



Sporting Goods Store Business Plan

Gear up, Play On

Business Plan [YEAR]

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CONFIDENTIAL

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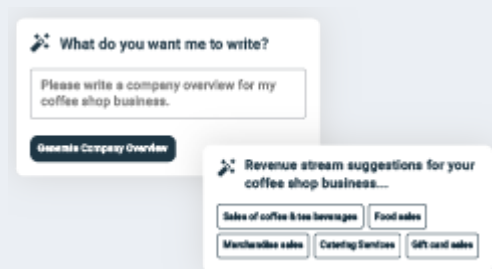
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Business planning that's simpler and faster than you think

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

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1.

Executive Summary

Market opportunity

Services Offered

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

Sporting Goods Store Business Plan

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

This section may include the name of your sporting goods business, its location, when it was

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip

Sporting Goods Store 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..

Services Offered

Help tip

Sporting Goods Store Business Plan

Highlight the sporting goods products & services you offer your clients. The USPs and differentiators you offer are always a plus.

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Start writing here..

Marketing & Sales Strategies

 **Help tip**

 **Sporting Goods Store Business Plan**

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

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Start writing here..

Financial Highlights

 **Help tip**

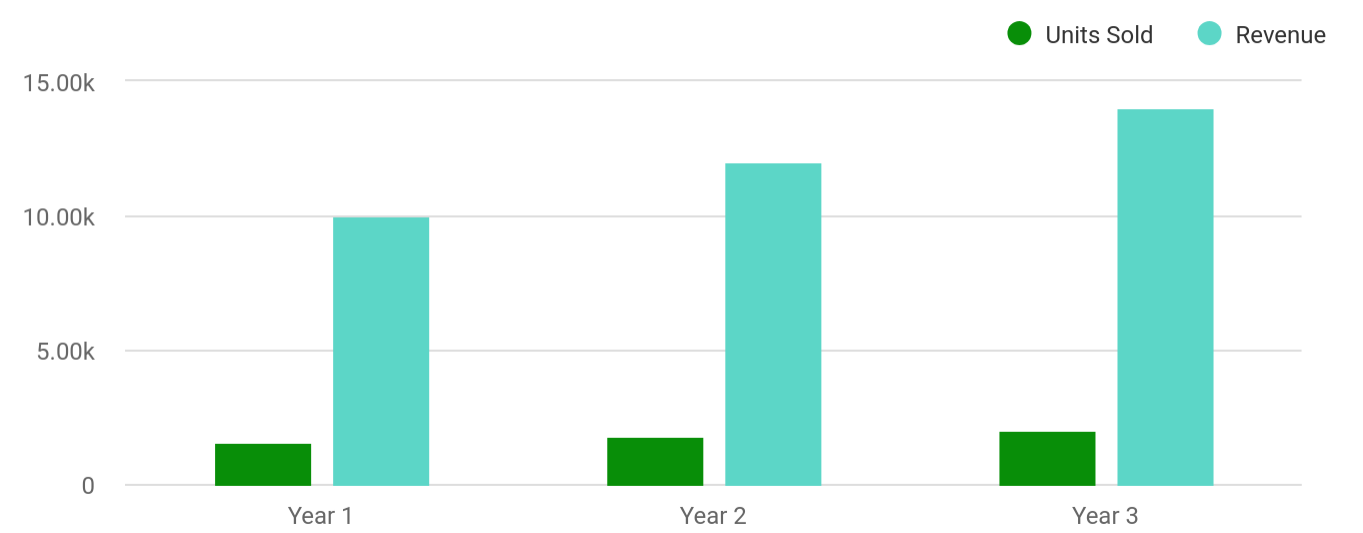
 **Sporting Goods Store Business Plan**

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.

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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

Sporting Goods Store 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.

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Help tip

Sporting Goods Store Business Plan

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

Describe what kind of sporting goods company you run and the name of it. You may specialize

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Start writing here..

Ownership

Help tip

Sporting Goods Store Business Plan

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

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Start writing here..

Mission statement

 Help tip

 Sporting Goods Store Business Plan

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

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Our mission at [ACE Sports and Outdoors] is to empower athletes and fitness enthusiasts by providing them with the highest quality sporting goods and unparalleled customer service.

We strive to foster a culture of excellence, innovation, and community engagement, ensuring that our customers are well-equipped to achieve their fitness goals and excel in their respective sports.



Business history

 Help tip

 Sporting Goods Store Business Plan

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

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Start writing here..

