BUSINESS PLAN

[YEAR]

# Trading Business Plan

Invest, Trade, Prosper

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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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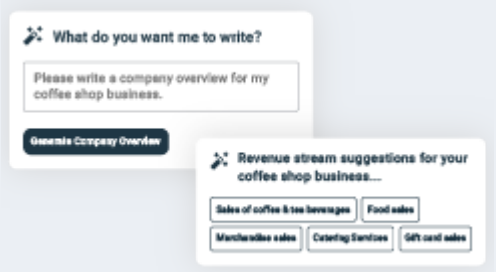
# Business planning that's simpler and faster than you think

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.

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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.

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## Guides you like a business mentor

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# 1.

# Executive Summary

Market opportunity

Product Range

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 | Trading Business Plan

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

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

To unlock help try Upmetrics!

*Start writing here..*

## Market opportunity

Help tip | Trading 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..*

## Product Range

Help tip | Trading Business Plan

Highlight the product range of your trading business 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 | Trading 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

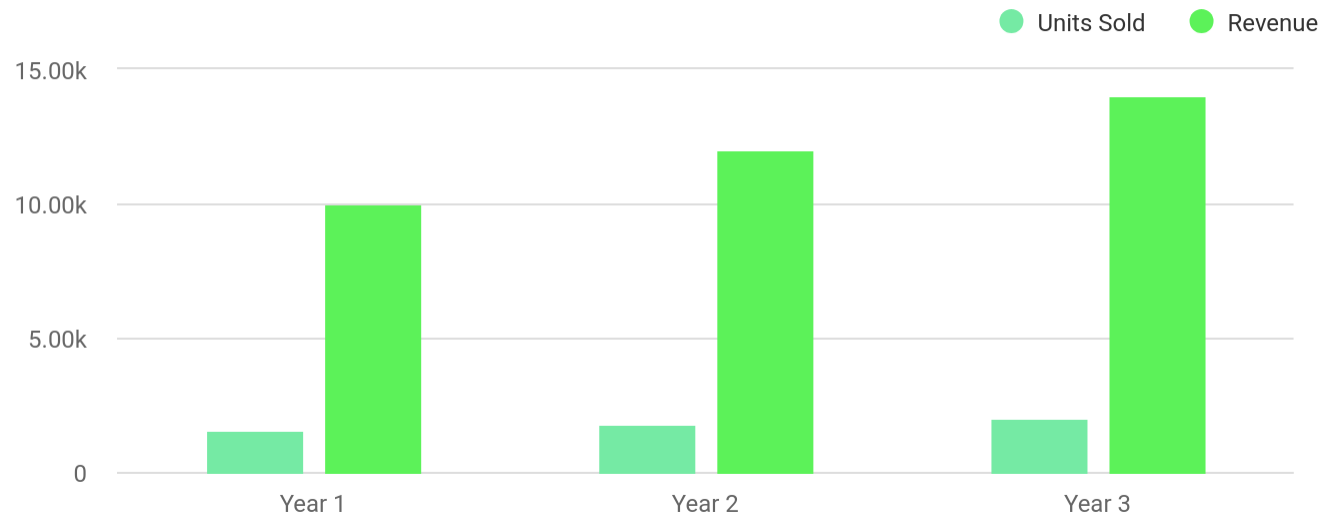
Help tip | Trading Business Plan

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** | **Trading 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 | Trading Business Plan

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

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

To unlock help try Upmetrics!

*Start writing here..*

## Ownership

Help tip | Trading Business Plan

List the names of your trading company'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..*

## Mission statement

Help tip | Trading 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 [WealthWave Trading], we are dedicated to creating lasting value and exceptional service for our clients, suppliers, and partners. We strive to lead the way in innovation, efficiency, and integrity, ensuring a seamless trading experience.**
>
> **Our commitment to excellence and our passion for fostering meaningful relationships are the cornerstones of our business.**

## Business history

Help tip | Trading Business Plan

If you're an established trading 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 | Trading 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 | Trading 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 | Trading 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

