



Resort Business Plan

Luxury, Tranquility, Resort

Business Plan

[YEAR]



John Doe



10200 Bolsa Ave, Westminster, CA, 92683



(650) 359-3153



info@example.com



<http://www.example.com>

CONFIDENTIAL

Table of Contents

Executive Summary 6

Market opportunity	7
Facilities	7
Marketing & Sales Strategies	8
Financial Highlights	8
Units Sold v/s Revenue	9

Company Overview 10

Ownership	11
Business Owners	11
Mission statement	12
Business history	12
Future goals	12

Market Analysis 13

Target Market	14
Market size and growth potential	14
Market Size	15
Competitive analysis	15
Four Seasons Resorts	15
Marriott's Luxury Collection	16
Aman Resorts	16
Market trends	16
Regulatory environment	17

Products and Services 18

Amenities & facilities	19
Deluxe Beachfront Villa	19
Holistic Spa Treatment	20
Guided Snorkeling Adventure	20
Gourmet Seafood Dinner	20

Corporate Conference Package	21
Quality Measures	21
Additional Services	21

Sales And Marketing Strategies 22

Unique Selling Proposition (USP)	23
Pricing Strategy	23
Marketing strategies	24
Online	24
Offline	24
Sales strategies	25
Customer retention	25

Operations Plan 26

Staffing & Training	27
Operational Processes	27
Equipment & Machinery	28

Management Team 29

Key managers	30
John Doe	30
Jane Doe	31
Alice Brown	31
Robert Brown	32
Organizational structure	32
Organization chart	33
Compensation plan	33
Advisors/Consultants	34
Dr. Michael Taylor	34
Emily Johnson	34

Financial Plan 35

Profit & loss statement	36
-------------------------------	----

Cash flow statement	41
Balance sheet	43
Break-even Analysis	45
Financing needs	47

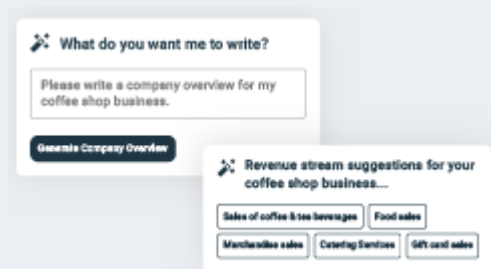
Appendix

49

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

Facilities

Marketing & Sales Strategies

Financial Highlights



REMEMBER

An executive summary is the first section of the business plan intended to provide an overview of the whole business plan.

To unlock help try Upmetrics!

Help tip

Resort Business Plan

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

This section may include the name of your resort business, its location, when it was founded,

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Resort Business Plan

Summarize your market research, including market size, growth potential, and marketing trends. Highlight the opportunities in the market and how your business will fit in to fill the gap.

To unlock help try Upmetrics!

Start writing here..

Facilities

Help tip

Resort Business Plan

Highlight the resort facilities you offer your clients. The USPs and differentiators you offer are always a plus.

To unlock help try Upmetrics!

Start writing here..

Marketing & Sales Strategies

 **Help tip**

 **Resort Business Plan**

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

To unlock help try Upmetrics! 

Start writing here..

