

A black circle containing the word "LOGO" in white capital letters.

LOGO

Retail Store

Every day you get our best.

Business Plan [YEAR]



John Doe



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<http://www.example.com>

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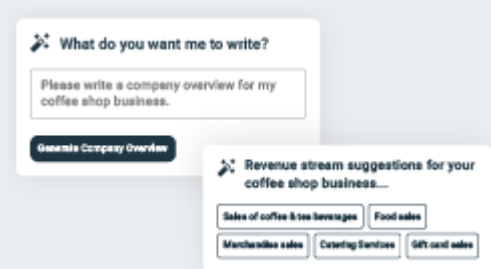
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Business planning that's simpler and faster than you think

Creating a business plan using Upmetrics to start and grow a business is literally the easiest thing in the World. Simply read the instructions and fill in the blanks. It's as simple as that.

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



AI-powered Upmetrics Assistant

AI-powered insights to streamline your plan

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

Financial Forecasting Tool

All the financials are calculated for you

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



Business Plan Builder

Guides you like a business mentor

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

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

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

Create your business plan today

15-day money-back guarantee

1.

Executive Summary

Company Profile Summary

Market Research Summary

Marketing Summary

Finance Summary



REMEMBER

An Executive Summary is the first and most basic piece of the accomplishment of the business plan. The Executive Summary offers an abstract of your business plan and features the key

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Company Profile Summary

Help Tip

This section is an overview of your basic business. It describes what business you are in, what your business will do, what are your goals for your business. This section includes the following:

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Start writing here..

Market Research Summary

Help Tip

This section is a quantitative and qualitative assessment of a market. It looks into the size of the market both in volume and in value, the various customer segments and buying patterns, the competition, and the economic environment in terms of barriers to

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Start writing here..

Marketing Summary

Help Tip

This section should define the basics of your marketing plan. It should disclose who the customers are, where the business is conducted, and the products and services that will be sold. List a set of marketing strategies are you're going to apply.

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Start writing here..

Finance Summary

 **Help Tip**

Your financial summary should provide your company’s current value as accurately as possible.

In this section, you should consider adding charts, tables, and graphs to guide your investors.

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Start writing here..

2.

Company Profile

Business Overview

Company History

Management

Location

Legal Structure

Vision & Mission



REMEMBER

Note: Don't try to get creative when writing this section. Use easy-to-read, common terminology that people can relate to. You never want to assume that those reading your business plan have the same knowledge as you.

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Business Overview

Help Tip

It should include your business structure, Established year, legal name, location, and the goods or services offered.

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Start writing here..

Company History

Help Tip

This section is not for startups, If it's already an established organization, let's say a few words about company history and achievements.

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Start writing here..

Management

Help Tip

In the Management section, the information included should show that your retail business has the necessary human resources to be successful. This part answers questions about your key management personnel and their backgrounds, explains how the store will be managed.

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Start writing here..

Location

Help Tip

Where does it locate? if you have multiple branches write down about them all.

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Start writing here..

Legal Structure

Help Tip

Describe legal structure here

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Start writing here..

Vision & Mission

Help Tip

This is when you really start getting into the core of why your business exists, what you hope to accomplish, and what you actually stand for.

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Start writing here..

3.