Future goals

 **Help tip**

 **Sporting Goods Store 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.

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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

Sporting Goods Store 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

Sporting Goods Store 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.

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Market size and growth potential

Help tip

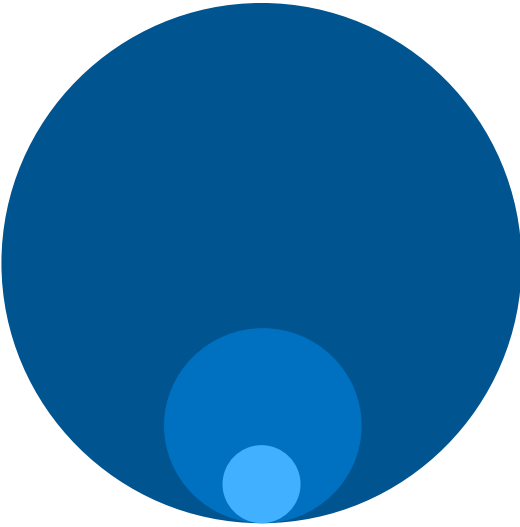
Sporting Goods Store Business Plan

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

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Start writing here..

Market Size



Available Market

Total potential sporting goods consumers in North America.

200M

Served Market

Consumers who purchase sporting goods in-store and online.

75M

Target Market

Active individuals seeking quality sports equipment.

30M



Help tip



Sporting Goods Store Business Plan

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

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Competitive analysis

Dick's Sporting Goods

A leading sporting goods retailer offering a wide range of sports equipment, apparel, footwear, and accessories.

Features

- Comprehensive product lineup
- Diverse brand offerings
- In-store and online shopping options
- Expert advice and services
- Loyalty programs

Strengths

- Extensive product range
- Strong brand recognition
- Nationwide presence
- Well-established e-commerce platform
- Regular promotions and discounts

Weaknesses

- Some customers report inconsistent customer service
- Higher price points compared to some competitors
- Limited options for niche sports

Academy Sports + Outdoors

A popular retail chain that provides a variety of sports and recreational equipment, apparel, and footwear.

Features	Strengths	Weaknesses
Wide product range	Competitive prices	Limited presence outside the South and Southeast US
Competitive pricing	Regular sales and promotions	Some product categories lack depth
In-store and online sales	User-friendly website	Online customer service could be improved.
Exclusive brand partnerships	Strong regional presence in the South and Southeast US	
Customer rewards program		

REI (Recreational Equipment, Inc.)

A leading outdoor retailer known for high-quality gear and apparel for camping, hiking, climbing, and other outdoor activities.

Features	Strengths	Weaknesses
High-quality products	Strong reputation for quality and customer service	Higher price points
In-store and online sales	Commitment to sustainability	Limited options for traditional sports equipment
Expert advice and services	Wide range of outdoor gear	Co-op membership fee is required for some benefits
Outdoor classes and events	Knowledgeable staff	
Co-op membership program		

Market trends

 **Help tip**

 **Sporting Goods Store 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.

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Regulatory environment

💡 Help tip

📄 Sporting Goods Store Business Plan

List regulations and licensing requirements that may affect your sporting goods company, such as Consumer Product Safety Commission, Federal Trade Commission, environmental regulations, intellectual property, etc.

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Start writing here..

Upmetrics

vs Business Plan Templates

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

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.

Start your planning today

4.

Products and Services

Products

Quality Measures

Additional Services



REMEMBER

The product and services section of a sporting goods store business plan should describe the specific services and products that will be offered to customers. To write this section should include the

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Help tip

Sporting Goods Store Business Plan

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

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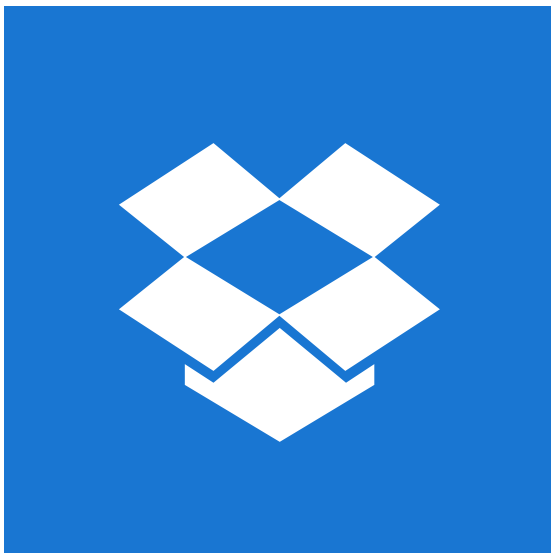
Help tip