Financial Highlights

 **Help tip**

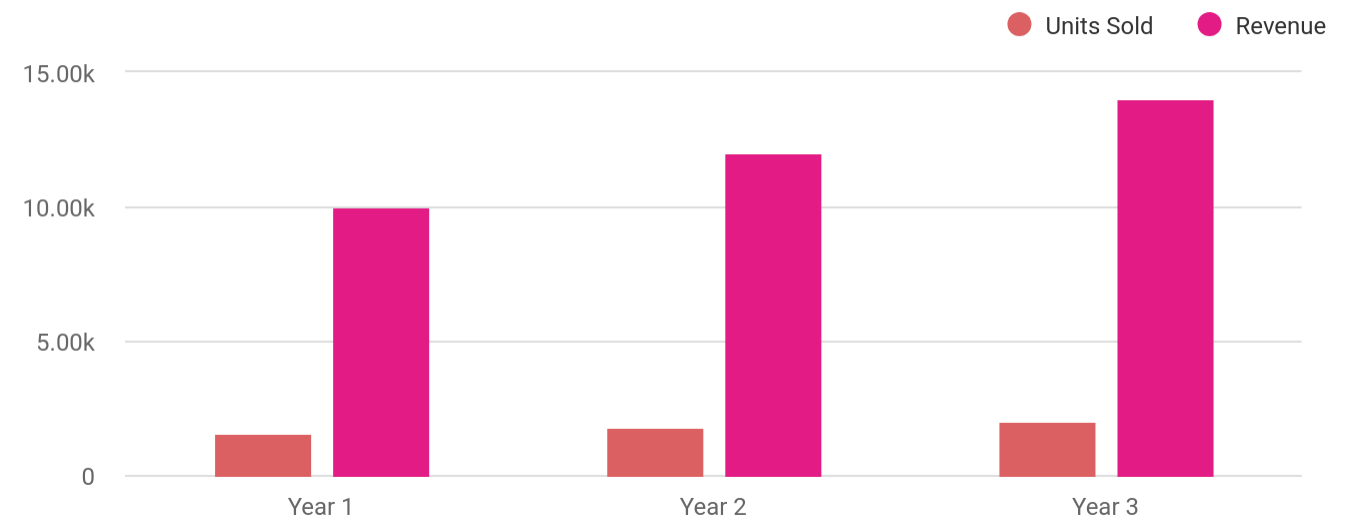
 **Resort Business Plan**

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

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

Resort Business Plan

Summarize your executive summary section with a clear CTA, for example, inviting angel investors to discuss the potential business investment.

To unlock help try Upmetrics!

Write a call to action for your business plan.

2.

Company Overview

Ownership

Mission statement

Business history

Future goals



REMEMBER

Depending on what details of your business are essential, you'll need different elements in your business overview.

To unlock help try Upmetrics!

Help tip

Resort Business Plan

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

Describe what kind of resort you run and the name of it. You may specialize in one of the

To unlock help try Upmetrics!

Start writing here..

Ownership

Help tip

Resort Business Plan

List the names of your resort's founders or owners. Describe what shares they own and their responsibilities for efficiently managing the business.

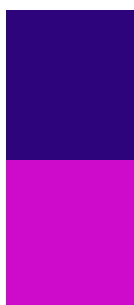
To unlock help try Upmetrics!

Start writing here..

Business Owners

50%

50%



John Doe

Jane Doe

Mission statement

 Help tip

 Resort Business Plan

Summarize your business' objective, core principles, and values in your mission statement. This statement needs to be memorable, clear, and brief.

To unlock help try Upmetrics! 



Our mission at [Paradise Palms Resort] is to provide guests with a unique and unforgettable experience that combines the natural beauty of our location with world-class amenities and exceptional service.

We strive to exceed expectations, creating lasting memories for everyone who visits our resort.



Business history

 Help tip

 Resort Business Plan

If you're an established resort, briefly describe your business history, like—when it was founded, how it evolved over time, etc.

To unlock help try Upmetrics! 

Start writing here..

Future goals

 Help tip

 Resort Business Plan

It's crucial to convey your aspirations and vision. Mention your short-term and long-term goals; they can be specific targets for revenue, market share, or expanding your services.

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

Resort 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

Resort Business Plan

Start this section by describing your target market. Define your ideal customer and explain what types of services they prefer. Creating a buyer persona will help you easily define your target market to your readers.

To unlock help try Upmetrics!

Start writing here..

Market size and growth potential

Help tip

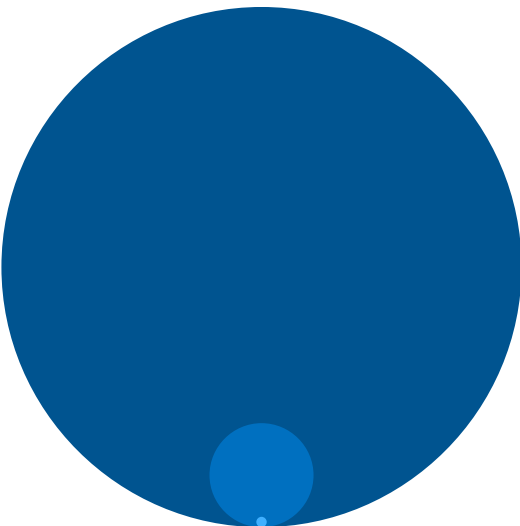
Resort Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Market Size



Available Market Global travelers seeking resort accommodations.	500M
Served Market Travelers within Paradise Palms' geographical reach.	100M
Target Market Luxury travelers seeking beachfront resorts.	10M

Help tip

Resort Business Plan

Identify and analyze your direct and indirect competitors. Identify their strengths and weaknesses, and describe what differentiates your resort from them.

To unlock help try Upmetrics!