Market Research

Industry Profile & Market Size

Local Market

Target Market

Competitor Analysis

Keys to Success

Customer Survey Summary

SWOT Analysis

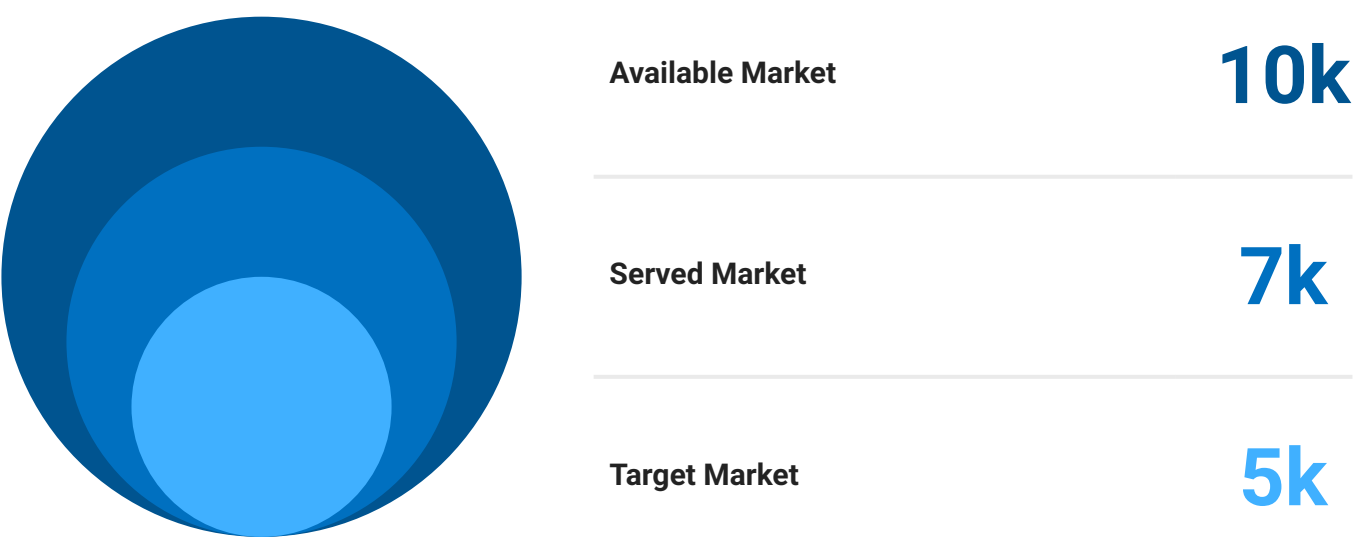
Industry Profile & Market Size

 **Help Tip**

The industry profile section describes data centered on an area of business that outlines and describes the major components of that area. Profiles often provide an overview of the industry and may make projections about future trends. Based on market rese

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Start writing here..



Local Market

 **Help Tip**

It is a retail industry, there should always include some data related to the local market. What is the location of the current market? where the potentials customers are located around the market?

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Start writing here..

Target Market

 **Help Tip**

To define a target market for your business plan, you should research the potential buying audience for your product. This could range from a few thousand individuals if you are opening a retail store in a small town. If you are catering to the consumer market...

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Start writing here..

 **Help Tip**

It's important for new businesses to complete a competitive analysis during the business planning stage. Competitive intelligence can also be useful for marketing, pricing, managing, and other strategic planning for retailers at any stage of their business.

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Competitor Analysis

GT Pet Foods



Features	Strengths	Weaknesses
Open to customer feedback on products to carry	Canada's largest chain of pet food stores specializing in natural, holistic and organic foods and supplements! Health food store for pets	Limited selection of products and services Each store does not have the same level of knowledge ability or service

Smith Pet Boutique



Features

Responsive to the local community in offering premium pet food products and pet care advice

Strengths

Locally responsive premium pet food store – owner is extremely knowledgeable and known in the community

High-quality products

Weaknesses

New store so will need time to establish credibility and build reputation

Keys to Success

Help Tip

List keys to success your business, For retail business most effective keys to success if store location. How many possibilities of getting more customers based on location?

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Start writing here..

Customer Survey Summary

Help Tip

The customer survey is an essential part of your business plan, By conducting a survey you know what are the market needs?

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Start writing here..

SWOT Analysis

Strength

- Experience and understanding of the fashion industry
- Unique shopping experience with exceptional customer service
- Great downtown location
- The large and growing consumer base

Weakness

- An untested market in Pleasantville
- While the market is large, it is a niche market (Baby Boomers)

Opportunity

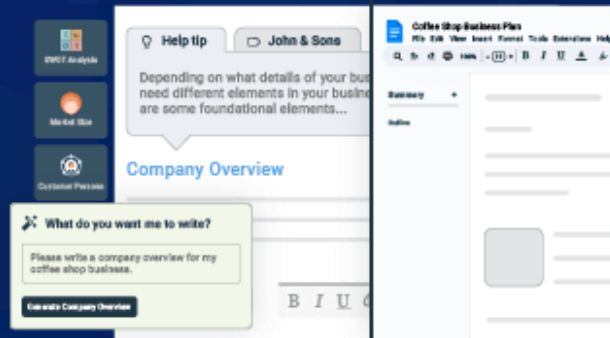
- The outstanding shopping experience will lead to repeat business
- Growing online clothing store Booming Boutique
- Establish a Booming Boutique clothing line

Threat

- Cost and effectiveness of marketing to women "Baby Boomers"
- New retail shops that may or may not open in the future

Upmetrics vs Business Plan Templates

You have a unique business with a distinct vision, and your business plan must reflect that. Although it won't be possible with generic templates.