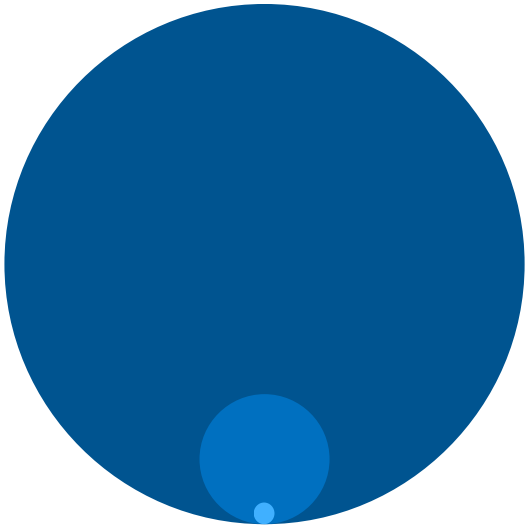
Help tip | Trading Business Plan

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**
Total global trading market potential
**12B**

**Served Market**
Portion of TAM accessible by our services
**3B**

**Target Market**
Our specific market focus within SAM
**500M**

Help tip | Trading Business Plan

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

To unlock help try Upmetrics!

# Competitive analysis

## AlphaTrade Solutions

AlphaTrade Solutions is a well-established trading firm with over 15 years in the industry. They have a strong customer base and are known for their comprehensive trading tools and resources.

### Features

Offers a variety of platforms catering to different levels of traders.

Provides extensive learning materials and webinars.

Delivers timely and accurate market insights.

### Strengths

With 15 years in the market, they have built a solid reputation.

They offer a wide array of tools that cater to both novice and seasoned traders.

They have a broad network of industry connections and partnerships.

### Weaknesses

Their services and tools come at a premium price.

Some users find their platforms overwhelming and not user-friendly.

Their tools offer limited customization options for unique trading strategies.

## BetaInvest Group

BetaInvest Group is known for their innovative approach to trading, providing cutting-edge solutions and a user-friendly experience.

### Features

Offers tools that incorporate the latest technologies.

Their platforms are designed with the user in mind, ensuring ease of use

Provides 24/7 customer support with a reputation for quick responses.

### Strengths

Constantly updating and improving their tools to stay ahead.

Prioritizes user experience, resulting in high customer satisfaction.

: Has a robust digital marketing strategy that attracts a wide audience.

### Weaknesses

Being relatively new in the market, they lack the extensive history and experience of some competitors.

Does not have as extensive a network within the trading industry.

Offers fewer learning materials compared to competitors.

## Gamma Trading Corp

Gamma Trading Corp is a traditional trading company with a long-standing history, known for their reliability and extensive market knowledge.

### Features

Offers a range of traditional trading tools and resources.

Possesses in-depth knowledge of market trends and movements.

Known for their reliability and consistent performance.

### Strengths

Over 20 years in the industry provides them with a wealth of experience.

Their long-standing presence has resulted in deep market insights.

Known for their consistent and dependable services.

### Weaknesses

Their traditional approach means they are slower to adopt new technologies.

Some of their tools and platforms are seen as outdated compared to competitors.

They have a weaker online marketing strategy, potentially limiting their reach to newer audiences.

# Market trends

**Help tip** | **Trading 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 | Trading Business Plan

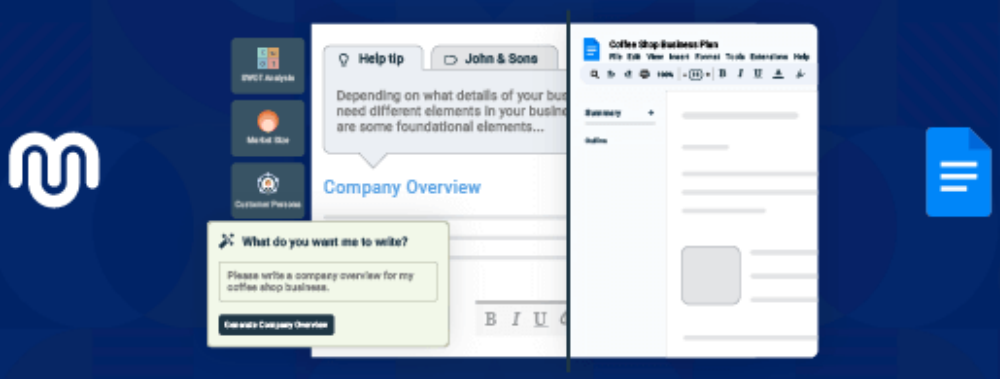
List regulations and licensing requirements that may affect your trading company, such as business registration, insurance, licensing, etc.

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.




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 & Services

Additional Services

REMEMBER

The product and services section of the trading 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 | Trading 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!