Competitive analysis

Four Seasons Resorts

Four Seasons is a globally renowned luxury hotel and resort chain, offering its guests a blend of local culture and the brand's universally high standards of service.

Features Luxurious accommodations with modern amenities Personalized spa treatments Diverse dining options with international and local cuisines Adventure and local excursion offerings Exclusive events and wedding services	Strengths Strong brand recognition globally Consistent quality across locations Proven track record in guest satisfaction	Weaknesses Premium pricing might alienate some potential guests Limited presence in certain geographies
--	---	--

Marriott's Luxury Collection

Marriott's Luxury Collection is a grouping of unique and historic hotels and resorts across the globe, each characterized by its own distinct identity while being a part of the Marriott brand.

Features	Strengths	Weaknesses
Historic properties with a blend of modern amenities Destination-specific experiences Health and wellness facilities, including spas and fitness centers Diverse gastronomic experiences	Backed by Marriott's vast resources and distribution channels Unique properties with historical significance Loyal customer base due to Marriott Bonvoy rewards program	While each property is unique, the experiences might not be consistent across resorts Limited flexibility due to the constraints of historic buildings in some properties

Aman Resorts

Aman Resorts offers a collection of intimate retreats located in off-the-beaten-path destinations. They focus on providing a serene experience, blending luxury with the natural beauty of the location.

Features	Strengths	Weaknesses
Secluded locations providing privacy Tailored local experiences Wellness centers focusing on holistic health Local artisan involvement in resort activities	Unique and serene locations Strong emphasis on guest privacy and exclusivity Personalized service due to a limited number of rooms	Premium pricing can be a barrier for many travelers Limited number of properties worldwide

Market trends

 Help tip

 Resort Business Plan

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

To unlock help try Upmetrics! 

Start writing here..

Regulatory environment

 **Help tip**

 **Resort Business Plan**

List regulations and licensing requirements that may affect your resort business, such as zoning & land use regulations, licensing & permits, environmental regulations, food & safety laws, health & sanitation regulations, etc.

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 need different elements in your business plan 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.

Start your planning today

Resort Business Plan | Business Plan [YEAR]

17/51

4.

Products and Services

Amenities & facilities

Quality Measures

Additional Services



REMEMBER

The product and services section of a resort 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

Resort 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..

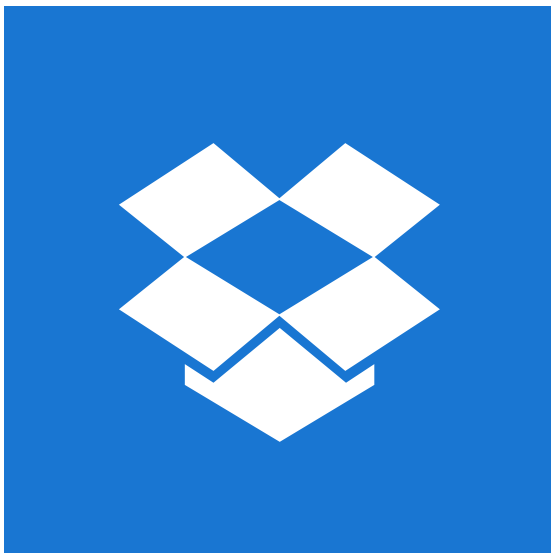
Help tip

Mention the resort facilities your business will offer. This list may include:

- Accommodation

To unlock help try Upmetrics!

Amenities & facilities



Deluxe Beachfront Villa

Price: **[\$1,000] per night**

Luxurious private villa situated right on the beach, providing stunning ocean views and exclusive access to the beach.

Specifications

- Size: 2,000 sq. ft.
- Amenities: Private pool, sun deck, modern kitchen, en-suite bathroom, and complimentary Wi-Fi.



Holistic Spa Treatment

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

A rejuvenating spa treatment that combines traditional massages with contemporary wellness therapies, tailored to individual needs.

Specifications

- Duration: 90 minutes
- Includes: Aromatherapy, hot stone massage, and personalized wellness consultation.



Guided Snorkeling Adventure

Price: **[\$75] per person**

Explore the vibrant underwater world with our expert-guided snorkeling adventures, suitable for all experience levels.

Specifications

- Duration: 2 hours
- Includes: All necessary snorkeling gear, expert guide, and refreshments.