Upmetrics guided builder prompts you with tailored questions and helps answer them to create your business plan. You also have access to AI Assistant and other resources to seek guidance and ensure you're on the right track.

[Start your planning today](#)

4.

Sales & Marketing

Products and Services

Pricing Strategy

Marketing Strategy

Primary Marketing Activities

Positioning Statement

The Sales Process

Strategic Alliances

Products and Services

Help Tip

This section of the business plan is most important to retailers in the midst of developing a business. The Products and Services section describes the goods and services offered, how they are provided, information about the vendors, and any plans for the future.

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Start writing here..

Pricing Strategy

Help Tip

Describe which pricing strategies you are going to use to acquire more and more customers? Before you can determine which retail pricing strategy to use in determining the right price for your products, you must consider the product's direct costs and other factors.

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Start writing here..

Marketing Strategy

Help Tip

A retailer needs to decide as to what it wants to achieve for its customers. It has to decide the target market and then select the appropriate combination of product, price, place, and promotion to create his marketing strategies.

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Start writing here..

Primary Marketing Activities

Help Tip

List out the marketing activities or campaigns you are going to run as a part of your marketing strategy.

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Start writing here..

Help Tip

The overall objective of retail marketing is creating and developing services and products that meet the specific needs of customers and offering these products at competitive, reasonable prices that will still yield profits.

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Marketing Objective

Start writing here..

Positioning Statement

Help Tip

The positioning statement is defined "as the design and implementation of a retail mix to create an image of the retailer in the customer's mind relative to its competitors.

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Start writing here..

The Sales Process

Help Tip

This section describes how you are going to sell your products or services. Don't go into detail just define the process with a few steps.

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Start writing here..

Strategic Alliances

Help Tip

List of strategic alliances with other retail outlets or service providers from where you can get leads.

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Start writing here..

5.

Operations

Location(s)

Legal Issues

Insurance Issues

Human Resources (Or Team)

Process/Production

Risk Assessment



REMEMBER

This chapter describes the outlines for separate operations and development sections for your retail business plan. Under operations, divide your contents by typical business functions such as Locations, ac

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Location(s)

Help Tip

Detailed descriptions about store locations, Proper site selection for your business influences whether you succeed or fail in making money. Your business location analysis should take into account demographics, psychographics, census, and other data. Altho

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Start writing here..

Legal Issues

Help Tip

For the retailer, the Most common Legal issues are considered as Business License, Food safety license, Non-Disclosure Agreements, Zoning, partnership agreements, etc.

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Start writing here..

Insurance Issues

Help Tip

Store insurance requirements to save it from physical disasters.

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Start writing here..

Help Tip

So-called retail Staff, Includes Management Team, Salesman Team and Supplier Team, etc.

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Human Resources (Or Team)



John doe

Manager - john.doe@example.com

Describe his skills, Achievements and experience.



John doe

john.doe@example.com

Describe his skills, Achievements and experience.



Jane Doe

jane.doe@example.com

Describe her skills, Achievements and experience.

Process/Production

Help Tip

For retail, Goods are coming from either self-manufacturing units or some third party suppliers, Define your inventory process and goods supply chain. Also, describe where the raw materials are coming from?

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Start writing here..

Risk Assessment

 **Help Tip**

This section is for actions that has been undertaken for assessing risks.

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Start writing here..

6.

Financial Plan

Startup Funding & Capital

Start-Up Costs

Sales Forecast

Cash Flow

Projected Profit & Loss

Balance Sheet



REMEMBER

One of the more difficult parts of the business plan, the Financial Plan, involves the company's revenue and profitability model. This part of your business plan assesses the amount of capital the

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Startup Funding & Capital

Help Tip

Enter the funding information, How much money you're going to borrow either from investors or bank loans?

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Start writing here..