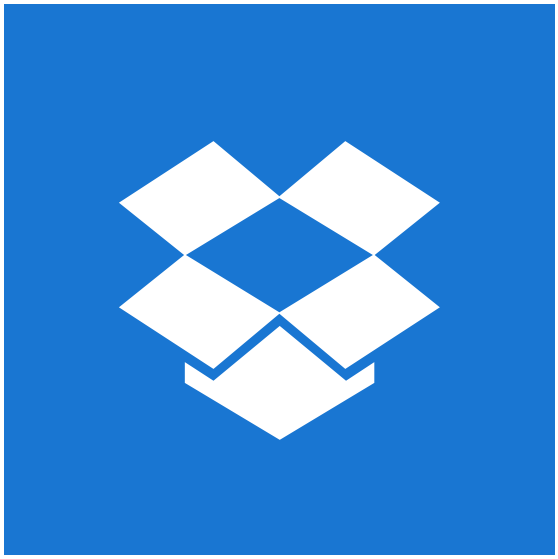
*Start writing here..*

Help tip

Mention the trading products your business will offer. This may include product categories, product range, product features, product sourcing, etc.

To unlock help try Upmetrics!

## Products & Services



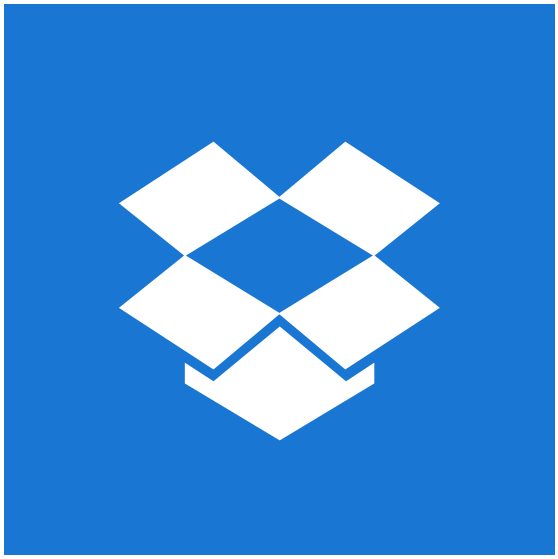
### Premium Consumer Electronics

Price: **Ranges from [$200 to $2,000] depending on the product and specifications.**

A wide assortment of consumer electronics, including smartphones, laptops, and accessories from leading brands ensuring reliability and the latest technology.

**Product Specifications**

- Brand: Variety of top-tier brands such as Apple, Samsung, and HP.
- Warranty: Minimum 1-year warranty on all products.
- Features: Latest models, high performance, durable build quality.



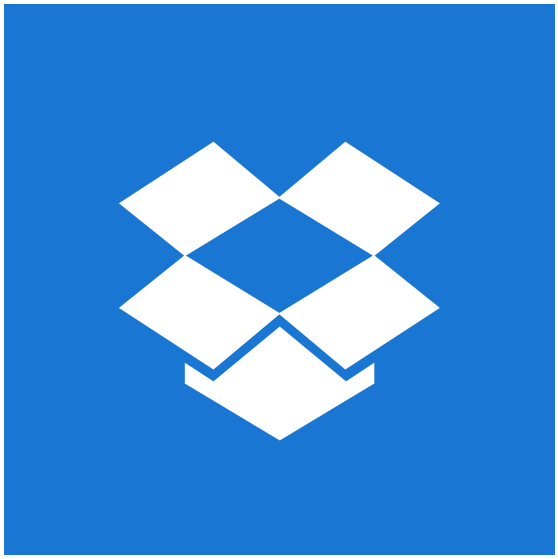
## Gourmet Food and Beverages

Price: **Ranges from [$10 to $500], varying by product type and brand.**

An exquisite selection of gourmet foods and beverages, including fine wines, artisanal cheeses, and premium coffee.

### Product Specifications

- Source: Products sourced from renowned producers worldwide.
- Quality: All items adhere to strict quality standards, ensuring freshness and excellence.
- Packaging: Products are securely packaged to maintain their integrity during transport.