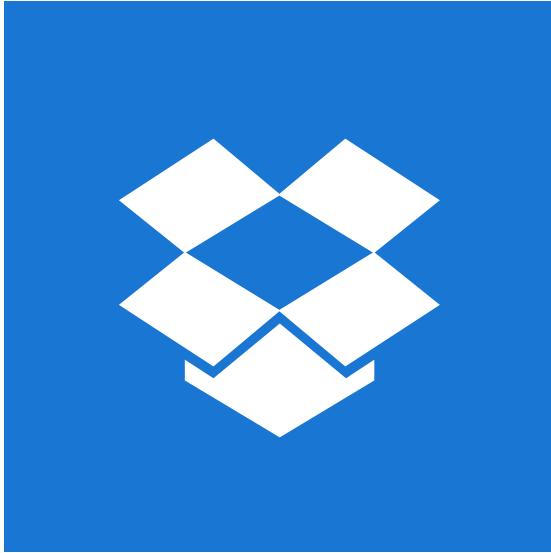
Gourmet Seafood Dinner

Price: **[\$50] per person**

Savor the flavors of the ocean with our gourmet seafood dinner, featuring locally-sourced ingredients prepared by top chefs.

Specifications

- Includes: Three-course seafood meal, complimentary drink, and live music.



Corporate Conference Package

Price: **[\$5,000]**

Our state-of-the-art conference rooms, equipped with the latest technology, provide the perfect setting for business meetings and conferences.

Specifications

- Duration: 8 hours
- Includes: Conference room rental, audio-visual equipment, catering, and dedicated event coordinator.

Quality Measures

 **Help tip**

 **Resort Business Plan**

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

To unlock help try Upmetrics! 

Start writing here..

Additional Services

 **Help tip**

 **Resort Business Plan**

Mention if your resort business offers any additional services. You may include services like transportation services, event planning & catering, concierge services, etc.

To unlock help try Upmetrics! 

Start writing here..

5.

Sales And Marketing Strategies

Unique Selling Proposition (USP)

Pricing Strategy

Marketing strategies

Sales strategies

Customer retention



REMEMBER

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

To unlock help try Upmetrics!

Help Tip

Resort 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!

Start writing here..

Unique Selling Proposition (USP)

Help tip

Resort Business Plan

Define your business's USPs depending on the market you serve, the equipment you use, and the unique services you provide. Identifying USPs will help you plan your marketing strategies.

To unlock help try Upmetrics!

Start writing here..

Pricing Strategy

Help tip

Resort Business Plan

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

To unlock help try Upmetrics!

Start writing here..

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

To unlock help try Upmetrics! 🔒

Marketing strategies

Online



Social Media

Harnessing platforms like [Instagram, Facebook, and Pinterest] to showcase our amenities, share guest testimonials, and promote seasonal offers.



Email Marketing

Periodic newsletters highlighting upcoming events, offers, and news about [Paradise Palms Resort].



Content Marketing

Engaging travel bloggers, hosting media stays, and publishing articles about the unique experiences at our resort.



Google Ads

Strategic bidding on keywords related to luxury resorts in [Westminster] to ensure top visibility for those seeking premium getaways.

Offline



Brochures & Print Media

Collaborating with travel agencies, placing ads in luxury travel magazines, and distributing brochures at strategic points like [airports, upscale malls].

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

To unlock help try Upmetrics! 

Sales strategies



Business Partnerships

Forming alliances with [travel agencies, corporate event planners, and airlines].



Referral Programs

Offering discounts or value-added services to guests who refer friends and family to our resort.

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

To unlock help try Upmetrics! 

Customer retention



Loyalty Programs

Rewarding frequent guests with points that can be redeemed for complimentary stays, spa treatments, or dining experiences.



Feedback Loop

Encouraging guests to provide feedback and ensuring their concerns, if any, are addressed promptly.



Personalized Service

Recognizing returning guests, noting their preferences from previous stays, and tailoring services accordingly.

6.

Operations Plan

Staffing & Training

Operational Processes

Equipment & Machinery



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

Resort 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..

Staffing & Training

Help tip

Resort Business Plan

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

To unlock help try Upmetrics!

Start writing here..

Operational Processes

Help tip

Resort Business Plan

Outline the processes and procedures you will use to run your resort business. Your operational processes may include housekeeping & maintenance, front office operations, food & beverage options, sales & marketing, etc.

To unlock help try Upmetrics!

Start writing here..

Equipment & Machinery

 **Help tip**

 **Resort Business Plan**

Include the list of equipment and machinery required for the resort, such as recreational activities equipment, spa & wellness equipment, vehicles, etc.

To unlock help try Upmetrics! 

Start writing here..

7.