Mention the sporting products & services your business will offer. This list may include:

- Sports equipment

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Products



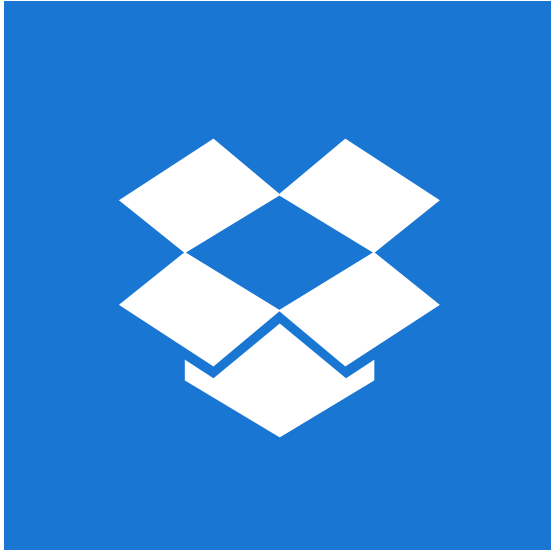
Pro Soccer Ball

Price: **[\$30.00]**

High-quality soccer ball designed for professional-level play and maximum durability.

Specifications

- Synthetic leather cover,
- latex bladder,
- size 5,
- FIFA approved.



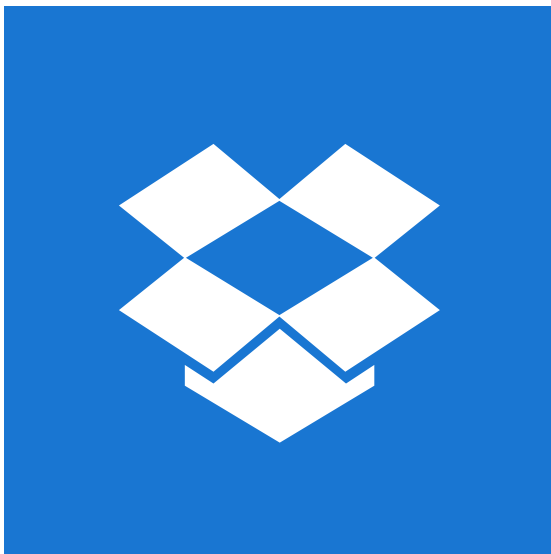
Compression Running Shorts

Price: **[\$25.00]**

Lightweight and breathable compression shorts designed to enhance performance and support muscles during runs

Specifications

- Polyester and spandex blend,
- moisture-wicking technology,
- available in sizes XS to XL.



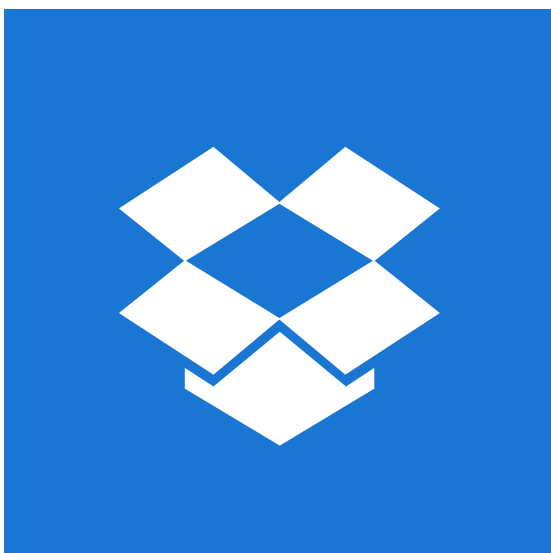
Fitness Tracker Watch

Price: **[\$150.00]**

Track your fitness goals and monitor your health with our advanced fitness tracker watch.

Specifications

- Heart rate monitor, GPS tracking,
- sleep tracking,
- water-resistant,
- compatible with iOS and Android.



