Sports Complex Business Plan

Your Arena for Action and Adventure

BUSINESS PLAN

[YEAR]

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Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.

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Business planning that's simpler and faster than you think

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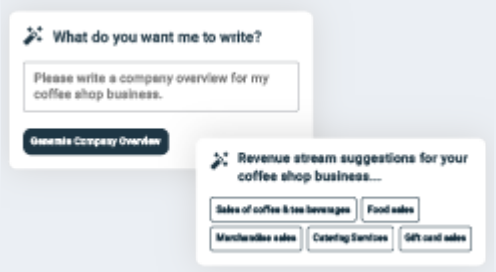

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1.

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 | Sports Complex Business Plan

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

This section may include the name of your sports complex business, its location, when it was

To unlock help try Upmetrics!

Start writing here..

Market opportunity

Help tip | Sports Complex 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 | Sports Complex Business Plan

Highlight the products or services 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 | Sports Complex 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 | Sports Complex 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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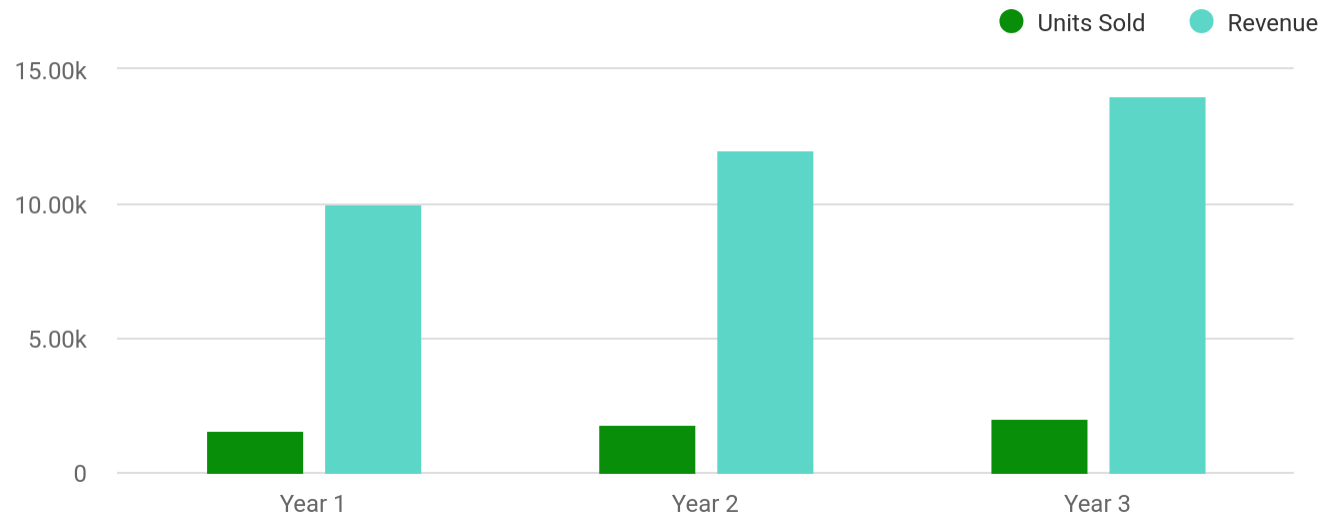
Units Sold v/s Revenue



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 | **Sports Complex 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 | Sports Complex Business Plan

Describe what kind of sports complex business you run and the name of it. You may specialize in one of the following businesses:

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Start writing here..

Ownership

Help tip | Sports Complex Business Plan

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

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Mission statement

Help tip | Sports Complex 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!

> **At [ProElite Sports Complex], our mission is to provide an unparalleled sports and fitness experience that fosters a healthy and active lifestyle.**
>
> **We are committed to delivering top-notch facilities, professional training, and exceptional customer service, all while upholding our core principles of integrity, excellence, and community engagement.**

