

# BUSINESS PLAN [YEAR]



## T-Shirt Printing

Creative arts on your t-shirt

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# Table of Contents

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<b>Executive Summary</b>	<b>4</b>
Problem Definition & Validation	5
Solution	5
Objectives	5
Short Term (1 -3 Years)	6
Long Term (3-5 years)	6
Mission Statement	6
Keys to Success	6
Financial Highlights	6
3 Year profit forecast	7
Chart	7
<b>Business Overview</b>	<b>8</b>
Company Ownership/Legal Entity	9
Location	9
Interior Operating Facilities & Equipment	10
Hours of Operation	10
Start-up Summary	10
<b>Products and Services</b>	<b>11</b>
Suppliers	12
Range of Products	12
<b>Market Analysis</b>	<b>14</b>
Market Segmentation	15
Women	15
Men	15
Businesses	16
Market Analysis	16
Business Target	16
Product Pricing	16
Competitive Advantage	17
<b>SWOT analysis</b>	<b>18</b>
<b>Strategy &amp; implementation</b>	<b>20</b>
Distribution Strategy	21
Marketing and Promotions Strategy	21
Positioning Statement	21

Pricing Strategy .....	22
Sales Strategy .....	22
Online Channels .....	22
Offline Channels .....	23
<b>Operational Plan .....</b>	<b>24</b>
Organization chart .....	25
Chart .....	25
John Doe .....	25
Jane Doe .....	25
Amanda Doe .....	25
Management Team .....	25
Personnel Plan .....	26
Hiring plan .....	26
Print Your Tee .....	27
<b>Financial Plan .....</b>	<b>28</b>
Important Assumptions .....	29
Break-even Analysis .....	29
Projected Profit and Loss .....	29
Profit Yearly .....	31
Chart .....	31
Gross Margin Yearly .....	31
Chart .....	31
Projected Cash Flow .....	32
Projected Balance Sheet .....	33
Business Ratios .....	34

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# 1.

## Executive Summary

Problem Definition & Validation

Solution

Objectives

Mission Statement

Keys to Success

Financial Highlights



#### REMEMBER

Before you think about how to start a T-Shirt service, you must create a detailed Drop Shipping business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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#### TIP

Print Your Tee (PYT) offers customized t-shirt printing services that allow customers to personalize t-shirts with their print choices. Operating out of Jacksonville, Florida, the business will offer a plethora of t-shirt colors available in various sizes that can be personalized with a graphic, name, or even a logo. The company aims to target both B2B (business to

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## Problem Definition & Validation



#### TIP

A T-shirt is a single piece of clothing that is universal and has remained timeless. It will never go out of style, whether it is a graphic tee, a plain oversized throw or even a body-hugging jersey. The ubiquity of the t-shirt may be apparent, the prints and designs available in the market are not. Almost all individuals have objects of sentimental value; it can

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## Solution



#### TIP

Offer customized t-shirts where consumers are free to choose the size, color, and even the print they want on their t-shirt. Operating from an office base in the heart of Jacksonville, the company will cater to online and walk-in customers. Prospects can either choose from a range of available designs that have been curated, keeping the current trends and f

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## Objectives



- To set up an attractive, user-friendly website prior to the inception of the business in Florida
- To build marketing material targeting both B2B and B2C markets
- To expand the t-shirt range to include infant and children's sizes

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## Short Term (1 -3 Years)

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- To expand operations beyond Jacksonville to include nearby regions
- To begin the development of a mobile application allowing consumers to design their own t-shirt
- To explore collaboration opportunities with regional businesses for developing custom promotional merchandise

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## Long Term (3-5 years)

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## Mission Statement



We aim to bring the excitement of shopping, the luxury of variety, the privilege of choice, and the advantage of cost, all at the convenience of one's home. We envision becoming the first choice for t-shirt customization both for the corporate and consumer world.