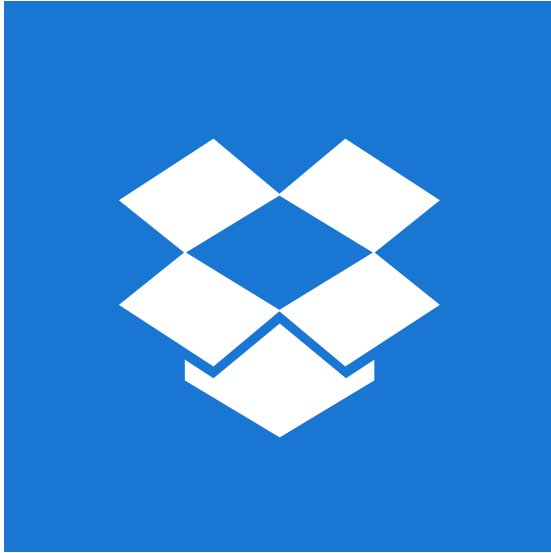
Custom Basketball Jersey

Price: **[\$50.00] per jersey**

Fully customizable basketball jerseys made with high-quality materials to ensure comfort and durability.

Specifications

- 100% polyester, available in sizes XS to XXL,
- customizable team logo,
- name,
- number.



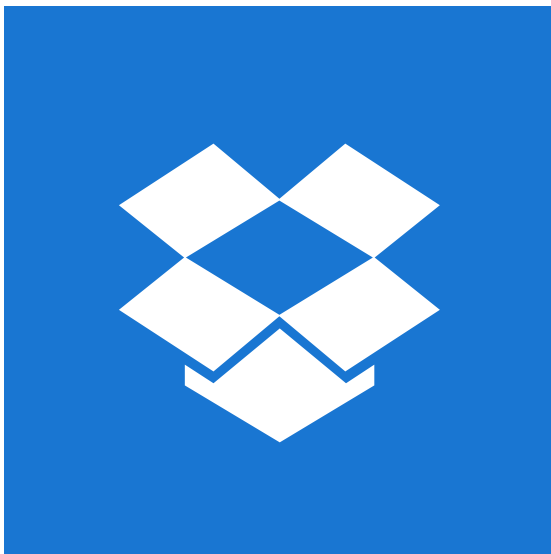
Camping Tent

Price: **[\$200.00]**

Spacious and durable camping tent designed to withstand various weather conditions, providing you with a comfortable shelter during your outdoor adventures.

Specifications

- 4-person capacity,
- waterproof,
- UV-resistant,
- easy setup design.



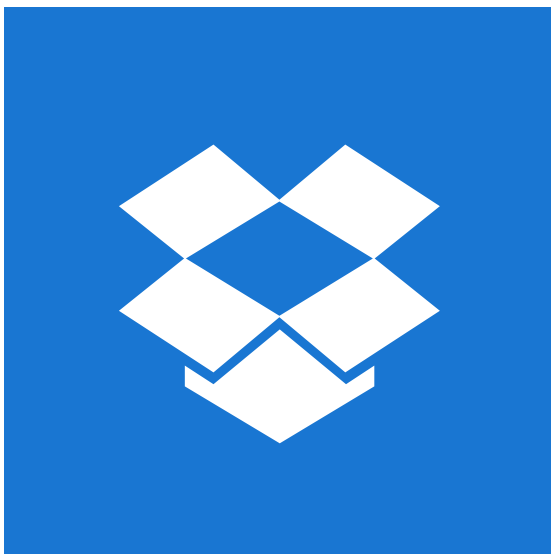
Kayak Rental

Price: **[\$50.00] per day**

Rent one of our high-quality kayaks and explore the waters at your own pace.

Specifications

- Single-person kayak,
- paddle included,
- safety vest provided,
- rental duration is 24 hours.



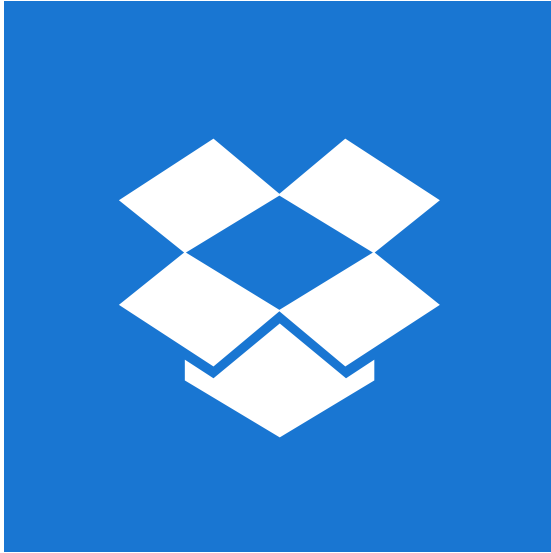
Bike Tune-Up Service

Price: **[\$70.00]**

Keep your bike in top condition with our comprehensive tune-up service, including adjustments, lubrication, and safety checks.