Management Team

Key managers

Organizational structure

Compensation plan

Advisors/Consultants



REMEMBER

The management team section provides an overview of the individuals responsible for running your business plan.

To unlock help try Upmetrics!

Help tip

Resort 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

Resort Business Plan

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

To unlock help try Upmetrics!

Start writing here..



John Doe

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

John is a visionary leader with a passion for hospitality and a commitment to providing the best possible experience for guests at [Paradise Palms Resort].

He brings a strategic mindset to the resort, always looking for ways to innovate and improve.

- **Educational Background:** John holds a Bachelor's degree in Hospitality Management from the University of Hospitality.
- **Professional Background:** With over 15 years of experience in the hospitality industry, John has worked in various managerial roles, gaining a deep understanding of what it takes to run a successful resort.



Jane Doe

Chief Operating Officer (COO) - jane.doe@example.com

Jane is a dynamic and results-driven operations professional, responsible for ensuring the smooth and efficient day-to-day running of [Paradise Palms Resort].

She works closely with all departments to ensure guest satisfaction is always at the forefront.

- **Educational Background:** Jane has a Master's degree in Business Administration from the University of Business and Management.
- **Professional Background:** Jane has over 10 years of experience in operations management within the hospitality sector, providing her with the skills and knowledge necessary to excel in her role.



Alice Brown

CMO - alice.brown@example.com

Alice is a creative and strategic marketing professional, leading the resort's sales and marketing efforts to increase brand awareness and drive revenue.

She is always looking for innovative ways to reach potential guests and keep existing guests coming back.

- **Educational Background:** Alice graduated with a Bachelor's degree in Marketing from the University of Marketing and Communication.
- **Professional Background:** With 8 years of experience in marketing, Alice has worked for various hospitality brands, developing and implementing successful marketing campaigns.



Robert Brown

Operations Manager - robert.brown@example.com

Robert is a dedicated and experienced operations manager, ensuring that all guest needs are met, and the quality of service is consistently high.



He works closely with all departments to ensure a seamless guest experience.

- Educational Background: Robert has a Bachelor's degree in Hotel Management from the University of Hotel and Resort Management.
- Professional Background: Robert has over 5 years of experience in operations management, specializing in the hospitality sector.