Business history

Help tip | Sports Complex Business Plan

If you're an established sports complex business, 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 | Sports Complex 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 | Sports Complex 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 | Sports Complex 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 | Sports Complex 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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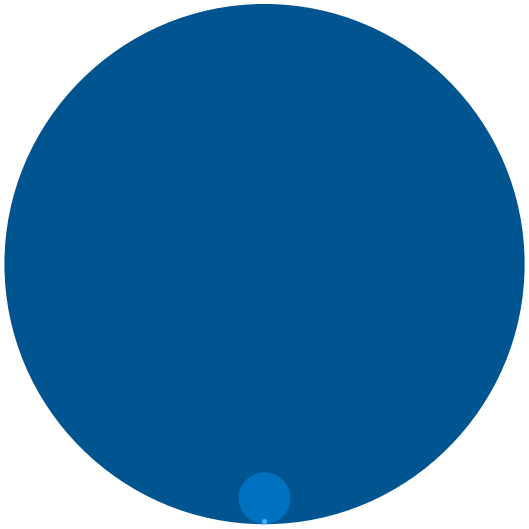
Market Size



Available Market

Total potential customers seeking sports complex services nationally.

50M

Served Market

Customers in the regional area accessible to existing sports complexes.

5M

Target Market

Fitness enthusiasts and athletes in local communities and neighborhoods.

500k

Competitive analysis

LA Fitness

LA Fitness is a nationally recognized brand with a strong presence in the fitness industry, offering a wide range of fitness equipment, group classes, and personal training services.

Features

- Extensive fitness equipment
- Group fitness classes including yoga, spinning, and Zumba
- Personal training services
- Swimming pool and sauna facilities
- Childcare services

Strengths

- Well-established brand with a strong market presence
- Comprehensive range of fitness equipment and classes
- Nationwide locations provide convenience for customers

Weaknesses

- Higher membership fees compared to local gyms
- Some complaints about customer service and facility maintenance
- Limited customization for individual needs

24 Hour Fitness

24 Hour Fitness is a popular fitness chain that offers a convenient, around-the-clock gym experience, catering to customers with busy schedules.

Features

24/7 access to gym facilities

Wide variety of fitness equipment

Group fitness classes

Personal training services

Kids' club facilities

Strengths

Open 24 hours, catering to customers with varying schedules

Extensive range of equipment and classes

Multiple locations for easy access

Weaknesses

Some locations may be overcrowded during peak hours

Membership fees may be high for some customers

Limited availability of advanced fitness classes and equipment in certain locations

YMCA

The YMCA is a community-focused organization that provides a variety of fitness facilities and programs for individuals and families.

Features

Fitness equipment and facilities

Group fitness classes

Youth and family programs

Community events and activities

Financial assistance for low-income families

Strengths

Strong community focus with a variety of programs for all ages

Affordable membership options

Nationwide locations provide easy access for customers

Weaknesses

Limited availability of advanced fitness equipment and classes

Facility quality may vary by location

Some locations may be crowded during peak hours

Market trends

Help tip | **Sports Complex Business Plan**

Analyse 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!

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Regulatory environment

Help tip | Sports Complex Business Plan

List regulations and licensing requirements that may affect your sports complex business such as zoning regulations, health & safety regulations, environmental regulations, insurance & liability, etc.

To unlock help try Upmetrics!

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4.

Products and Services

Services

Facilities

Schedule list

REMEMBER

The product and services section of a sports complex 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 | Sports Complex 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 sports complex services your business will offer. This list may include services like,

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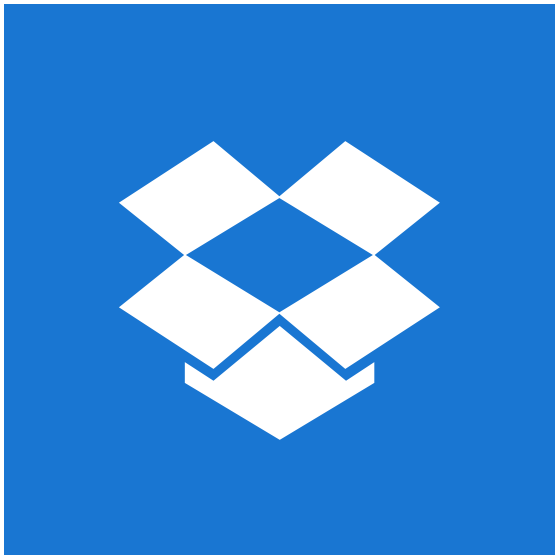
Services