Specifications

- Includes gear adjustment,
- brake tuning,
- chain lubrication,
- tire pressure check,
- and safety inspection



Personal Training Session

Price: **[\$60.00] per hour**

Work one-on-one with our certified personal trainers to reach your fitness goals faster and more effectively.

Specifications

- Certified personal trainers,
- customizable workout plans,
- available for all fitness levels,
- sessions are one hour long.

Quality Measures

 **Help tip**

 **Sporting Goods Store Business Plan**

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

To unlock help try Upmetrics! 

Start writing here..

Additional Services

 **Help tip**

 **Sporting Goods Store Business Plan**

Mention if your sporting goods company offers any additional services. You may include services like event organization & sponsorship, online resources & guides, 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

Sporting Goods Store 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

Sporting Goods Store 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

Sporting Goods Store Business Plan

Describe your pricing strategy—how you plan to price your products 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, influencer marketing, content marketing, etc.

To unlock help try Upmetrics! 🔒

Marketing strategies

Online



Social Media

Utilizing platforms such as [list of social media platforms] to connect with our audience, share promotions, and showcase our products.



Influencer Marketing

Partnering with [list of influencers or types of influencers] to increase brand awareness and credibility.



Content Marketing

Creating valuable content like blogs, videos, and infographics to educate our customers and establish [ACE Sports and Outdoors] as a thought leader in the sporting goods industry.

Offline



Brochures

Detailed informational brochures available at our outlets and events.



Print Marketing

Advertisements in [specific mediums, e.g., "local newspapers and industry magazines"].



Events

Participation in [specific events, e.g., "industry trade shows and local tech fairs"].

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

To unlock help try Upmetrics! 

Sales strategies



Partner with Businesses

Collaborating with [list of partners or types of partners] to increase our market reach.



Exclusive Offers

Providing exclusive promotions and discounts to our loyal customers.



Referral Programs

Offering incentives for customers who refer new business to us.

Describe your customer retention strategies and how you plan to execute them. For instance, introducing loyalty programs, discounts & offers, personalized service, etc.

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Customer retention



Loyalty Programs

Rewarding repeat customers with discounts, points, or other incentives.



Customer Feedback

Actively seeking and implementing customer feedback to continually improve our products and services.



Personalized Service

Offering personalized recommendations and services to meet individual customer needs.

6.

Operations Plan

Staffing & Training

Operational Process

Equipment & Machinery



REMEMBER

When writing the operations plan section, it's important to consider the various aspects of your business operations.

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Help tip

Sporting Goods Store 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

Sporting Goods Store Business Plan

Mention your business's staffing requirements, including the number of employees or sales associates needed.

To unlock help try Upmetrics!

Start writing here..

Operational Process

Help tip

Sporting Goods Store Business Plan

Outline the processes and procedures you will use to run your sporting goods business.

Your operational processes may include procurement & inventory management, product display,

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Start writing here..

Equipment & Machinery

 **Help tip**

 **Sporting Goods Store Business Plan**

Include the list of equipment and machinery required for sporting goods business, such as manufacturing equipment, maintenance & repair equipment, retail store equipment, fitness equipment, 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

Sporting Goods Store 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

Sporting Goods Store 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

As the CEO, John plays a crucial role in setting the strategic direction of the company.

With his vast experience and deep knowledge of the industry, he ensures that ACE Sports and Outdoors remain at the forefront of the sporting goods retail sector.





Jane Doe

Senior Manager - jane.doe@example.com

Education & Background: Jane has a Master's degree in Management from Stanford University and has worked in the retail industry for over 10 years.

As a Senior Manager, Jane oversees the day-to-day operations of the store, ensuring everything runs smoothly and efficiently



Alice Brown

Operations Manager - alice.brown@example.com

Education & Background: Alice graduated with a degree in Operations Management from Harvard University and has been working in operations for 12 years.

Alice is responsible for managing the daily operations of ACE Sports and Outdoors.

She ensures that all business processes are efficient and effective, ultimately contributing to customer satisfaction



Robert Brown

Customer Service Manager - robert.brown@example.com

Education & Background: Robert has a degree in Marketing from the University of Southern California and has been working in customer

Robert is tasked with managing customer inquiries and improving customer service procedures.