Funding

	2024	2025	2026
Amount Received	\$150,000	\$0	\$0
Business Loan	\$100,000	\$0	\$0
Owner Contribution	\$50,000	\$0	\$0
Amount Paid	\$36,506.28	\$36,506.28	\$36,506.43
Business Loan	\$36,506.28	\$36,506.28	\$36,506.43
Principal Paid	\$31,359.34	\$33,293.52	\$35,347.14
Interest Paid	\$5,146.94	\$3,212.76	\$1,159.29
Total Debt	\$68,640.66	\$35,347.14	\$0
Short-Term Debt	\$33,293.52	\$35,347.14	\$0
Business Loan	\$33,293.52	\$35,347.14	\$0
Long-Term Debt	\$35,347.14	\$0	\$0
Business Loan	\$35,347.14	\$0	\$0

Start-Up Costs

 **Help Tip**

We have automated financial forecasts to calculate summary startup costs, Input numbers into financial modeling and it all calculate your summary costs and necessary metrics.

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Start writing here..

Personnel Expenses

	2024	2025	2026
Head Count	8	8	8
Average Salary	\$37,500	\$38,550	\$39,630
Revenue Per Employee	\$85,243.16	\$217,978.03	\$414,877.01
Net Income Per Employee	(\$549.14)	\$104,716	\$262,538.67
Store Staff	\$168,480	\$173,534.40	\$178,740.48
Indirect Labor	\$168,480	\$173,534.40	\$178,740.48
Store Manager	\$60,480	\$62,294.40	\$64,163.28
Salaries & Wages	\$50,400	\$51,912	\$53,469.36
Employee Related Expenses (20%)	\$10,080	\$10,382.40	\$10,693.92
Sales Associate	\$108,000	\$111,240	\$114,577.20
Salaries & Wages	\$90,000	\$92,700	\$95,481
Employee Related Expenses (20%)	\$18,000	\$18,540	\$19,096.20
Administrative Staff	\$119,520	\$123,105.60	\$126,798.72
Indirect Labor	\$119,520	\$123,105.60	\$126,798.72
Administrative Assistant	\$47,520	\$48,945.60	\$50,413.92

	2024	2025	2026
Salaries & Wages	\$39,600	\$40,788	\$42,011.64
Employee Related Expenses (20%)	\$7,920	\$8,157.60	\$8,402.28
HR Manager	\$72,000	\$74,160	\$76,384.80
Salaries & Wages	\$60,000	\$61,800	\$63,654
Employee Related Expenses (20%)	\$12,000	\$12,360	\$12,730.80
Support Staff	\$69,000	\$70,380	\$71,787.60
Indirect Labor	\$69,000	\$70,380	\$71,787.60
Cleaner	\$27,600	\$28,152	\$28,715.04
Salaries & Wages	\$24,000	\$24,480	\$24,969.60
Employee Related Expenses (15%)	\$3,600	\$3,672	\$3,745.44
Maintenance Technician	\$41,400	\$42,228	\$43,072.56
Salaries & Wages	\$36,000	\$36,720	\$37,454.40
Employee Related Expenses (15%)	\$5,400	\$5,508	\$5,618.16
Summary			
Total Personnel Expenses	\$357,000	\$367,020	\$377,326.80
Direct Labor (COS)	\$0	\$0	\$0
Salary & Wages	\$0	\$0	\$0
Employee Related Expenses	\$0	\$0	\$0
Indirect Labor	\$357,000	\$367,020	\$377,326.80
Salary & Wages	\$300,000	\$308,400	\$317,040
Employee Related Expenses	\$57,000	\$58,620	\$60,286.80
% Of Revenue	52.35%	21.05%	11.37%

Help Tip

Choose the product revenue stream in a financial modeling tool, enter the price, production volume, and inventory tracking information it will calculate revenue summaries.

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Sales Forecast

Projected Revenue

	2024	2025	2026
Product Sales	\$159,171.40	\$285,849.20	\$513,343.20
Unit Sales	7,959	14,292	25,667
Unit Price	\$20	\$20	\$20
Gross Revenue	\$159,171.40	\$285,849.20	\$513,343.20
Gross Margin	\$159,171.40	\$285,849.20	\$513,343.20
Gross Margin (%)	100%	100%	100%
Service Charges	\$141,923	\$202,352	\$288,508.50
Unit Customers	2,838	4,047	5,770
Charges Per Customer	\$50	\$50	\$50
Gross Revenue	\$141,923	\$202,352	\$288,508.50
Gross Margin	\$141,923	\$202,352	\$288,508.50
Gross Margin (%)	100%	100%	100%
Online Sales	\$380,850.90	\$1,255,623	\$2,517,164.40
Ending Users	2,041	4,869	9,052
Starting Users	0	2,041	4,869
New Users	2,254	3,609	5,778