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## Keys to Success



- PYT will be a one-of-a-kind personalized t-shirt printing service in Florida
- The healthy combination of creativity and technical expertise brought in by the company's Founders will benefit the sustainability of the company
- Provision of free pick-up and delivery and the use of high-quality materials if justified will add the level of trust and confidence in the service

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## Financial Highlights



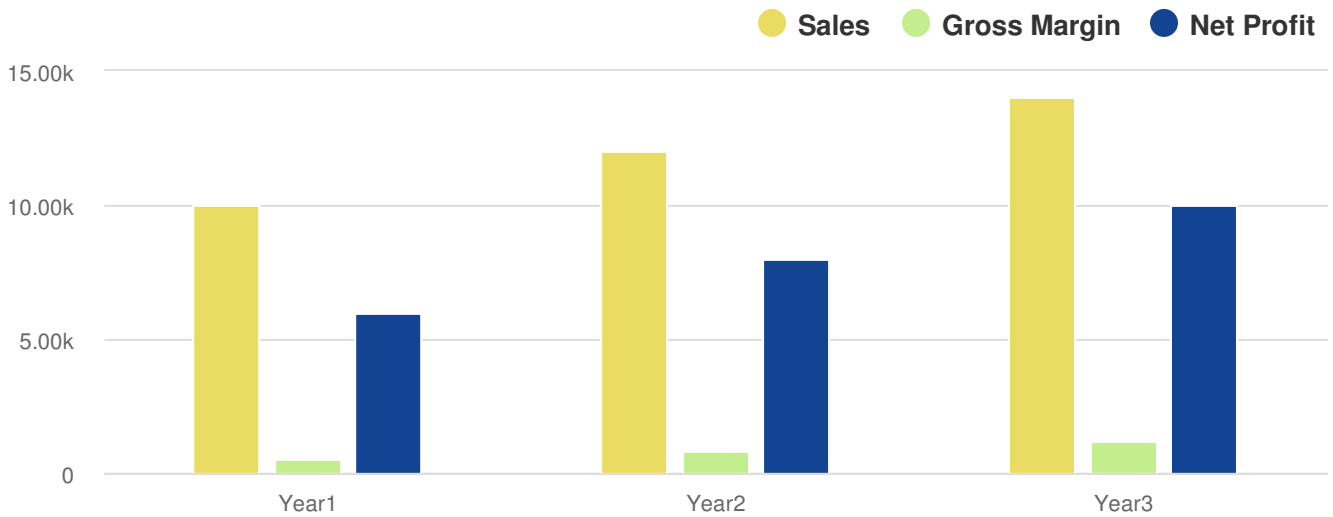
TIP

The founder will invest a capital sum of \$400,000 in launching and growing the business in Florida. The company expects sales to kickstart from its maiden year, albeit with a low net profit margin. The company's strategic investments in marketing and networking activities are expected to bolster the revenue in the subsequent years. At the same time, PYT will s

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### 3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10000	500	6000
Year2	12000	800	8000
Year3	14000	1200	10000



# 2.

## Business Overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities & Equipment

Hours of Operation

Start-up Summary



TIP

PYT is a t-shirt printing service company driven by a passion for innovation and aims to provide a cost-effective and easy way to personalize clothing. The company specializes in all types of t-shirt printing, from screen printing, digital printing to plot printing. On setting up the business in Florida, the company will begin by developing an informative website detailing

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## Company Ownership/Legal Entity



TIP

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in Florida, it will also register with the local county. The business will be wholly owned and Managed by Founder Mr X, who will also be the principal investor of the business.

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## Location



TIP

Location is vital for PYT as it plans to cater to walk-in customers and service online prospects. The convenience of transportation, skilled workers and regional traffic will primary factors that will drive the Founder's decision of an ideal location. Thanks to its pro-business state tax policies, competitive cost of doing business and streamlined regulatory environm

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## Interior Operating Facilities & Equipment



**TIP**

The company will begin operations from a rented showroom space at the heart of Jacksonville's commercial hub. Initial investments in setting up the interior facilities, printing equipment, consumables and client entertainment space will be set up. Additions to space will be made as the company expands operations.

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## Hours of Operation



**TIP**

PYT will cater to walk-in as well as online customers, as such it will be required to stay open during the business hours. The company envisions opening shop at 10 am and remain open till 7pm to entertain walk-in prospects as well as fulfil online orders.

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## Start-up Summary



**TIP**

The schedule below elucidates the company's anticipated expenses on launch in Florida. Of the total capital investment of \$400,000, the company will spend \$81,500 on a range of pre-launch expenses. Accordingly, a sum of \$3,000 will be paid for company set-up and incorporation which is primarily associated with the accountant fee to book the company name, create

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# 3.

## Products and Services

Suppliers



### REMEMBER

If you are starting a Drop Shipping Business, you must focus on the services, you will provide to your customers. This sample business plan of Drop Shipping will guide you on how to start your own dog daycare business.