His role is vital in ensuring that customers have a positive experience with ACE Sports and Outdoors.

Organizational structure

 **Help tip**

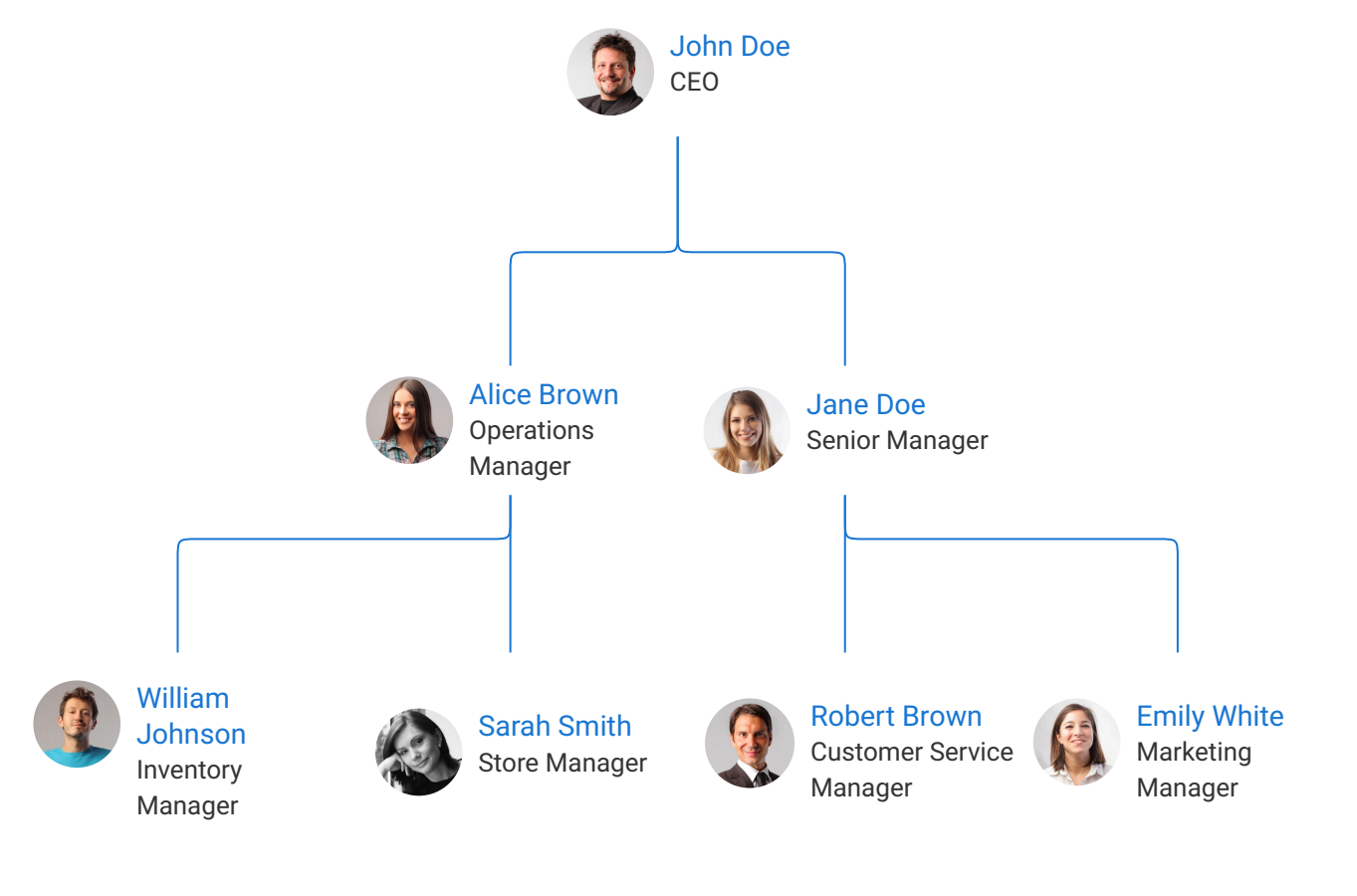
 **Sporting Goods Store Business Plan**

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**

 **Sporting Goods Store 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.

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Advisors/Consultants



David Wilson

Financial Consultant - david.wilson@example.com

David assists us in making informed financial decisions, ensuring the long-term stability and profitability of the company.



Emma Taylor

Business Development Advisor - emma.taylor@example.com

Emma provides invaluable advice on business development and strategy, helping ACE Sports and Outdoors expand its market presence.