	2024	2025	2026
Lost Users	213	781	1,594
Recurring Charges	\$30	\$30	\$30
Gross Revenue	\$380,850.90	\$1,255,623	\$2,517,164.40
Gross Margin	\$380,850.90	\$1,255,623	\$2,517,164.40
Gross Margin (%)	100%	100%	100%

Summary

Total Revenue	\$681,945.30	\$1,743,824.20	\$3,319,016.10
Total Refund	\$0	\$0	\$0
Net Revenue	\$681,945.30	\$1,743,824.20	\$3,319,016.10
Total Cost of Sales	\$199,440.61	\$301,804.88	\$445,145.36
General Costs	\$199,440.61	\$301,804.88	\$445,145.36
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$482,504.69	\$1,442,019.32	\$2,873,870.74
Gross Margin (%)	70.75%	82.69%	86.59%

Help Tip

Under this section add a cash flow report to generate reports use our automated financial forecasting tool.

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Cash Flow

	2024	2025	2026
Cash Received	\$681,945.30	\$1,743,824.20	\$3,319,016.10

	2024	2025	2026
Cash Paid	\$681,805.64	\$901,502.93	\$1,214,053.04
COS & General Expenses	\$319,658.71	\$531,270.16	\$835,566.93
Salary & Wages	\$357,000	\$367,020	\$377,326.80
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
Net Cash From Operations	\$139.66	\$842,321.27	\$2,104,963.06
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$27,400	\$2,400	\$2,400
Net Cash From Investments	(\$27,400)	(\$2,400)	(\$2,400)
Amount Received	\$150,000	\$0	\$0
Loan Received	\$100,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$0	\$0
Amount Paid	\$49,359.35	\$41,293.51	\$43,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$18,000	\$8,000	\$8,000
Net Cash From Financing	\$100,640.65	(\$41,293.51)	(\$43,347.12)
Summary			
Starting Cash	\$0	\$73,380.31	\$872,008.07

	2024	2025	2026
Cash In	\$831,945.30	\$1,743,824.20	\$3,319,016.10
Cash Out	\$758,564.99	\$945,196.44	\$1,259,800.16
Change in Cash	\$73,380.31	\$798,627.76	\$2,059,215.94
Ending Cash	\$73,380.31	\$872,008.07	\$2,931,224.01

Help Tip

Under this section add an income statement report to generate reports use our automated financial forecasting tool.

To unlock help try Upmetrics! 

Projected Profit & Loss

Profit & Loss

	2024	2025	2026
Revenue	\$681,945.30	\$1,743,824.20	\$3,319,016.10
Product Sales	\$159,171.40	\$285,849.20	\$513,343.20
Unit Sales	7,959	14,292	25,667
Unit Price	\$20	\$20	\$20
Service Charges	\$141,923	\$202,352	\$288,508.50
Unit Sales	2,838	4,047	5,770
Unit Price	\$50	\$50	\$50
Online Sales	\$380,850.90	\$1,255,623	\$2,517,164.40
Users	2,041	4,869	9,052
Recurring Charges	\$30	\$30	\$30
Cost Of Sales	\$199,440.61	\$301,804.88	\$445,145.36
General Costs	\$199,440.61	\$301,804.88	\$445,145.36

	2024	2025	2026
Product-Related Costs	\$168,218.22	\$257,289.15	\$381,676.13
Purchase of Goods	\$134,120.93	\$170,097.91	\$215,725.32
Packaging Material	\$34,097.29	\$87,191.24	\$165,950.81
Service-Related Costs	\$31,222.39	\$44,515.73	\$63,469.23
Service Equipment Maintenance	\$28,384	\$40,468.84	\$57,699.28
Service Supplies	\$2,838.39	\$4,046.89	\$5,769.95
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$482,504.69	\$1,442,019.32	\$2,873,870.74
Gross Margin (%)	70.75%	82.69%	86.59%
Operating Expense	\$477,218.10	\$596,485.28	\$767,748.37
Payroll Expense (Indirect Labor)	\$357,000	\$367,020	\$377,326.80
Store Staff	\$168,480	\$173,534.40	\$178,740.48
Store Manager	\$60,480	\$62,294.40	\$64,163.28
Sales Associate	\$108,000	\$111,240	\$114,577.20
Administrative Staff	\$119,520	\$123,105.60	\$126,798.72
Administrative Assistant	\$47,520	\$48,945.60	\$50,413.92
HR Manager	\$72,000	\$74,160	\$76,384.80
Support Staff	\$69,000	\$70,380	\$71,787.60
Cleaner	\$27,600	\$28,152	\$28,715.04
Maintenance Technician	\$41,400	\$42,228	\$43,072.56
General Expense	\$120,218.10	\$229,465.28	\$390,421.57