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### TIP

At PYT, the next favorite t-shirt is just a print away. More than just custom printed t-shirts, the company seeks to celebrate life's favorite moments with its customers. Be it a child's first soccer game, a milestone birthday, or even a company's fundraiser event, the company direct to garment (DTG) printing service removes MOQ (minimum order quantity) barriers and offers

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## Suppliers



### TIP

While all the printing will be done in-house, the company will outsource its t-shirt manufacturing services. PYT will maintain a stock of high-quality t-shirts of all sizes and colors to enhance its service delivery capabilities. The company's range of t-shirts will include:

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## Range of Products



**Dress Shirts**



**Fleece**



**Toddler and Infant Wear**



**Knits and Layered T-shirts**



**Polos**



**Outerwear**



**Sweats**



**Tank Tops**

# 4.

## Market Analysis

Market Segmentation

Market Analysis

Business Target

Product Pricing

Competitive Advantage



#### REMEMBER

The most important component of an effective drop shipping business plan is its accurate marketing analysis. If you are starting this venture on small scale, you can take help from this drop shipping business plan template and carry out a marketing analysis yourself. Marketing analysis is extremely important because it gives you an idea of your position in the

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#### TIP

The global custom t-shirt printing industry was valued at \$3.64 billion in 2020. The industry is expected to grow at a compounded annual growth rate of 9.7% over the next eight years from 2021 to 2028[1]. The growth in the industry can be attributed to the customized t-shirt being leveraged across educational institutions and the corporate sector to drive engage

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## Market Segmentation



#### TIP

The global industry is segmented by type of print (screen, digital and plot printing), design and region.

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#### TIP

The biggest consumer of our services will be women in the United States. It has been established by various surveys and studies that women are more likely to make online purchases than men. That's why American women will be the biggest contributor to our revenue. Except for the Men's Fashion category offered by us, women will buy more products as com

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## Women

Start writing here...



#### TIP

The second-biggest consumer of our products will be men. Although their contribution to our revenue will be less than women still it will be of significant value.

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## Men



Start writing here...



TIP

We also hope to target the corporate sector for buying the products from our first category, computers, and accessories.

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## Businesses

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## Market Analysis

The detailed market analysis of our potential customers is given in the following table:

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Women	48%	22,334	32,344	43,665	52,544	66,432	10.00%
Businesses	18%	11,433	13,344	16,553	18,745	20,545	13.43%
Men	34%	18,322	19,455	20,655	22,867	24,433	15.32%
Total	100%	52,089	65,143	80,873	94,156	111,410	9.54%

## Business Target



TIP

- To achieve the net profit margin of \$10k/month by the first year, \$15k by the second year, and \$25k by the third year
- To add 3 more categories of electronic appliances, sports products, and furniture by the end of the first year

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## Product Pricing



TIP

Considering the competition in the E-commerce industry, we have priced all our products in similar ranges as of our competitors. However, the delivery charges are kept slightly less as compared to our competitors.

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## Competitive Advantage



### Free Design Help

PYT's expert graphic designers will help customers to bring their vision to life with graphic designs of their choice.



### Quick Turnaround

PYT will ensure delivery of the customized t-shirts within 24 hours of placing the order. In-house printing and on-hand t-shirt inventory will make this possible.



### No Minimums

A range of printing capabilities will allow the company to cater to small orders of a single t-shirt as well as bulk order for the corporate sector



### Range of T-Shirts

The company will make sure to keep a stock of all types of t-shirts and sizes made available in a range of colours

# 5.

## SWOT analysis



TIP

A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is a useful tool for businesses to evaluate their position in the market against the potential internal and external factors that could assist or jeopardize their operations and existence. A SWOT has been conducted for PYT and is presented below.

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## Strengths

- Unique personalized designs
- Scalable pricing strategy and business model
- Design is aligned to market preferences
- PYT's founding team comprises members who have a combined experience of three decades across service innovation and strategic planning, digital banking service, and investment.

S

## Weaknesses

- Fragmented industry
- Highly competitive market
- Limited market understanding

W

## Opportunities

- Collaboration with marketing firms
- Increased technology adoption among consumers
- High growth potential market in the US  
Cloud-based capabilities

O

## Threats

- Technology redundancy
- Low barriers to entry
- Competitors poaching corporate clients

T

# 6.

## Strategy & implementation

Distribution Strategy

Marketing and Promotions Strategy

Positioning Statement

Pricing Strategy

Sales Strategy



#### REMEMBER

Like marketing analysis, sales strategy is also an important component of a drop shipping business plan so it must be planned before you think about how to start a drop-shipping business.