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:

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Help tip

Sporting Goods Store 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

Sporting Goods Store 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	\$1,472,341.05	\$2,644,120.65	\$4,748,480.65
Sale of Sporting Goods	\$795,856.25	\$1,429,244.75	\$2,566,722.75

	2024	2025	2026
Unit Sales	31,834	57,170	102,669
Unit Price	\$25	\$25	\$25
Custom Sportswear	\$358,142	\$643,177.50	\$1,155,071.50
Unit Sales	7,163	12,864	23,101
Unit Price	\$50	\$50	\$50
Online Sales	\$318,342.80	\$571,698.40	\$1,026,686.40
Unit Sales	7,959	14,292	25,667
Unit Price	\$40	\$40	\$40
Cost Of Sales	\$853,617.07	\$921,206.05	\$1,035,874.04
General Costs	\$853,617.07	\$921,206.05	\$1,035,874.04
Inventory Costs	\$433,617.07	\$492,206.05	\$597,424.04
Purchase of Goods	\$360,000	\$360,000	\$360,000
Shipping and Handling	\$73,617.07	\$132,206.05	\$237,424.04
Production Costs	\$420,000	\$429,000	\$438,450
Raw Materials	\$180,000	\$189,000	\$198,450
Labor	\$240,000	\$240,000	\$240,000

	2024	2025	2026
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0
Gross Margin	\$618,723.98	\$1,722,914.60	\$3,712,606.61
Gross Margin (%)	42.02%	65.16%	78.19%
Operating Expense	\$854,217.07	\$943,832.05	\$1,081,372.15
Payroll Expense (Indirect Labor)	\$681,600	\$707,826	\$735,114.12
Sales Team	\$295,200	\$304,758	\$314,631.12
Retail Sales Associates	\$225,000	\$231,750	\$238,702.80
Online Sales Manager	\$70,200	\$73,008	\$75,928.32
Operations Team	\$167,700	\$173,433	\$179,366.16
Logistics Coordinator	\$52,500	\$54,075	\$55,697.28
Inventory Specialist	\$45,000	\$46,350	\$47,740.56
Store Operations Manager	\$70,200	\$73,008	\$75,928.32

	2024	2025	2026
Management Team	\$218,700	\$229,635	\$241,116.84
Chief Executive Office	\$113,400	\$119,070	\$125,023.56
Chief Financial Officer	\$105,300	\$110,565	\$116,093.28
General Expense	\$172,617.07	\$236,006.05	\$346,258.04
Operational Expenses	\$60,000	\$63,000	\$66,150
Rent	\$48,000	\$50,400	\$52,920
Utilities	\$12,000	\$12,600	\$13,230
Marketing and Advertising	\$97,617.07	\$157,406.05	\$263,884.04
Online Advertising	\$73,617.07	\$132,206.05	\$237,424.04
Promotional Materials	\$24,000	\$25,200	\$26,460
Miscellaneous Expenses	\$15,000	\$15,600	\$16,224
Office Supplies	\$6,000	\$6,240	\$6,489.60
Repairs and Maintenance	\$9,000	\$9,360	\$9,734.40
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0

	2024	2025	2026
EBITDA	(\$235,493.09)	\$779,082.55	\$2,631,234.47
Additional Expense	\$10,414.93	\$8,480.77	\$6,423.31
Long Term Depreciation	\$5,268	\$5,268	\$5,264
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	(\$240,761.09)	\$773,814.55	\$2,625,970.47
Interest Expense	\$5,146.94	\$3,212.76	\$1,159.29
EBT	(\$245,908.02)	\$770,601.78	\$2,624,811.16
Income Tax Expense / Benefit	\$0	\$0	\$0
Total Expense	\$1,718,249.07	\$1,873,518.87	\$2,123,669.49
Net Income	(\$245,908.02)	\$770,601.78	\$2,624,811.16
Net Income (%)	(16.70%)	29.14%	55.28%
Retained Earning Opening	\$0	(\$265,908.02)	\$484,693.76

	2024	2025	2026
Owner's Distribution	\$20,000	\$20,000	\$20,000
Retained Earning Closing	(\$265,908.02)	\$484,693.76	\$3,089,504.92