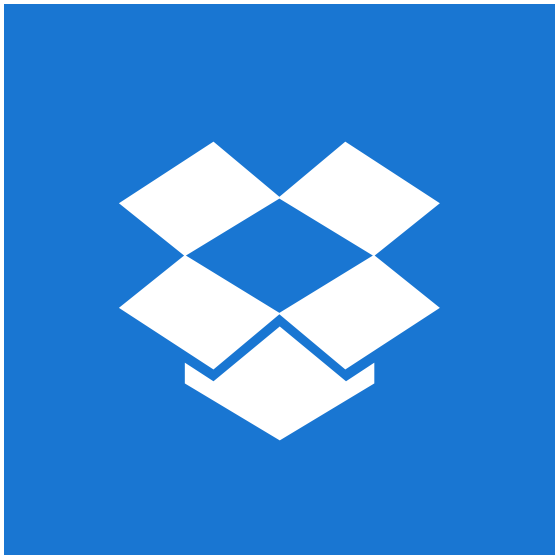
## Logistics and Shipping Solutions

Price: **Custom pricing based on the distance, volume, and nature of goods.**

Comprehensive logistics and shipping solutions ensuring safe, timely, and efficient delivery of products across [Insert Geographic Reach].

### Service Specifications

- Capacity: Capable of handling shipments of all sizes, from small parcels to bulk goods.
- Network: Extensive network ensuring delivery to both urban and remote locations.
- Tracking: Real-time tracking available for all shipments.



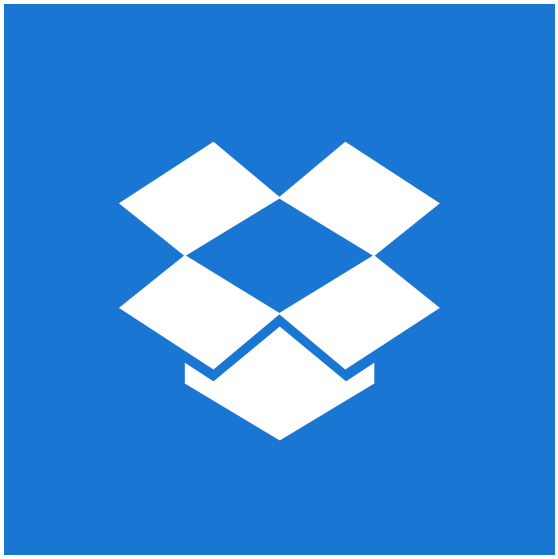
## Warehousing and Storage

Price: **Variable pricing based on the size and duration of storage required.**

State-of-the-art warehousing facilities offering secure and optimal storage conditions for a wide range of products.

### Service Specifications

- Security: 24/7 security and surveillance ensuring the safety of stored goods.
- Conditions: Controlled conditions with options for climate-controlled storage.
- Accessibility: Conveniently located facilities for easy access and distribution.



## Product Customization and Branding

Price: **Pricing varies based on customization requirements and product type.**

Tailored product customization and branding solutions to enhance product appeal and brand visibility.

### Service Specifications

- Options: Wide range of customization options, including engraving, printing, and packaging.
- Design: Professional design services available to create unique and attractive branding.
- Quality: High-quality materials and processes ensuring durable and professional results.

# Additional Services

Help tip | Trading Business Plan

Mention if your trading company offers any additional services. You may include services like, product customization & branding, packaging & labeling, supply chain consultation, 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 | Trading 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 | Trading 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 | Trading 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..*

Help tip

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

To unlock help try Upmetrics!

# Marketing strategies

## Online

### Social Media

We leverage popular social media platforms to connect with our target audience, share product information, and engage in community building. Our strategy involves regular updates, promotional campaigns, and user engagement initiatives.

### Email Marketing

Our email marketing campaigns are designed to nurture leads, provide product updates, and share promotional offers, helping to drive conversions and build customer loyalty.

### Content Marketing

We invest in content marketing to establish thought leadership, provide valuable information to our audience, and improve our online visibility. Our content strategy includes blogs, articles, and informative guides.

## Offline

### Brochures & Print Marketing

High-quality brochures and print materials are utilized to showcase our product range and services, distributed at trade shows, industry events, and directly to potential clients.

Help tip

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

To unlock help try Upmetrics!

## Sales strategies

### Partner with Businesses

Collaborations with [specific businesses, e.g., "design studios and architectural firms"] to offer them specialized services.

### Direct Sales Calls

Our sales team actively engages in direct sales calls, reaching out to potential clients, understanding their needs, and offering tailored solutions.

### Referral Programs

To incentivize word-of-mouth referrals, we implement referral programs, offering rewards and discounts to customers who bring in new business.

Help tip

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

To unlock help try Upmetrics!

## Customer retention

### Loyalty Programs

We introduce loyalty programs to reward repeat business, offering points, discounts, and exclusive offers to frequent buyers.

### After-Sales Support

Our after-sales support is second to none, providing timely assistance, product support, and ensuring customer satisfaction post-purchase.