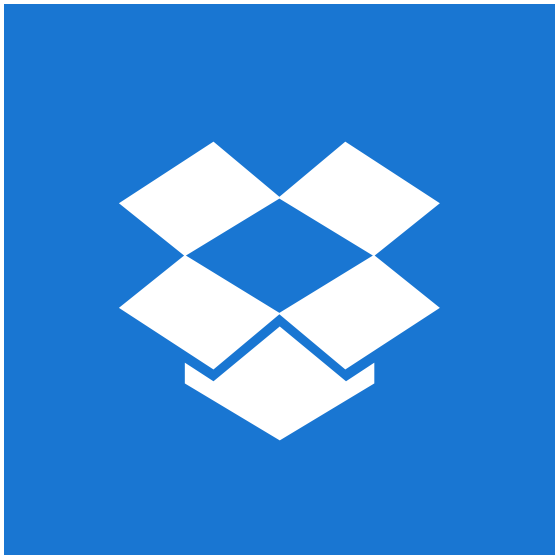
Basketball Training

Price: **[$50 per hour]**

Expert coaching to improve skills and performance on the basketball court.

Specifications

- Duration: 1 hour
- Includes access to state-of-the-art basketball courts and equipment
- Coached by professional basketball players



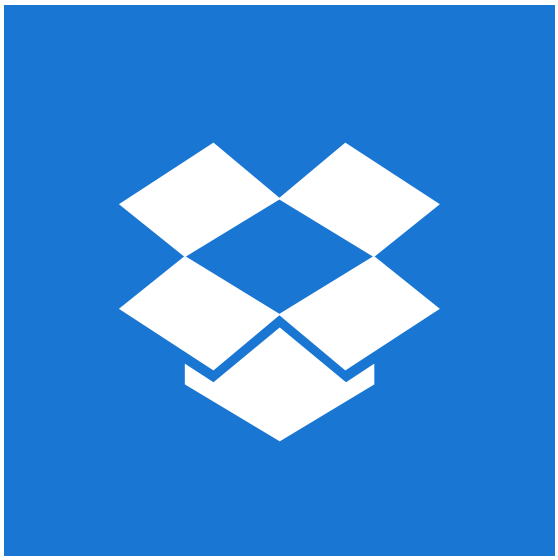
Swimming Classes

Price: **[$40 per class]**

Group swimming classes for all ages and skill levels, focused on safety and technique.

Specifications

- Duration: 45 minutes
- Access to Olympic-size swimming pool
- Certified swimming instructors



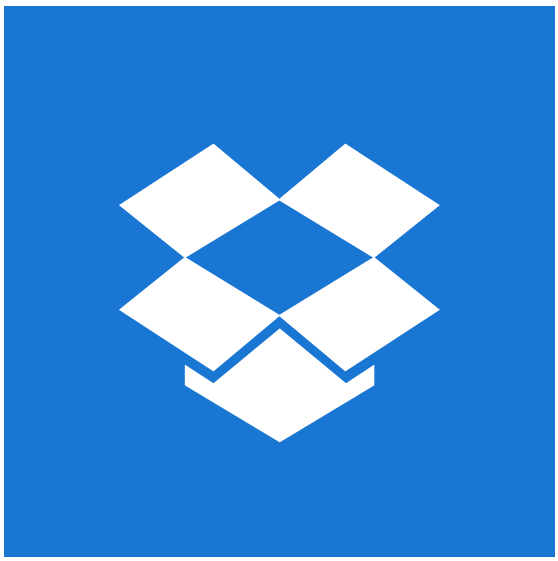
Golf Course Access

Price: **[$100 per day]**

Access to our premium golf course, meticulously maintained for an optimal golfing experience.

Specifications

- Duration: One day access
- Includes access to golf carts and equipment
- Par 72, 18-hole golf course



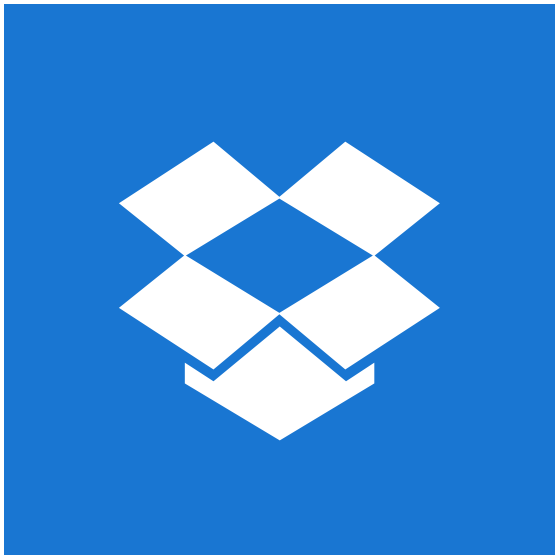
Fitness Classes

Price: **[$30 per class]**

A variety of fitness classes including yoga, pilates, spinning, and more, suitable for all fitness levels.