 **Help tip**

 **Sporting Goods Store 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	\$1,472,341.05	\$2,644,120.65	\$4,748,480.65
Cash Paid	\$1,712,981.06	\$1,868,250.87	\$2,118,405.50
COS & General Expenses	\$1,026,234.13	\$1,157,212.10	\$1,382,132.07
Salary & Wages	\$681,600	\$707,826	\$735,114.12
Interest	\$5,146.94	\$3,212.76	\$1,159.29
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0

	2024	2025	2026
Net Cash From Operations	(\$240,640.01)	\$775,869.78	\$2,630,075.15
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$25,000	\$0	\$0
Net Cash From Investments	(\$25,000)	\$0	\$0
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	\$51,359.35	\$53,293.51	\$55,347.12
Loan Capital	\$31,359.34	\$33,293.52	\$35,347.14
Dividends & Distributions	\$20,000	\$20,000	\$20,000
Net Cash From Financing	\$98,640.65	(\$53,293.51)	(\$55,347.12)

2024

2025

2026

Summary

Starting Cash	\$0	(\$166,999.36)	\$555,576.91
Cash In	\$1,622,341.05	\$2,644,120.65	\$4,748,480.65
Cash Out	\$1,789,340.41	\$1,921,544.38	\$2,173,752.62
Change in Cash	(\$166,999.36)	\$722,576.27	\$2,574,728.03
Ending Cash	(\$166,999.36)	\$555,576.91	\$3,130,304.94

 Help tip

 Sporting Goods Store Business Plan

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

To unlock help try Upmetrics! 

Balance sheet

2024

2025

2026

Assets	(\$147,267.36)	\$570,040.91	\$3,139,504.94
Current Assets	(\$166,999.36)	\$555,576.91	\$3,130,304.94

	2024	2025	2026
Cash	(\$166,999.36)	\$555,576.91	\$3,130,304.94
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
Long Term Assets	\$19,732	\$14,464	\$9,200
Gross Long Term Assets	\$25,000	\$25,000	\$25,000
Accumulated Depreciation	(\$5,268)	(\$10,536)	(\$15,800)
Liabilities & Equity	(\$147,267.36)	\$570,040.90	\$3,139,504.92
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
Long Term Liabilities	\$35,347.14	\$0	\$0
Long Term Debt	\$35,347.14	\$0	\$0

	2024	2025	2026
Equity	(\$215,908.02)	\$534,693.76	\$3,139,504.92
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	(\$265,908.02)	\$484,693.76	\$3,089,504.92
Check	\$0	\$0	\$0

Break-even Analysis

 **Help tip**

 **Sporting Goods Store 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! 

Start writing here..

	2024	2025	2026
Starting Revenue	\$0	\$1,472,341.05	\$4,116,461.70
Net Revenue	\$1,472,341.05	\$2,644,120.65	\$4,748,480.65
Closing Revenue	\$1,472,341.05	\$4,116,461.70	\$8,864,942.35
Starting Expense	\$0	\$1,718,249.07	\$3,591,767.94
Net Expense	\$1,718,249.07	\$1,873,518.87	\$2,123,669.49
Closing Expense	\$1,718,249.07	\$3,591,767.94	\$5,715,437.43
Is Break Even?	No	Yes	Yes
Break Even Month	0	Jul '25	0
Days Required	0	16 Days	0
Break Even Revenue	\$1,718,249.07	\$2,720,987.71	\$0
Sale of Sporting Goods	\$0	\$1,470,796.03	\$0
Custom Sportswear	\$0	\$661,872.27	\$0
Online Sales	\$0	\$588,319.41	\$0
Break Even Units			

	2024	2025	2026
Sale of Sporting Goods	0	58,832	0
Custom Sportswear	0	13,237	0
Online Sales	0	14,708	0

Financing needs

Help tip

Sporting Goods Store Business Plan

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

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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.





Profit & Loss



Balance Sheet



Cash Flow

Financial Plan

Profit & Loss

Yearly 2023-04 ↑

	2023-04	2024-04
Revenue	\$248,391	\$161,311
Cost of Sales	\$116,608	\$27,238
Gross Margin	\$131,783	\$134,073
Gross Margin (%)	52.96%	82.47%
Operating Expenses	\$294,379	\$116,897
	\$174	\$13,279
	0.2%	\$6,657.01
	0.2%	\$102,608.01
	0.2%	\$8,621.89
	-16%	2,38%
	0.2%	\$184,673.7

What price will you charge for each unit?

Current Amount

Updating amounts live over time

\$ 40

Per Unit



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

Start your planning today

9.

Appendix



REMEMBER

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

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