### Personalized Service

We are committed to providing personalized service, ensuring that each customer's unique needs are met, and their expectations are exceeded.

# 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.

To unlock help try Upmetrics!

Help tip | Trading 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 | Trading Business Plan

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

To unlock help try Upmetrics!

*Start writing here..*

## Operational Process

Help tip | Trading Business Plan

Outline the processes and procedures you will use to run your trading business. Your operational processes may include inventory management, sales & marketing, order processing, customer service, etc.

To unlock help try Upmetrics!

*Start writing here..*

# Equipment & Machinery

Help tip | Trading Business Plan

Include the list of equipment and machinery required for trading, such as office equipment, warehouse equipment, transportation vehicles, packaging & testing 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 | Trading 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 | Trading 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 - john.doe@example.com

As one of the co-founders and the CEO of [WealthWave Trading], [Name] plays a pivotal role in setting the strategic direction of the company and overseeing all aspects of our operations.

With over [XX] years of experience in the trading industry, [his/her] leadership and vision have been instrumental in shaping the success of our business.

[He/She] holds a [Degree] from [University] and has a strong background in [specific trading domain or expertise].

## Jane Doe

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

Jane Doe serves as the Chief Operating Officer of [WealthWave Trading], playing a critical role in the day-to-day management and operational efficiency of the company.

With over 15 years of experience in the trading industry, Jane has developed a keen understanding of market dynamics and operational excellence.

She holds a Master's degree in Business Administration from Harvard Business School, where she specialized in Operations Management.

Prior to joining [WealthWave Trading], Jane held senior management positions at prominent trading firms, where she was renowned for streamlining processes and improving operational workflows.

## Alice Brown

CMO - alice.brown@example.com

Alice Brown brings a wealth of experience and a strategic mindset to her role as the Chief Marketing Officer at [WealthWave Trading].

With a B.A. in Marketing from the University of California and over 12 years of experience in marketing within the trading sector, Alice has a profound understanding of how to build and maintain strong brand presence.

She has successfully led marketing campaigns that resulted in significant revenue growth and enhanced market penetration. Her expertise lies in digital marketing, brand development, and strategic planning.

## Robert Brown

Operations Manager - robert.brown@example.com

Robert Brown oversees the operational aspects of [WealthWave Trading], ensuring that all processes run smoothly and efficiently.

He holds a Bachelor's degree in Operations Management from the Massachusetts Institute of Technology and has accumulated over 10 years of experience in operations within the trading industry.

His exceptional organizational skills and attention to detail have been crucial in optimizing our supply chain and inventory management processes.

