



Business Plan Luxury Apparel

Confidentiality Agreement

The undersigned reader of Company ABC Business Plan hereby acknowledges that the information provided is completely confidential. Therefore, the reader agrees not to disclose anything found in the business plan without the express written consent of Company ABC.

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means, and that any disclosure or use of the same by the reader may cause serious harm and or damage to Company ABC.

Upon request, this business plan document will be immediately returned to Company ABC.

This is a business plan. It does not imply an offer of any securities.

Applicable Law

This contract shall be governed by the laws of the COUNTRY.

Signature

Printed Name

Overview

Company ABC is a luxury apparel brand created for those who appreciate intricate details as one of a kind. Designed in New York City, the line embodies an aesthetic that is edgy yet sophisticated with a clever balance of feminine and masculine. The brand emphasizes impeccable outerwear attire that highlights modern apparel with a chic flair, consisting of luxurious and transformable pieces.

The client's best interests come first at Company ABC, and everything the company does is governed by its beliefs and professional ethics. The business will hold itself to the highest standards and guarantee that the client's demands are met accurately and completely.

Table of Contents

Overview.....	3
Table of Contents.....	4
Executive Summary.....	7
Service Summary.....	8
Market Summary.....	8
Three-Year Objectives.....	9
Keys to Success.....	9
Financing Summary.....	10
About Company ABC.....	11
Industry Overview.....	12
Market Size.....	12
U.S. apparel market.....	12
Retail.....	13
Leading brands.....	13
Market Segmentation.....	14
Gender-Related Segments.....	14
Age-Related Segments.....	14
Geographic Segments.....	14
Behavior-Related Segments.....	15
Lifestyle Segmentation.....	15
Market Needs.....	15
Market Trends.....	16
Strategy & Implementation Summary.....	17
Management Strategy.....	17
Management Summary.....	18

Organizational Structure.....	18
CEO Role and Responsibilities.....	19
Executive Assistant Role and Responsibilities.....	20
Marketing Director Role and Responsibilities.....	20
Head of Graphics Role and Responsibilities.....	20
Social Media Manager Role and Responsibilities.....	21
In-House Photographer/Videographer Role and Responsibilities.....	21
Sales Manager Role and Responsibilities.....	21
Operations Manager Role and Responsibilities.....	22
Show Room Manager.....	22
Sales Associate Role and Responsibilities.....	22
Cashier Role and Responsibilities.....	23
Value Proposition.....	23
Pricing Strategy.....	23
Sales Strategy.....	23
SWOT Analysis.....	23
Strength:.....	23
Weakness:.....	24
Opportunities:.....	24
Threats:.....	24
Competitive Comparison.....	25
OFF-WHITE.....	26
Alexander Wang.....	26
Competitive Advantages.....	27
Services.....	27
Staff.....	27
Value proposition.....	27
Marketing Plan.....	28
Traditional Marketing.....	28

Online Marketing.....	28
Social Media.....	28
Email Marketing.....	29
Video.....	29
Financial Forecasts.....	30
Startup Capital Requirement.....	30
Use of Funds.....	30
Assumptions:.....	30
Financial Highlights.....	31
Financial Indicators.....	32
Revenue Forecast.....	33
Projected Profit and Loss.....	34
Projected Cash Flow.....	35
Projected Balance Sheet.....	36
Sensitivity Analysis.....	37
Appendix.....	38

Executive Summary

Company ABC is a luxury apparel brand created for those who appreciate intricate details as one of a kind. Designed in New York City, the line embodies an aesthetic that is edgy yet sophisticated with a clever balance of feminine and masculine. The brand emphasizes impeccable outerwear attire that highlights modern apparel with a chic flair, consisting of luxurious and transformable pieces. The Company ABC woman and man are a dynamic duo, confident yet innovative, with an admirable passion for the arts and pop culture.

Company ABC will market apparels including casual, semi-casual, and professional outfits. The company will also sell accessories such as footwear, scarves, and masks etc., all of which will complement each other to sell complete outfits. Company ABC will aim to create trendy, fashionable clothing and accessories with a youthful edge.

Our products will be priced appropriately to be affordable. Marketing for Company ABC will be done through coupons, direct mail, billboards, strategic business relationships, Internet and social media. Each marketing aspect will require a cohesive strategy that is mutually reinforcing to get the most benefit. A more detailed strategy can be viewed in the Marketing and Sales chapter of this business plan.

The client's best interests come first at Company ABC, and everything the company does is governed by its beliefs and professional ethics. The business will hold itself to the highest standards and guarantee that the client's demands are met accurately and completely.

Revenue in the Apparel market amounts to US\$X bn in 2022. The market is expected to grow annually by X% (CAGR XYXY-XYXY). The market's largest segment is the segment Women's Apparel with a market volume of US\$X bn in XYXY. In global comparison, most revenue is generated in the United States (US\$X bn in XYXY). In relation to total population figures, per person revenues of US\$ Xk are generated in XYXY. In the Apparel market, volume is expected to amount to Xm pcs by XYXY. The Apparel market is expected to show a volume growth of X% in XYXY. The average volume per person in the Apparel market is expected to amount

to X pieces in XYXY. By XYXY, X% of sales in the Apparel market will be attributable to Non-Luxury goods.