	2024	2025	2026
Facility Expenses	\$39,600	\$41,388	\$43,259.64
Rent	\$30,000	\$31,500	\$33,075
Utilities	\$9,600	\$9,888	\$10,184.64
Operational Expenses	\$72,218.10	\$179,485.28	\$338,373.37
Office Supplies	\$4,023.57	\$5,102.86	\$6,471.76
Marketing	\$68,194.53	\$174,382.42	\$331,901.61
Miscellaneous Expenses	\$8,400	\$8,592	\$8,788.56
Cleaning Services	\$6,000	\$6,120	\$6,242.40
Equipment Maintenance	\$2,400	\$2,472	\$2,546.16
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
EBITDA	\$5,286.59	\$845,534.04	\$2,106,122.37
Additional Expense	\$9,679.69	\$7,806.01	\$5,813.03
Long Term Depreciation	\$4,532.76	\$4,593.24	\$4,653.72
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$753.83	\$840,940.80	\$2,101,468.65
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$4,393.10)	\$837,728.03	\$2,100,309.34
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$686,338.40	\$906,096.17	\$1,218,706.76
Net Income	(\$4,393.10)	\$837,728.03	\$2,100,309.34

	2024	2025	2026
Net Income (%)	(0.64%)	48.04%	63.28%
Retained Earning Opening	\$0	(\$22,393.10)	\$807,334.93
Owner's Distribution	\$18,000	\$8,000	\$8,000
Retained Earning Closing	(\$22,393.10)	\$807,334.93	\$2,899,644.27

Balance Sheet

	2024	2025	2026
Assets	\$96,247.55	\$892,682.07	\$2,949,644.29
Current Assets	\$73,380.31	\$872,008.07	\$2,931,224.01
Cash	\$73,380.31	\$872,008.07	\$2,931,224.01
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$22,867.24	\$20,674	\$18,420.28
Gross Long Term Assets	\$27,400	\$29,800	\$32,200
Accumulated Depreciation	(\$4,532.76)	(\$9,126)	(\$13,779.72)
Liabilities & Equity	\$96,247.56	\$892,682.07	\$2,949,644.27
Liabilities	\$68,640.66	\$35,347.14	\$0
Current Liabilities	\$33,293.52	\$35,347.14	\$0
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$33,293.52	\$35,347.14	\$0

	2024	2025	2026
Long Term Liabilities	\$35,347.14	\$0	\$0
Long Term Debt	\$35,347.14	\$0	\$0
Equity	\$27,606.90	\$857,334.93	\$2,949,644.27
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$50,000	\$50,000	\$50,000
Retained Earnings	(\$22,393.10)	\$807,334.93	\$2,899,644.27
Check	\$0	\$0	\$0

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.



Financial Plan			
Profit & Loss			
Yearly	2023-04	2024-03	
Revenue	\$241,391	\$161,811	
Cost of Sales	\$116,630	\$27,238	
Gross Margin	\$124,761	\$134,573	
Gross Margin (%)	52.09%	83.47%	
Operating Expenses	\$214,379	\$115,957	
	\$124	\$12,279	
	0.2%	\$6,657.01	
	0.2%	\$103,885.01	
	0.2%	\$6,621.89	
	0.6%	2,386	
	0.2%	\$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](#)

7.

Appendix

 Help Tip

A business plan's appendix is like its own mini-library. It holds the entire plan's supporting documents in a clear, well-organized fashion. The appendix consists of an array of documentation that ranges from receipts and bank statements to com

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Mariia Yevlash



Student, Sumy State University – Ukraine

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