# Organizational structure

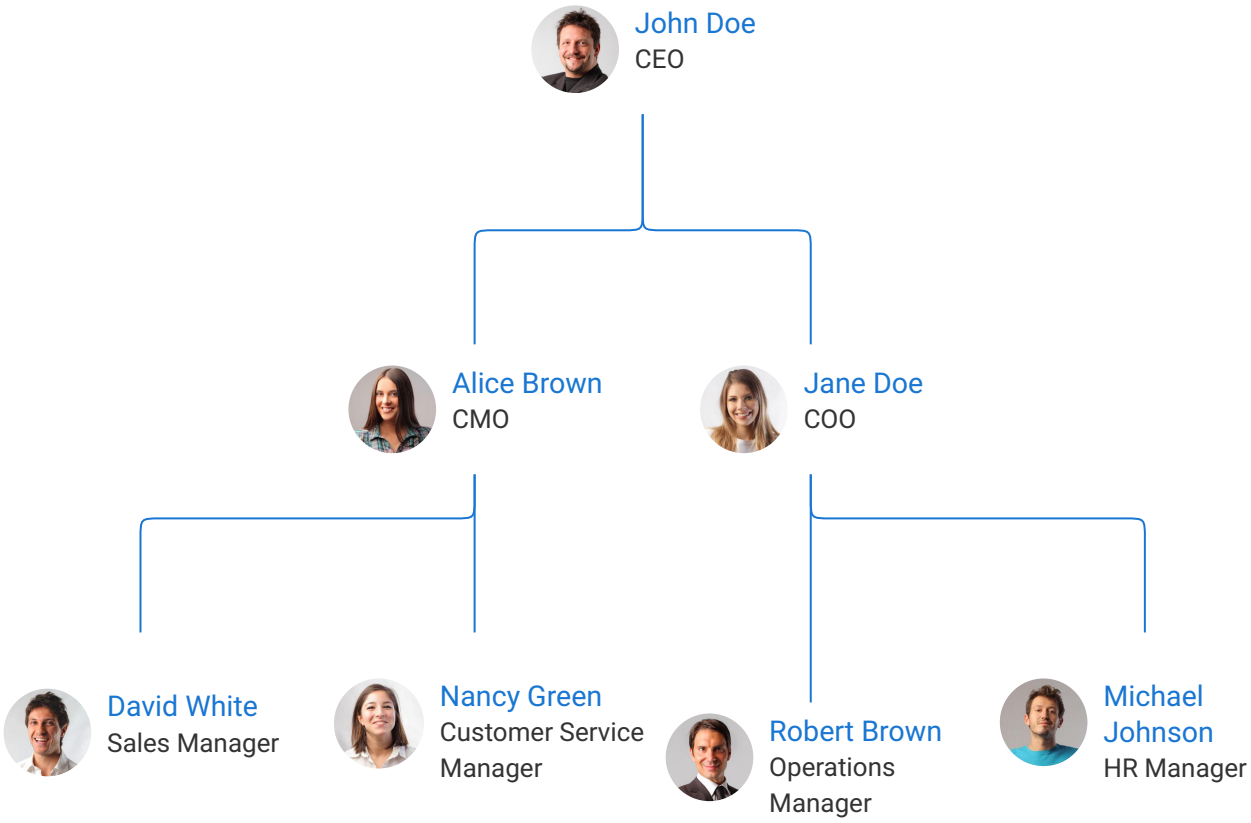
Help tip | Trading Business Plan

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 | Trading 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 | Trading Business Plan

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

To unlock help try Upmetrics!

# Advisors/Consultants

## Mr. Alan White

Regulatory & Compliance Advisor

Trading, being a heavily regulated sector, requires acute knowledge of global and local regulations.

Mr. White, with his stints at regulatory bodies like [Specific Regulatory Authority], offers us insights that ensure our operations remain compliant while also being efficient.

His [X years] in regulatory consultancy has made him a sought-after name in the industry.

## Rose Anderson

Technology & Infrastructure Consultant

As trading technologies rapidly evolve, having a technological edge becomes imperative.

Ms. Anderson, formerly a tech lead at [High-Profile Trading Platform], brings in the technological foresight that ensures our infrastructure remains cutting-edge.

Her contributions have been pivotal in integrating AI and ML-based algorithms into our trading systems.

