32

	2024	2025	2026
Support Staff	\$79,800	\$81,396	\$83,023.92
Cleaners	\$43,200	\$44,064	\$44,945.28
Maintenance	\$36,600	\$37,332	\$38,078.64
General Expense	\$39,800	\$41,142	\$42,626.81
Facility Costs	\$24,000	\$24,696	\$25,412.40
Rental and Utilities	\$21,600	\$22,248	\$22,915.44
Maintenance	\$2,400	\$2,448	\$2,496.96
Operational Costs	\$8,600	\$8,958	\$9,331.74
Insurance	\$5,000	\$5,250	\$5,512.50
Supplies	\$3,600	\$3,708	\$3,819.24
Miscellaneous Costs	\$7,200	\$7,488	\$7,882.67
Professional Services	\$2,400	\$2,496	\$2,690.99
Tech and Transport	\$4,800	\$4,992	\$5,191.68
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
EBITDA	(\$91,148)	\$130,300.90	\$555,789.09
Additional Expense	\$6,716.42	\$5,594.62	\$4,391.75
Long Term Depreciation	\$3,708	\$3,708	\$3,708
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$94,856)	\$126,592.90	\$552,081.09
Interest Expense	\$3,008.41	\$1,886.63	\$683.75
EBT	(\$97,864.42)	\$124,706.28	\$551,397.34
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$371,596.42	\$381,090.22	\$390,930.16
Net Income	(\$97,864.42)	\$124,706.28	\$551,397.34
Net Income (%)	(35.75%)	24.66%	58.51%
Retained Earning Opening	\$0	(\$113,864.42)	(\$7,158.14)

	2024	2025	2026
Owner's Distribution	\$16,000	\$18,000	\$18,000
Retained Earning Closing	(\$113,864.42)	(\$7,158.14)	\$526,239.20

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	\$273,732	\$505,796.50	\$942,327.50
Cash Paid	\$367,888.42	\$377,382.22	\$387,222.16
COS & General Expenses	\$57,680	\$59,397.60	\$61,266.17
Salary & Wages	\$307,200	\$316,098	\$325,272.24
Interest	\$3,008.41	\$1,886.63	\$683.75
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
Net Cash From Operations	(\$94,156.42)	\$128,414.28	\$555,105.34
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$23,000	\$0	\$0
Net Cash From Investments	(\$23,000)	\$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	\$31,517.78	\$34,639.58	\$35,842.64
Loan Capital	\$15,517.79	\$16,639.57	\$17,842.64
Dividends & Distributions	\$16,000	\$18,000	\$18,000
Net Cash From Financing	\$48,482.22	(\$34,639.58)	(\$35,842.64)

2024

2025

2026

Summary

Starting Cash	\$0	(\$68,674.20)	\$25,100.50
Cash In	\$353,732	\$505,796.50	\$942,327.50
Cash Out	\$422,406.20	\$412,021.80	\$423,064.80
Change in Cash	(\$68,674.20)	\$93,774.70	\$519,262.70
Ending Cash	(\$68,674.20)	\$25,100.50	\$544,363.20

 Help tip

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

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Balance sheet

2024

2025

2026

Assets	(\$49,382.20)	\$40,684.50	\$556,239.20
Current Assets	(\$68,674.20)	\$25,100.50	\$544,363.20

	2024	2025	2026
Cash	(\$68,674.20)	\$25,100.50	\$544,363.20
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$19,292	\$15,584	\$11,876
Gross Long Term Assets	\$23,000	\$23,000	\$23,000
Accumulated Depreciation	(\$3,708)	(\$7,416)	(\$11,124)
Liabilities & Equity	(\$49,382.21)	\$40,684.50	\$556,239.20
Liabilities	\$34,482.21	\$17,842.64	\$0
Current Liabilities	\$16,639.57	\$17,842.64	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$16,639.57	\$17,842.64	\$0
Long Term Liabilities	\$17,842.64	\$0	\$0
Long Term Debt	\$17,842.64	\$0	\$0

	2024	2025	2026
Equity	(\$83,864.42)	\$22,841.86	\$556,239.20
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	(\$113,864.42)	(\$7,158.14)	\$526,239.20
Check	\$0	\$0	\$0

Break-even Point

 **Help tip**

 **Esthetician Business Plan**

Determine the point at which your esthetician 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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Start writing here..

Financing needs

 **Help tip**

 **Esthetician Business Plan**

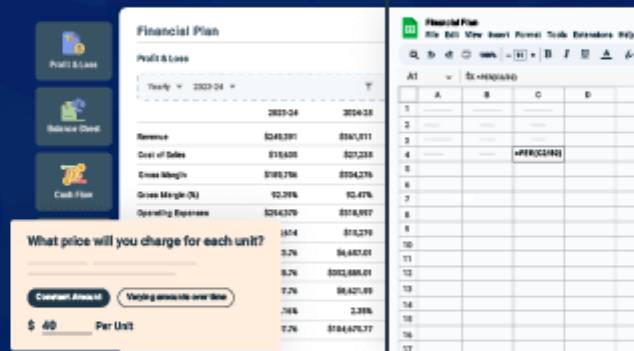
Estimate how much financing you will need to start and operate your esthetician business. It should include both short-term and long-term financing needs, such as loans or investment capital.

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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 prices by unit' button. A dropdown menu shows '\$ 40 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	\$284,379	\$118,957
	1814	\$15,279
	0.2%	\$6,657.01
	0.2%	\$912,695.01
	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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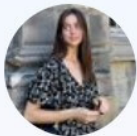
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