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#### TIP

Building awareness of the company's services will be PYT's focus during the initial years of operations. As such, the company's marketing and promotional strategy will revolve around this goal. PYT targets corporates and individuals in Florida predominantly within the Jacksonville area. The company will penetrate the market by targeting millennials who have high d

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## Distribution Strategy



#### TIP

The company will reach its customer through both online and offline channels. PYT's comprehensive website will accept orders online and deliver them to the customer's doorstep. Customers will also have an option to physically visit the company's showroom to browse and place orders for their custom prints.

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## Marketing and Promotions Strategy



#### TIP

1. Launch an engaging and attractive website that is a source of promotional materials
2. Create a healthy feedback loop to gauge shifting trends and align services to meet demand
3. Compile attractive market materials which f

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## Positioning Statement



TIP

PYT offers high-quality custom printed t-shirts designed to hold sentimental value for its B2C consumers and promote a brand for its B2B market. Offering personalized services with no minimums will allow the company to differentiate from commercially available casual wear. Excellent customer service, superior design capabilities, a range of colors and sizes, and a variety of prints will allow

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## Pricing Strategy



TIP

T-shirts will be priced at market competitive prices. On average, a custom printed t-shirt will be priced at \$20 per shirt for the B2C market. For corporates, the company will reduce the price of the t-shirt to an average of \$7.5 for a quantity of 50 pieces.

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## Sales Strategy



TIP

Professional service providers form the company's primary target market. However, the company's marketing efforts will also include end-users, clients of the professional service providers. While push marketing efforts will be deployed to reach service providers, pull marketing efforts will drive engagement among app users. These efforts will have an immediate impact on

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## Online Channels



### Electronic Direct Mail Marketing

Corporate looking to grow their brand image and create awareness stand out prominently as viable marketing targets for this channel. PYT will mail professionally designed materials with its value proposition to these companies and provide quotes for promotion merchandise printing services.



### Social Media

Millennials and consumers in general spend a considerable time browsing social media platforms. Reaching to them through this channel will be an effective way to capture attention and position its services.

## Offline Channels



### **Networking**

Participate in leading consumers exhibitions and corporate events. Display a range of samples, print types, t-shirts and distribute flyers at these events. The company will also keep a record of visitors to their stalls as leads for its email marketing campaigns.



### **Pop-Up Store**

The company will also hold pop-up stalls at consumer exhibitions. Digital printing machines that are portable will be carried for on-the-spot printing services.



### **Walk-in**

The showroom will be designed with attractive display of sample t-shirts. Visually attractive hoardings and a high street presence will further attract prospects to walk-in and buy one of their ready designs or place an order for custom prints.