# 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 | Trading 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 | Trading 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** | **$2,978,577.50** | **$4,995,247.50** | **$8,522,023** |
| Wholesale Trading | $1,591,714 | $2,858,492 | $5,133,432 |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Unit Sales | 7,959 | 14,292 | 25,667 |
| Unit Price | $200 | $200 | $200 |
| Retail Trading | $670,601.50 | $850,478.50 | $1,078,616.50 |
| Unit Sales | 13,412 | 17,010 | 21,572 |
| Unit Price | $50 | $50 | $50 |
| Dropshipping | $716,262 | $1,286,277 | $2,309,974.50 |
| Unit Sales | 4,775 | 8,575 | 15,400 |
| Unit Price | $150 | $150 | $150 |
| | | | |
| **Cost Of Sales** | **$2,212,791.61** | **$3,045,292.43** | **$4,214,530.39** |
| General Costs | $2,212,791.61 | $3,045,292.43 | $4,214,530.39 |
| Wholesale Electronics | $1,478,774.52 | $2,123,348.96 | $3,055,387.69 |
| Purchase of Goods | $1,419,202.97 | $2,023,444.01 | $2,884,947.23 |
| Shipping and Handling | $59,571.55 | $99,904.95 | $170,440.46 |
| Retail Clothing | $734,017.09 | $921,943.47 | $1,159,142.70 |
| Inventory Purchase | $670,604.48 | $850,488.61 | $1,078,625.44 |
| Packaging | $63,412.61 | $71,454.86 | $80,517.26 |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Revenue Specific Costs | $0 | $0 | $0 |
| Personnel Costs (Direct Labor) | $0 | $0 | $0 |
| **Gross Margin** | **$765,785.89** | **$1,949,955.07** | **$4,307,492.61** |
| **Gross Margin (%)** | **25.71%** | **39.04%** | **50.55%** |
| **Operating Expense** | **$1,045,166.23** | **$1,228,989.10** | **$1,534,321.25** |
| Payroll Expense (Indirect Labor) | $761,280 | $782,737.20 | $804,868.68 |
| Sales Team | $291,000 | $301,230 | $311,841.96 |
| Sales Manager | $75,000 | $78,750 | $82,687.56 |
| Sales Representatives | $216,000 | $222,480 | $229,154.40 |
| Operations Team | $419,880 | $429,595.20 | $439,557.36 |
| Operations Manager | $65,880 | $68,515.20 | $71,255.76 |
| Warehouse Staff | $354,000 | $361,080 | $368,301.60 |
| Administrative Team | $50,400 | $51,912 | $53,469.36 |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Administrative Assistant | $50,400 | $51,912 | $53,469.36 |
| General Expense | $283,886.22 | $446,251.90 | $729,452.55 |
| Office Expenses | $30,000 | $30,840 | $31,704 |
| Office Rent | $24,000 | $24,720 | $25,461.60 |
| Utilities | $6,000 | $6,120 | $6,242.40 |
| Marketing Expenses | $160,928.89 | $261,882.43 | $438,342.39 |
| Digital Marketing | $148,928.89 | $249,762.43 | $426,101.19 |
| Promotional Materials | $12,000 | $12,120 | $12,241.20 |
| Operational Expenses | $92,957.33 | $153,529.47 | $259,406.16 |
| Shipping Costs | $89,357.33 | $149,857.47 | $255,660.72 |
| Office Supplies | $3,600 | $3,672 | $3,745.44 |
| Bad Debt | $0 | $0 | $0 |
| Amortization of Current Assets | $0 | $0 | $0 |
| **EBITDA** | **($279,380.34)** | **$720,965.97** | **$2,773,171.36** |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| **Additional Expense** | **$12,502.84** | **$10,881.81** | **$9,177.81** |
| Long Term Depreciation | $8,222.40 | $8,222.40 | $8,222.40 |
| Gain or loss from Sale of Assets | $0 | $0 | $0 |
| EBIT | ($287,602.74) | $712,743.57 | $2,764,948.96 |
| Interest Expense | $4,280.43 | $2,659.39 | $955.41 |
| EBT | ($291,883.18) | $710,084.16 | $2,763,993.55 |
| Income Tax Expense / Benefit | $0 | $0 | $0 |
| | | | |
| **Total Expense** | **$3,270,460.68** | **$4,285,163.34** | **$5,758,029.45** |
| **Net Income** | **($291,883.18)** | **$710,084.16** | **$2,763,993.55** |
| **Net Income (%)** | **(9.80%)** | **14.22%** | **32.43%** |
| | | | |
| Retained Earning Opening | $0 | ($311,883.18) | $388,200.98 |
| Owner's Distribution | $20,000 | $10,000 | $10,000 |
| **Retained Earning Closing** | **($311,883.18)** | **$388,200.98** | **$3,142,194.53** |

Help tip | Trading 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** | **$2,978,577.50** | **$4,995,247.50** | **$8,522,023** |
| **Cash Paid** | **$3,262,238.28** | **$4,276,940.93** | **$5,749,807.05** |
| COS & General Expenses | $2,496,677.84 | $3,491,544.32 | $4,943,982.96 |
| Salary & Wages | $761,280 | $782,737.20 | $804,868.68 |
| Interest | $4,280.43 | $2,659.39 | $955.41 |
| Sales Tax | $0 | $0 | $0 |
| Income Tax | $0 | $0 | $0 |
| **Net Cash From Operations** | **($283,660.78)** | **$718,306.57** | **$2,772,215.95** |
| | | | |
| Assets Sell | $0 | $0 | $0 |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Assets Purchase | $52,000 | $0 | $0 |
| **Net Cash From Investments** | **($52,000)** | **$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** | **$51,684.64** | **$43,305.67** | **$45,009.66** |
| Loan Capital | $31,684.65 | $33,305.69 | $35,009.66 |
| Dividends & Distributions | $20,000 | $10,000 | $10,000 |
| **Net Cash From Financing** | **$98,315.36** | **($43,305.67)** | **($45,009.66)** |
| | | | |
| **Summary** | | | |
| Starting Cash | $0 | ($237,345.42) | $437,655.48 |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Cash In | $3,128,577.50 | $4,995,247.50 | $8,522,023 |
| Cash Out | $3,365,922.92 | $4,320,246.60 | $5,794,816.71 |
| Change in Cash | ($237,345.42) | $675,000.90 | $2,727,206.29 |
| **Ending Cash** | **($237,345.42)** | **$437,655.48** | **$3,164,861.77** |