Specifications

- Duration: 1 hour
- All necessary equipment provided
- Classes led by certified fitness instructors



Tennis Lessons

Price: **[$60 per hour]**

Personalized tennis lessons with professional coaches to improve technique, agility, and performance.

Specifications

- Duration: 1 hour
- Access to high-quality tennis courts and equipment
- Coached by experienced tennis professionals

Facilities

Help tip | Sports Complex Business Plan

Describe the sports complex's physical amenities, such as the size and design of the building(s), the kinds of courts or fields, and any equipment or customer amenities (such as changing rooms, showers, and snack bars).

To unlock help try Upmetrics!

Start writing here..

Schedule list

Help tip | Sports Complex Business Plan

Give a list of future competitions, events, and other unique activities that the sports complex will be hosting. It will show the variety and caliber of the products and services that are offered to customers.

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.

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Help Tip | Sports Complex 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.

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Unique Selling Proposition (USP)

Help tip | Sports Complex 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 | Sports Complex Business Plan

Describe your pricing strategy—how you plan to price your business and stay competitive in the local market.

To unlock help try Upmetrics!

Start writing here..

Help tip | Sports Complex Business Plan

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.

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Marketing strategies

Online

Social Media

Utilize platforms such as Facebook, Instagram, and Twitter to engage with our community and promote our services.

Email Marketing

Send regular newsletters to our subscribers, highlighting upcoming events, promotions, and new services.

Content Marketing

Create valuable content such as blog posts, videos, and infographics to educate and engage our audience.

Google Ads

Implement targeted Google Ads campaigns to reach potential customers actively searching for sports complexes in their area.

Offline

Print Marketing

Design and distribute brochures and flyers in local communities and businesses to increase brand awareness.

Help tip

Sports Complex Business Plan

Outline the strategies you'll implement to maximize your sales. Your sales strategies may include offering discounts on annual membership, referral programs, etc.

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Sales strategies

Bundled Services

Provide discounted rates for customers who sign up for multiple services or bring in family members.

Memberships

Offer promotional discounts on annual memberships to encourage long-term commitments.

Referral Programs

Implement a referral program that rewards existing customers for bringing in new members.

Help tip

Sports Complex Business Plan

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

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Customer retention

Loyalty Programs

Implement a loyalty program that rewards customers for their continued support and frequent visits.

Feedback Mechanisms

Establish feedback mechanisms such as surveys and suggestion boxes to gather valuable customer insights and make necessary improvements.

Personalized Service

Ensure our staff is trained to provide exceptional, personalized service to each customer, making them feel valued and appreciated.

6.

Operations Plan

Staffing & Training

Operational Process

Equipment

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 | Sports Complex 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.

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Start writing here..

Staffing & Training

Help tip | Sports Complex Business Plan

Mention your business's staffing requirements, including the number of employees, coaches, or trainers.

To unlock help try Upmetrics!

Start writing here..

Operational Process

Help tip | Sports Complex Business Plan

Outline the processes and procedures you will use to run your sports complex business. Your operational processes may include sending quotations, scheduling classes, etc.

To unlock help try Upmetrics!

Start writing here..

Equipment

Help tip | Sports Complex Business Plan

Include the list of equipment required for the sports complex, such as fitness equipment, sports equipment, mats & padding, 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 | Sports Complex 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 | Sports Complex 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

Founder and CEO - john.doe@example.com

With over 15 years of experience in the sports and fitness industry, John holds a bachelor's degree in Sports Management and an MBA.

He founded ProElite Sports Complex with the vision of providing a state-of-the-art facility for athletes and fitness enthusiasts alike.

Jane Doe

Operations Manager - jane.doe@example.com

Jane has a background in facility management with a bachelor's degree in Business Administration.

She has over 10 years of experience managing sports complexes and is responsible for the smooth operation of ProElite Sports Complex.

Alice Brown

Marketing Manager - alice.brown@example.com

Alice holds a degree in Marketing and has extensive experience in the fitness industry.

She is responsible for leading our marketing efforts, managing our online presence, and attracting new members to our facility

Robert Brown

Head Coach - robert.brown@example.com

Robert has a degree in Exercise Science and holds multiple certifications in fitness training.