Organizational structure

 **Help tip**

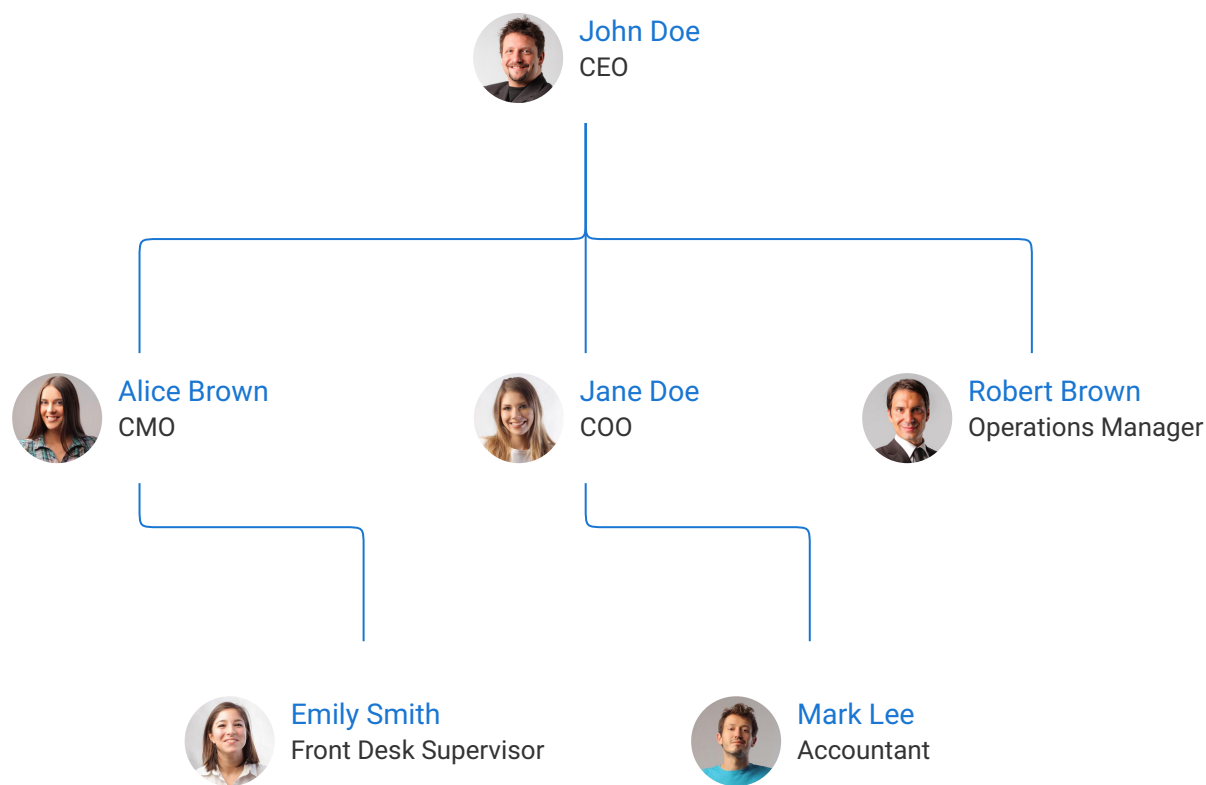
 **Resort Business Plan**

Explain the organizational structure of your management team. Include the reporting line and decision-making hierarchy.

To unlock help try Upmetrics! 

Start writing here..

Organization chart



Compensation plan

Help tip

Resort Business Plan

Describe your compensation plan for the management and staff. Include their salaries, incentives, and other benefits.

To unlock help try Upmetrics!

Start writing here..

 Help tip

Mentioning advisors or consultants in your business plans adds credibility to your business idea.

To unlock help try Upmetrics! 

Advisors/Consultants



Dr. Michael Taylor

Hospitality Advisor

With over [20] years of experience in the hospitality industry, Dr. Taylor provides invaluable advice and insights to ensure the resort operates at the highest standard.



Emily Johnson

Financial Consultant

Emily specializes in financial planning and analysis for businesses in the hospitality sector, aiding in the strategic financial management of [Paradise Palms Resort].

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

Resort 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

Resort Business Plan

Describe details such as projected revenue, operational costs, and service costs in your projected profit and loss statement. Make sure to include your business's expected net profit or loss.

To unlock help try Upmetrics!

Profit & loss statement

	2024	2025	2026
Revenue	\$1,596,724.50	\$2,688,928.78	\$4,574,389.76
Room Rentals	\$795,854	\$1,429,254	\$2,566,806

	2024	2025	2026
Unit Sales	3,979	7,146	12,834
Unit Price	\$200	\$200	\$200
Food and Beverage	\$482,528	\$687,970.28	\$980,887.76
Unit Sales	28,384	40,469	57,699
Unit Price	\$17	\$17	\$17
Spa Services	\$318,342.50	\$571,704.50	\$1,026,696
Unit Sales	6,367	11,434	20,534
Unit Price	\$50	\$50	\$50
Cost Of Sales	\$360,000	\$372,000	\$384,420
General Costs	\$360,000	\$372,000	\$384,420
Room-related Expenses	\$96,000	\$98,280	\$100,616.40
Linens & Bedding	\$60,000	\$61,200	\$62,424
Cleaning Supplies	\$36,000	\$37,080	\$38,192.40
Food and Beverage Expenses	\$264,000	\$273,720	\$283,803.60
Food Ingredients	\$180,000	\$187,200	\$194,688

	2024	2025	2026
Beverages	\$84,000	\$86,520	\$89,115.60
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$1,236,724.50	\$2,316,928.78	\$4,189,969.76
Gross Margin (%)	77.45%	86.17%	91.60%
Operating Expense	\$1,119,556.76	\$1,285,216.88	\$1,445,715.20
Payroll Expense (Indirect Labor)	\$765,270	\$795,903.48	\$827,810.04
Management	\$234,000	\$245,700	\$257,985.12
Finance Manager	\$104,520	\$109,746	\$115,233.36
General Manager	\$129,480	\$135,954	\$142,751.76
Operations	\$231,750	\$238,702.68	\$245,864.04
Front Desk Supervisor	\$63,000	\$64,890	\$66,836.76
Housekeeping Supervisor	\$168,750	\$173,812.68	\$179,027.28