Help tip | Trading Business Plan

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

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## Balance sheet

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| **Assets** | **($193,567.82)** | **$473,210.68** | **$3,192,194.57** |
| **Current Assets** | **($237,345.42)** | **$437,655.48** | **$3,164,861.77** |
| Cash | ($237,345.42) | $437,655.48 | $3,164,861.77 |
| Accounts Receivable | $0 | $0 | $0 |
| Inventory | $0 | $0 | $0 |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Other Current Assets | $0 | $0 | $0 |
| **Long Term Assets** | **$43,777.60** | **$35,555.20** | **$27,332.80** |
| Gross Long Term Assets | $52,000 | $52,000 | $52,000 |
| Accumulated Depreciation | ($8,222.40) | ($16,444.80) | ($24,667.20) |
| | | | |
| **Liabilities & Equity** | **($193,567.83)** | **$473,210.64** | **$3,192,194.53** |
| **Liabilities** | **$68,315.35** | **$35,009.66** | **$0** |
| **Current Liabilities** | **$33,305.69** | **$35,009.66** | **$0** |
| Accounts Payable | $0 | $0 | $0 |
| Income Tax Payable | $0 | $0 | $0 |
| Sales Tax Payable | $0 | $0 | $0 |
| Short Term Debt | $33,305.69 | $35,009.66 | $0 |
| **Long Term Liabilities** | **$35,009.66** | **$0** | **$0** |
| Long Term Debt | $35,009.66 | $0 | $0 |
| **Equity** | **($261,883.18)** | **$438,200.98** | **$3,192,194.53** |
| Paid-in Capital | $0 | $0 | $0 |
| Common Stock | $0 | $0 | $0 |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Preferred Stock | $0 | $0 | $0 |
| Owner's Contribution | $50,000 | $50,000 | $50,000 |
| Retained Earnings | ($311,883.18) | $388,200.98 | $3,142,194.53 |
| **Check** | **$0** | **$0** | **$0** |

Help tip | Trading 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 | $2,978,577.50 | $7,973,825 |
| Net Revenue | $2,978,577.50 | $4,995,247.50 | $8,522,023 |
| **Closing Revenue** | **$2,978,577.50** | **$7,973,825** | **$16,495,848** |

| | 2024 | 2025 | 2026 |
|---|---|---|---|
| Starting Expense | $0 | $3,270,460.68 | $7,555,624.02 |
| Net Expense | $3,270,460.68 | $4,285,163.34 | $5,758,029.45 |
| **Closing Expense** | **$3,270,460.68** | **$7,555,624.02** | **$13,313,653.47** |

| | | | |
|---|---|---|---|
| **Is Break Even?** | **No** | **Yes** | **Yes** |
| **Break Even Month** | **0** | **Aug '25** | **0** |
| **Days Required** | **0** | **23 Days** | **0** |
| **Break Even Revenue** | **$3,270,460.68** | **$5,906,904.62** | **$0** |
| Wholesale Trading | $0 | $3,247,639.60 | $0 |
| Retail Trading | $0 | $1,197,863.12 | $0 |
| Dropshipping | $0 | $1,461,401.90 | $0 |
| **Break Even Units** | | | |
| Wholesale Trading | 0 | 16,238 | 0 |
| Retail Trading | 0 | 23,957 | 0 |
| Dropshipping | 0 | 9,743 | 0 |

# Financing needs

**Help tip** | **Trading Business Plan**

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

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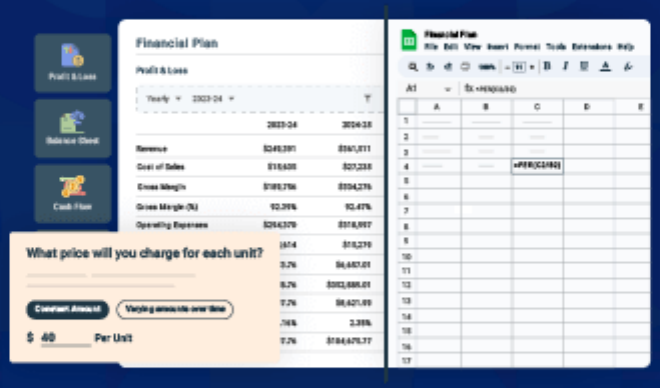
*Start writing here..*

# 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.




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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# 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.

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Mariia Yevlash

★★★★★

Student, Sumy State University – Ukraine

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