# 7.

## Operational Plan

Management Team

Personnel Plan



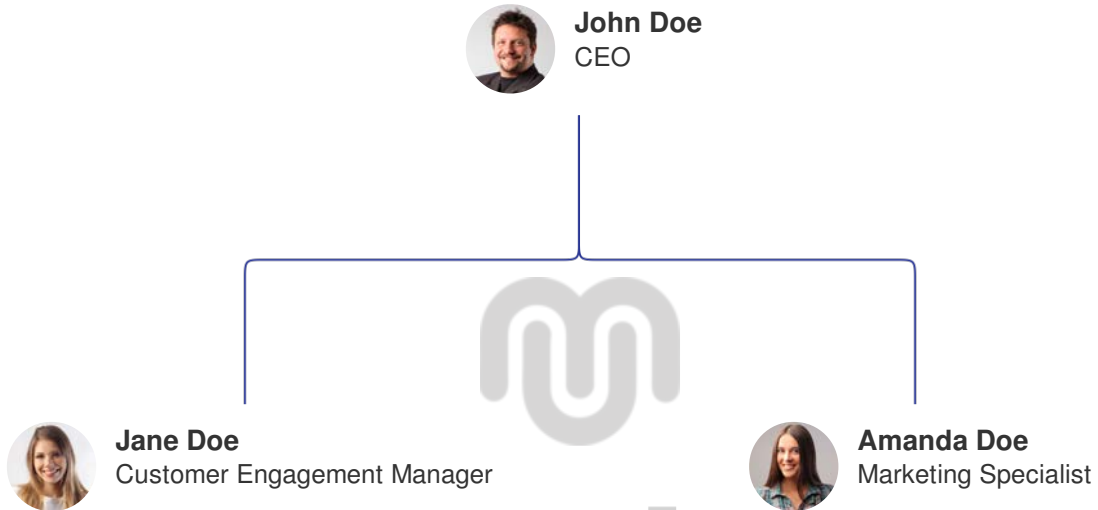
TIP

The team will be headed by Managing Director Mr. Xavier who will also oversee production operations. Joining Mr. Xavier in the Management Team, the company will onboard a creative director to oversee all creative aspects of the business as well as Sales and Marketing matters. The team will also be strengthened by a design and production manager a

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## Organization chart



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## Management Team



TIP

PYT will be spearheaded by Mr. Xavier at its helm. Counting 10+ years on entrepreneurial experience, Mr. Xavier holds a master's degree in investment banking and finance and is richly experienced in the fields of copywriting, lobby management, clothes-design planning, and network accounting. His work has made her versatile and adaptable to any challenging

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# Personnel Plan



The company plans to create six full-time equivalent jobs in addition to the management team within the first three years of operations. Salaries for each employee are in line with the industry's benchmark.

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## Hiring plan

**20**

Filled

**5**

Hired

**25**

Open

Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Customer Engagement	1 of 20	10 days	121 days	100%
Customer Service Reps	3 of 23	30 days	21 days	80%
Marketing Specialists	4 of 15	158 days	127 days	0%

# Print Your Tee



# 8.

## Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



## REMEMBER

If you are going to start your own t-shirt printing business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your incomes and expenses, and how will you recover investments from the profit, etc. So, you should focus on your financial plan if you want to expand your business.

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## Important Assumptions

The company's financial projections are forecasted on the basis of the following assumptions. These assumptions are quite conservative and are also expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

## Brake-even Analysis

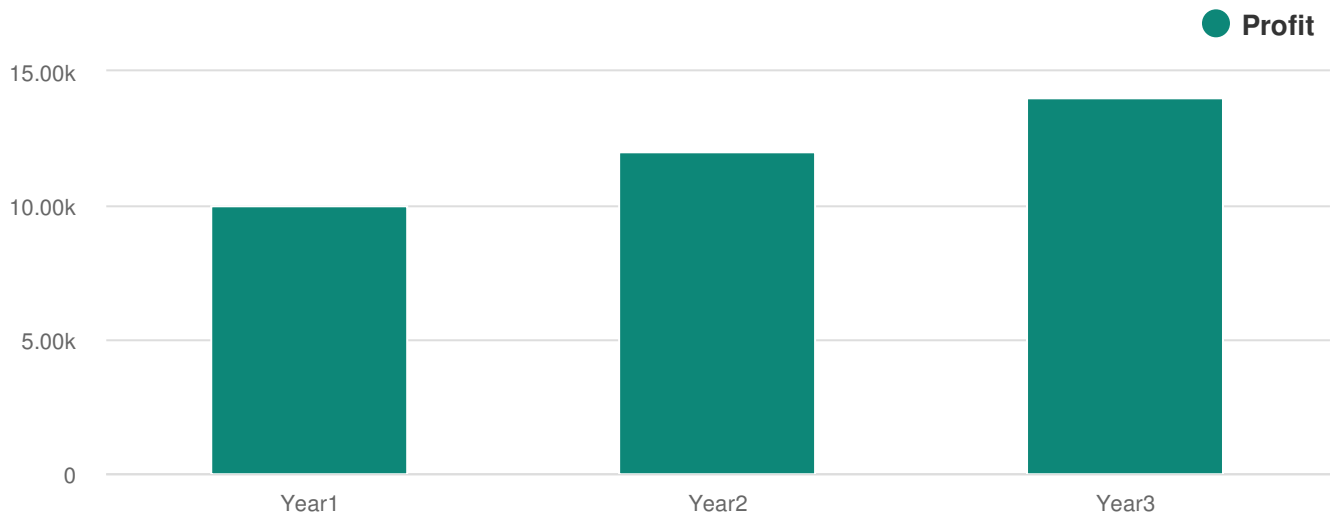
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

## Projected Profit and Loss

	Year 1	Year 2	Year 3
<b>Sales</b>	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0