With over 12 years of experience in coaching, he oversees all coaches and trainers, ensuring they provide the best support to our members.

Organizational structure

Help tip | Sports Complex Business Plan

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

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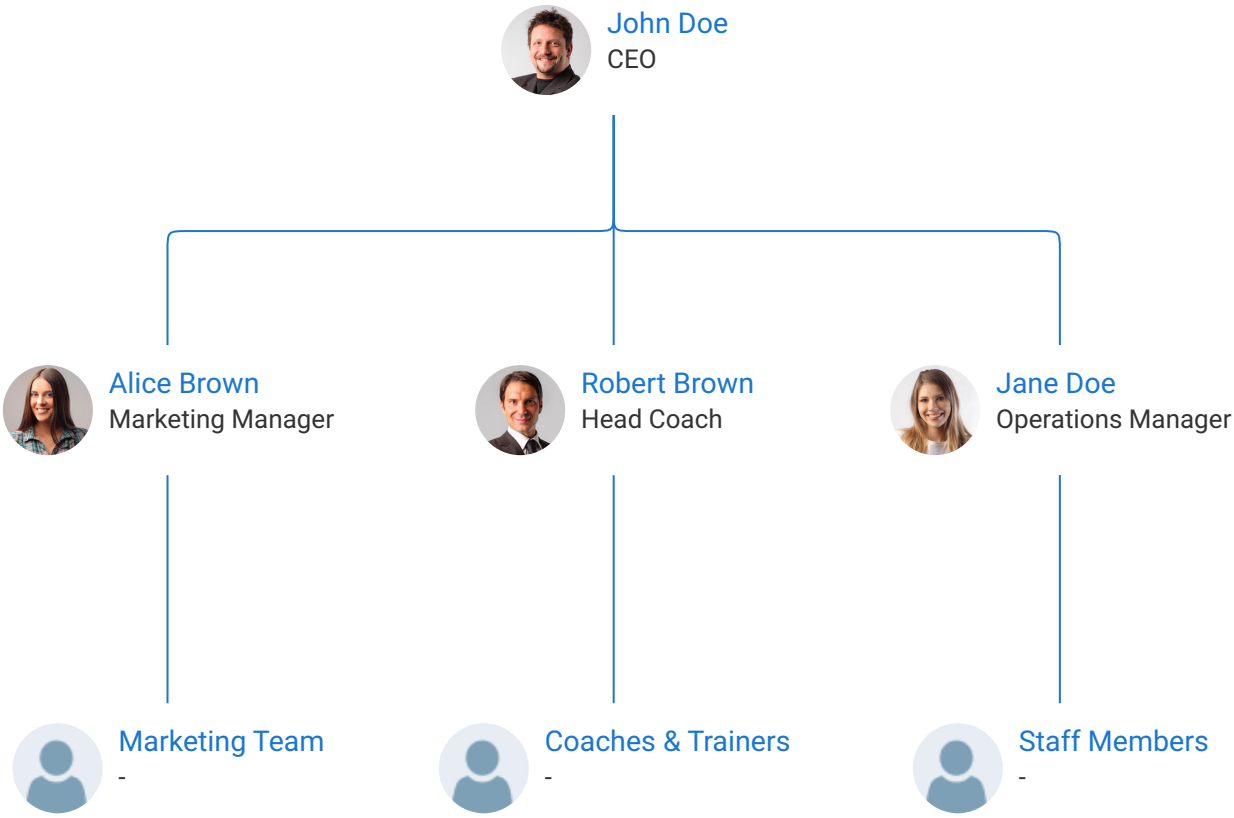
Start writing here..

Organization chart



Compensation plan

Help tip | **Sports Complex 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

Dr. Richard White

Strategic Advisor

Richard has over 20 years of experience in business strategy and sports management. He provides valuable insights and strategic guidance to our team.

Emily Johnson

Marketing Consultant

Emily is an expert in digital marketing with a focus on the fitness industry. She advises us on our online marketing strategies to effectively reach our target audience.