	2024	2025	2026
Services	\$299,520	\$311,500.80	\$323,960.88
Chef	\$230,400	\$239,616	\$249,200.64
Spa Manager	\$69,120	\$71,884.80	\$74,760.24
General Expense	\$354,286.76	\$489,313.40	\$617,905.16
Utilities	\$159,123.72	\$192,029.48	\$206,016.73
Electricity	\$120,000	\$139,260	\$142,718.40
Water	\$39,123.72	\$52,769.48	\$63,298.33
Marketing and Advertising	\$95,160.25	\$141,610.81	\$189,936.01
Online Ads	\$70,960.25	\$110,973.61	\$158,538.01
Print Media	\$24,200	\$30,637.20	\$31,398
Maintenance and Repairs	\$100,002.79	\$155,673.11	\$221,952.42
Building Maintenance	\$57,144.46	\$88,956.01	\$126,829.86
Equipment Repairs	\$42,858.33	\$66,717.10	\$95,122.56
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
EBITDA	\$117,167.74	\$1,031,711.90	\$2,744,254.56
Additional Expense	\$167,752.38	\$163,109.75	\$158,180.76
Long Term Depreciation	\$109,800	\$109,800	\$109,800
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$7,367.74	\$921,911.90	\$2,634,454.56
Interest Expense	\$57,952.38	\$53,309.76	\$48,380.78
EBT	(\$50,584.64)	\$868,602.15	\$2,586,073.80
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,647,309.14	\$1,820,326.63	\$1,988,315.96
Net Income	(\$50,584.64)	\$868,602.15	\$2,586,073.80
Net Income (%)	(3.17%)	32.30%	56.53%
Retained Earning Opening	\$0	(\$150,584.64)	\$608,017.51

	2024	2025	2026
Owner's Distribution	\$100,000	\$110,000	\$0
Retained Earning Closing	(\$150,584.64)	\$608,017.51	\$3,194,091.31

 **Help tip**

 **Resort Business Plan**

The cash flow for the first few years of your operation should be estimated and described in this section.

This may include billing invoices, payment receipts, loan payments, and any other cash flow statements.

To unlock help try Upmetrics! 

Cash flow statement

	2024	2025	2026
Cash Received	\$1,596,724.50	\$2,688,928.78	\$4,574,389.76
Cash Paid	\$1,537,509.14	\$1,710,526.63	\$1,878,515.96
COS & General Expenses	\$714,286.76	\$861,313.40	\$1,002,325.16
Salary & Wages	\$765,270	\$795,903.48	\$827,810.04
Interest	\$57,952.38	\$53,309.76	\$48,380.78
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
Net Cash From Operations	\$59,215.36	\$978,402.15	\$2,695,873.80
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$2,500,000	\$0	\$0
Net Cash From Investments	(\$2,500,000)	\$0	\$0
Amount Received	\$1,500,000	\$0	\$0
Loan Received	\$1,000,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$500,000	\$0	\$0
Amount Paid	\$175,272.22	\$189,914.85	\$84,843.84
Loan Capital	\$75,272.22	\$79,914.84	\$84,843.82
Dividends & Distributions	\$100,000	\$110,000	\$0
Net Cash From Financing	\$1,324,727.78	(\$189,914.85)	(\$84,843.84)

2024

2025

2026

Summary

Starting Cash	\$0	(\$1,116,056.86)	(\$327,569.56)
Cash In	\$3,096,724.50	\$2,688,928.78	\$4,574,389.76
Cash Out	\$4,212,781.36	\$1,900,441.48	\$1,963,359.80
Change in Cash	(\$1,116,056.86)	\$788,487.30	\$2,611,029.96
Ending Cash	(\$1,116,056.86)	(\$327,569.56)	\$2,283,460.40

 Help tip Resort Business Plan

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

To unlock help try Upmetrics! 

Balance sheet

2024

2025

2026

Assets	\$1,274,143.14	\$1,952,830.44	\$4,454,060.40
Current Assets	(\$1,116,056.86)	(\$327,569.56)	\$2,283,460.40

	2024	2025	2026
Cash	(\$1,116,056.86)	(\$327,569.56)	\$2,283,460.40
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$2,390,200	\$2,280,400	\$2,170,600
Gross Long Term Assets	\$2,500,000	\$2,500,000	\$2,500,000
Accumulated Depreciation	(\$109,800)	(\$219,600)	(\$329,400)
Liabilities & Equity	\$1,274,143.14	\$1,952,830.45	\$4,454,060.43
Liabilities	\$924,727.78	\$844,812.94	\$759,969.12
Current Liabilities	\$79,914.84	\$84,843.82	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$79,914.84	\$84,843.82	\$0
Long Term Liabilities	\$844,812.94	\$759,969.12	\$759,969.12
Long Term Debt	\$844,812.94	\$759,969.12	\$759,969.12

	2024	2025	2026
Equity	\$349,415.36	\$1,108,017.51	\$3,694,091.31
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$500,000	\$500,000	\$500,000
Retained Earnings	(\$150,584.64)	\$608,017.51	\$3,194,091.31
Check	\$0	\$0	\$0

 **Help tip**

 **Resort Business Plan**

Determine and mention your business's break-even point—the point at which your business costs and revenue will be equal.