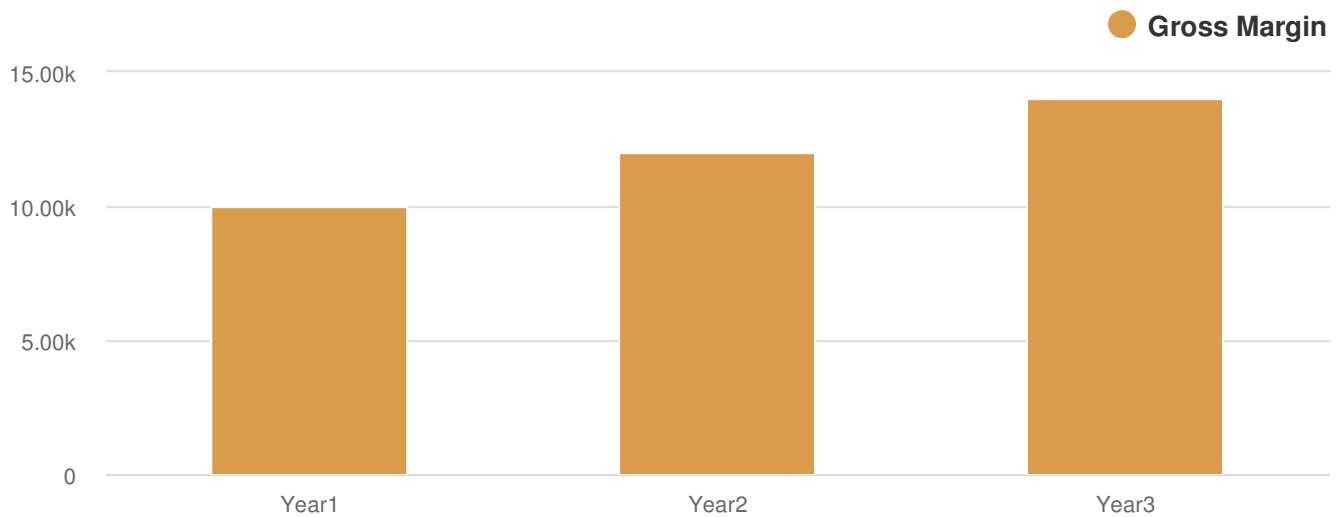
	Year 1	Year 2	Year 3
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
<b>Expenses</b>			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
<b>EBITDA</b>	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
<b>Net Profit/Sales</b>	30,00%	39,32%	48,64%

## Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

## Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000



## Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
<b>Cash from Operations</b>			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
<b>SUBTOTAL CASH FROM OPERATIONS</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$59 359</b>
<b>Additional Cash Received</b>			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
<b>SUBTOTAL CASH RECEIVED</b>	<b>\$47 143</b>	<b>\$53 651</b>	<b>\$55 359</b>
<b>Expenditures from Operations</b>			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
<b>SUBTOTAL SPENT ON OPERATIONS</b>	<b>\$35 296</b>	<b>\$39 549</b>	<b>\$43 582</b>
<b>Additional Cash Spent</b>			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
<b>SUBTOTAL CASH SPENT</b>	<b>\$35 296</b>	<b>\$35 489</b>	<b>\$43 882</b>
<b>Net Cash Flow</b>	<b>\$11 551</b>	<b>\$13 167</b>	<b>\$15 683</b>

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

## Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
<b>TOTAL CURRENT ASSETS</b>	<b>\$201 259</b>	<b>\$237 468</b>	<b>\$273 677</b>
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$980</b>	<b>\$610</b>	<b>\$240</b>
<b>TOTAL ASSETS</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Current Liabilities</b>			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Long-term Liabilities	\$0	\$0	\$0
<b>TOTAL LIABILITIES</b>	<b>\$9 482</b>	<b>\$10 792</b>	<b>\$12 102</b>
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
<b>TOTAL CAPITAL</b>	<b>\$189 360</b>	<b>\$222 190</b>	<b>\$255 020</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$198 839</b>	<b>\$232 978</b>	<b>\$267 117</b>
<b>Net Worth</b>	<b>\$182 060</b>	<b>\$226 240</b>	<b>\$270 420</b>

## Business Ratios

	Year 1	Year 2	Year 3	Industry profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
<b>Percent of Sales</b>				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
<b>Main Ratios</b>				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry profile
<b>Activity Ratios</b>				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

# Want to make it more presentable?

## Want help tips on each section?

You'll save time and can write your professional business plan effectively and faster with Upmetrics' business plan software.

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