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 | Sports Complex 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 | Sports Complex 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	**$912,406.20**	**$2,447,450.40**	**$4,371,668.20**
Membership Fees	$732,406.20	$2,261,450.40	$4,179,472.20

	2024	2025	2026
Users	1,923	4,251	7,245
Recurring Charges	$60	$60	$60
Event Hosting	$120,000	$123,600	$127,300
Unit Sales	12	12	13
Unit Price	$10,000	$10,000	$10,000
Equipment Rentals	$60,000	$62,400	$64,896
Cost Of Sales	**$49,000**	**$50,280**	**$51,595.60**
General Costs	$49,000	$50,280	$51,595.60
Facility Maintenance	$42,000	$43,020	$44,065.80
Cleaning Services	$24,000	$24,480	$24,969.60
Equipment Maintenance	$18,000	$18,540	$19,096.20
Sports Complex Consumables	$7,000	$7,260	$7,529.80
Fitness Class Materials	$2,000	$2,060	$2,121.80
Sports Equipment and Supplies	$5,000	$5,200	$5,408
Revenue Specific Costs	$0	$0	$0

	2024	2025	2026
Personnel Costs (Direct Labor)	$0	$0	$0
Gross Margin	**$863,406.20**	**$2,397,170.40**	**$4,320,072.60**
Gross Margin (%)	**94.63%**	**97.95%**	**98.82%**
Operating Expense	**$496,282.32**	**$514,192.31**	**$534,972.92**
Payroll Expense (Indirect Labor)	$331,050	$342,173.52	$353,683.56
Sales Team	$135,480	$140,149.20	$144,982.56
Sales Associate	$75,000	$77,250	$79,567.44
Store Manager	$60,480	$62,899.20	$65,415.12
Service and Maintenance	$98,730	$101,973.12	$105,323.40
Mechanic	$42,480	$43,754.40	$45,067.08
Service Manager	$56,250	$58,218.72	$60,256.32
Administrative Staff	$96,840	$100,051.20	$103,377.60
Administrative Assistant	$33,120	$33,782.40	$34,458

	2024	2025	2026
Finance Officer	$63,720	$66,268.80	$68,919.60
General Expense	$165,232.32	$172,018.79	$181,289.36
Operational Expenses	$60,000	$60,240	$61,924.80
Utility Bills	$48,000	$48,000	$49,440
Internet & Phone	$12,000	$12,240	$12,484.80
Marketing and Advertising	$51,232.32	$56,338.79	$62,132.86
Advertising	$30,000	$31,500	$33,075
Promotional Events	$21,232.32	$24,838.79	$29,057.86
Facility Upkeep	$54,000	$55,440	$57,231.70
Repairs and Maintenance	$36,000	$37,080	$38,192.40
Landscaping	$18,000	$18,360	$19,039.30
Bad Debt	$0	$0	$0
Amortization of Current Assets	$0	$0	$0
EBITDA	**$367,123.88**	**$1,882,978.09**	**$3,785,099.68**

	2024	2025	2026
Additional Expense	**$131,752.38**	**$127,109.75**	**$122,180.76**
Long Term Depreciation	$73,800	$73,800	$73,800
Gain or loss from Sale of Assets	$0	$0	$0
EBIT	$293,323.88	$1,809,178.09	$3,711,299.68
Interest Expense	$57,952.38	$53,309.76	$48,380.78
EBT	$235,371.50	$1,755,868.34	$3,662,918.92
Income Tax Expense / Benefit	$0	$0	$0
Total Expense	**$677,034.70**	**$691,582.06**	**$708,749.28**
Net Income	**$235,371.50**	**$1,755,868.34**	**$3,662,918.92**
Net Income (%)	**25.80%**	**71.74%**	**83.79%**
Retained Earning Opening	$0	$205,371.50	$1,941,239.84
Owner's Distribution	$30,000	$20,000	$20,000
Retained Earning Closing	**$205,371.50**	**$1,941,239.84**	**$5,584,158.76**

Help tip | Sports Complex 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	**$912,406.20**	**$2,447,450.40**	**$4,371,668.20**
Cash Paid	**$603,234.70**	**$617,782.06**	**$634,949.28**
COS & General Expenses	$214,232.32	$222,298.79	$232,884.96
Salary & Wages	$331,050	$342,173.52	$353,683.56
Interest	$57,952.38	$53,309.76	$48,380.78
Sales Tax	$0	$0	$0
Income Tax	$0	$0	$0
Net Cash From Operations	**$309,171.50**	**$1,829,668.34**	**$3,736,718.92**
Assets Sell	$0	$0	$0