This exercise will help you understand how much revenue you need to generate to sustain or be profitable.

To unlock help try Upmetrics! 

Break-even Analysis

	2024	2025	2026
Starting Revenue	\$0	\$1,596,724.50	\$4,285,653.28

	2024	2025	2026
Net Revenue	\$1,596,724.50	\$2,688,928.78	\$4,574,389.76
Closing Revenue	\$1,596,724.50	\$4,285,653.28	\$8,860,043.04
Starting Expense	\$0	\$1,647,309.14	\$3,467,635.77
Net Expense	\$1,647,309.14	\$1,820,326.63	\$1,988,315.96
Closing Expense	\$1,647,309.14	\$3,467,635.77	\$5,455,951.73
Is Break Even?	No	Yes	Yes
Break Even Month	0	Feb '25	0
Days Required	0	22 Days	0
Break Even Revenue	\$1,647,309.14	\$1,904,321.72	\$0
Room Rentals	\$0	\$954,786.13	\$0
Food and Beverage	\$0	\$567,619.02	\$0
Spa Services	\$0	\$381,916.57	\$0
Break Even Units			
Room Rentals	0	4,774	0

	2024	2025	2026
Food and Beverage	0	33,389	0
Spa Services	0	7,638	0

Financing needs

 **Help tip**

 **Resort Business Plan**

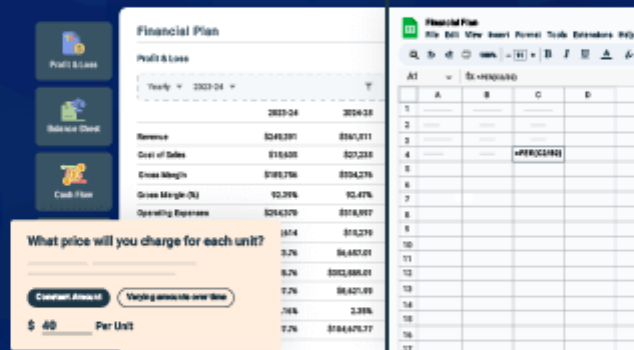
Calculate costs associated with starting a resort business, and estimate your financing needs and how much capital you need to raise to operate your business.

To unlock help try Upmetrics! 

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. The main part of the interface is a table showing financial data for two periods: 2023-04 and 2024-04. The table has columns for Revenue, Cost of Sales, Gross Margin, and Operating Expenses. The data is as follows:

	2023-04	2024-04
Revenue	\$245,391	\$181,111
Cost of Sales	\$18,608	\$27,238
Gross Margin	\$196,783	\$154,273
Gross Margin (%)	80.21%	85.17%
Operating Expenses	\$24,329	\$18,957
	1814	\$15,279
	0.7%	\$6,657.01
	0.7%	\$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, etc.

To unlock help try Upmetrics! 

Create a winning business plan that gets you funded

Creating a stunning and investment-ready plan requires no writing, graphic designing, or financial planning expertise.

Upmetrics has all the features required to help you create a comprehensive business plan—from start to finish. Make no mistakes, it's the modern way of planning to structure ideas, make plans, and create stunning pitch decks to awe investors.

Pitch decks that impress investors

Create pitch decks that provide a visual representation of your business, engage investors, and make them want to invest in your business idea.

Stunning cover page designs

With Upmetrics, you have the liberty to choose from multiple stunning cover page designs. Choose a creative design and make your plan stand out.

Online sharing made simple

Upmetrics makes online sharing quick and easier for users. Easily share your business plans with a link while tracking reader activity.

Interactive plans in no time

Import business plan sections like—SWOT analysis, comparison tables, and others to create an interactive business plan. No designing skills are required.

500+ sample business plans

Simply import a template from our library of sample plans into the editor and start customizing it to make it yours. It takes only a few clicks to get started.

Collaborate with team in real-time

Invite team members, initiate conversations, discuss ideas & strategies, share feedback, and work on a business plan in real-time.



Mariia Yevlash



Student, Sumy State University – Ukraine

The most helpful feature was to make a business plan out of a simple idea. Thankful for all the tools provided, **especially AI which did a great impact on my work.**

Create winning Business Plans with our

AI Business Plan Platform

Get Started Today!

15-day money-back guarantee