	2024	2025	2026
Assets Purchase	$950,000	$0	$0
Net Cash From Investments	**($950,000)**	**$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	**$105,272.22**	**$99,914.85**	**$104,843.84**
Loan Capital	$75,272.22	$79,914.84	$84,843.82
Dividends & Distributions	$30,000	$20,000	$20,000
Net Cash From Financing	**$1,394,727.78**	**($99,914.85)**	**($104,843.84)**
Summary			
Starting Cash	$0	$753,899.28	$2,483,652.77

	2024	2025	2026
Cash In	$2,412,406.20	$2,447,450.40	$4,371,668.20
Cash Out	$1,658,506.92	$717,696.91	$739,793.12
Change in Cash	$753,899.28	$1,729,753.49	$3,631,875.08
Ending Cash	**$753,899.28**	**$2,483,652.77**	**$6,115,527.85**

Help tip | Sports Complex Business Plan

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

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Balance sheet

	2024	2025	2026
Assets	**$1,630,099.28**	**$3,286,052.77**	**$6,844,127.85**
Current Assets	**$753,899.28**	**$2,483,652.77**	**$6,115,527.85**
Cash	$753,899.28	$2,483,652.77	$6,115,527.85
Accounts Receivable	$0	$0	$0
Inventory	$0	$0	$0

	2024	2025	2026
Other Current Assets	$0	$0	$0
Long Term Assets	**$876,200**	**$802,400**	**$728,600**
Gross Long Term Assets	$950,000	$950,000	$950,000
Accumulated Depreciation	($73,800)	($147,600)	($221,400)
Liabilities & Equity	**$1,630,099.28**	**$3,286,052.78**	**$6,844,127.88**
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
Equity	**$705,371.50**	**$2,441,239.84**	**$6,084,158.76**
Paid-in Capital	$0	$0	$0
Common Stock	$0	$0	$0

	2024	2025	2026
Preferred Stock	$0	$0	$0
Owner's Contribution	$500,000	$500,000	$500,000
Retained Earnings	$205,371.50	$1,941,239.84	$5,584,158.76
Check	**$0**	**$0**	**$0**

Break-even Analysis

Help tip | Sports Complex 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.

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	2024	2025	2026
Starting Revenue	$0	$912,406.20	$3,359,856.60
Net Revenue	$912,406.20	$2,447,450.40	$4,371,668.20

	2024	2025	2026
Closing Revenue	**$912,406.20**	**$3,359,856.60**	**$7,731,524.80**
Starting Expense	$0	$677,034.70	$1,368,616.76
Net Expense	$677,034.70	$691,582.06	$708,749.28
Closing Expense	**$677,034.70**	**$1,368,616.76**	**$2,077,366.04**
Is Break Even?	**Yes**	**Yes**	**Yes**
Break Even Month	**Oct '24**	**0**	**0**
Days Required	**27 Days**	**0**	**0**
Break Even Revenue	**$552,005.82**	**$0**	**$0**
Membership Fees	$502,505.82	$0	$0
Event Hosting	$0	$0	$0
Equipment Rentals	$49,500	$0	$0
Break Even Units			
Membership Fees	1,589	0	0
Event Hosting	0	0	0

	2024	2025	2026
Equipment Rentals	$49,500	$0	$0

Financing needs

Help tip | Sports Complex Business Plan

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

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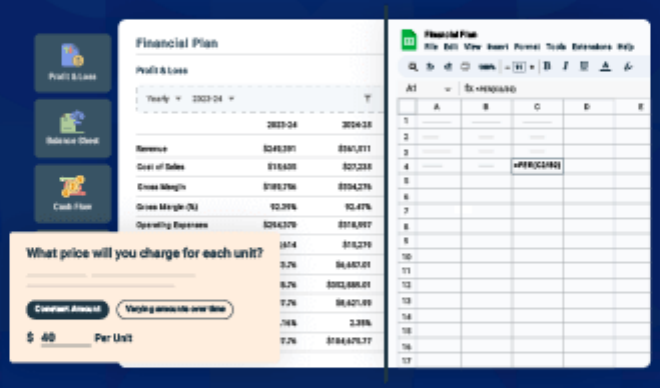
Upmetrics vs Financial Spreadsheets

Spreadsheets can be a powerful tool for preparing complex financial reports and forecasts. However, using them can be quite time-consuming, intimidating, and frustrating.



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 do

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★★★★★

Student, Sumy State University – Ukraine

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