The company works with multiple clothing manufacturing companies that makes our clothes. Some are based in New York and some are base overseas, China, Bangladesh and Turkey. E- Commerce is our main platform for sales purposes. However, the office for our staff is currently base at X.

Service Summary

Company ABC, is a registered company that intends to provide following products and services to its clients:

- Sell apparels and accessories such as footwear scarves, masks and etc.
- Celebrity paid customs
- Stylist pull fee for clothes being loaned
- Brand Partnership with other companies such as collaborations
- Paid influencers for attending events or red carpets

At Company ABC, our client's best interest come first, and everything we do will be guided by our values and professional ethics. We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely.

Market Summary

Apparel sales in USA reached US \$ X billion during XYXY, as per the latest X data. The data reflects x per cent Y-o-Y growth in XYXY over XYXY and X per cent growth over XYXY.

The last quarter of the year (Q4) remained the most profitable for the US-based apparel retailers as they clocked US \$ X billion in October-December 'XYXY period as compared with US \$ X billion and US X billion, respectively, in the same periods of XYXY and XYXY.

From sportswear to business attire, discount to luxury, many different categories and segments make up the apparel market. Many of these categories are worth billions of dollars in their own right. In XYXY, the [revenue of the global apparel market](#) reached X trillion U.S. dollars, and the industry continues to show positive growth. Revenue was estimated to rise to almost X trillion dollars by XYXY. Within this vast global market, the United States had the [largest apparel market of any country](#) in XYXY.

Three-Year Objectives

The company has the following objectives for the next three years:

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Keys to

- Developing services that enhance the customer experience.
- Listen carefully to the customers.
- Develop future sales opportunities that allow for the continued growth of the business.
- Promoting repeat business by offering discounts to regular customers.
- Business model: Focus on a niche market
- Don't compromise – We have an obsession with quality, we have always pushed the boundaries for our purity level
- Sustaining that balance between quality and flexibility
- Constantly evolving our product and business plans based on what the market wants,

Financing Summary

Startup Expenses	
Operating Expenses	
Total Startup Expenses	
Startup Assets	
Business Purchase Price	
Inventory	
Cash on Hand	
Total Requirements	
Total Requirements	
Total Startup Expenses	
Total Startup Assets	
Total Requirements	

Post Financing Liabilities	
Current Borrowing	
Long-Term Liabilities	
Liabilities and Capital	
Post Financing Investments	
Venture Capital	
Total Planned Investment	
Post Financing Funding	
Total Liabilities	
Total Planned Investment	
Total Funding	

About Company ABC

Company ABC is a luxury apparel brand created for those who appreciate intricate details as one of a kind. Designed in New York City, the line embodies an aesthetic that is edgy yet sophisticated with a clever balance of feminine and masculine. The brand emphasizes impeccable outerwear attire that highlights modern apparel with a chic flair, consisting of luxurious and transformable pieces.

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Industry Overview

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Market Size

From sportswear to business attire, discount to luxury, many different categories and segments make up the apparel market. Many of these categories are worth billions of dollars in their own right. In XYXY, the [revenue of the global apparel market](#) reached X trillion U.S. dollars, and the industry continues to show positive growth. Revenue was estimated to rise to almost X trillion dollars by XYXY. Within this vast global market, the United States had the [largest apparel market of any country](#) in XYXY.

U.S. apparel market

The revenue of the United States apparel market was valued at approximately X billion U.S. dollars as of XYXY, with leading retailers such as X and Y each bringing in over X billion U.S. dollars in sales. [Specialist store-based clothing retailing](#) was valued at over X billion U.S. dollars in XYXY, while [e-commerce](#) brought in over X million U.S. dollars of revenue in the same year. As the internet increasingly

influences social and economic activities, the e-commerce market for retail goods is expected to grow steadily. In contrast, employment within the United States' [apparel manufacturing industry](#) decreased rapidly over the past several decades as manufacturing sectors generally transitioned to other regions in search of cheaper labor.



Retail

Retail sales from women's clothing stores reached approximately [X billion U.S. dollars in XYXY](#), with the revenue for the [women's apparel market in the United States](#) reaching almost X billion U.S. dollars. [Sales from men's clothing stores](#) dropped to five billion U.S. dollars that year, with a [total market revenue](#) of X billion U.S. dollars. Although retail was heavily affected by the coronavirus (COVID-19) pandemic in XYXY, stores saw improved sales in XYXY. [Monthly clothing store sales](#) rose to 30 billion dollars in November XYXY, considerably more than the same month in preceding years.

Leading brands

In terms of apparel brand companies, the industry has several heavyweights, many of which are based in the United States. X, Y and Z all generate the majority of their revenue within the U.S. retail market. The U.S. apparel market is always changing, attempting to adapt to customer trends and new technology that will allow consumers' shopping experiences to be more enjoyable.

Market Segmentation

- Kid's Apparel
- Men's Apparel
- Women's Apparel

Gender-Related Segments

Small clothing retailers make frequent use of gender segments. For example, small, independent department stores may sell clothing lines for both men and women. These clothing lines may include casual and business attire for both genders. The clothing items the department store features is usually contingent upon the season.

Age-Related Segments

Age is another distinguishing factor or demographic that helps clothing retailers determine their buying audiences. Many clothing manufacturers target teenage girls with their trendy new fashion lines, including jeans, blouses and other apparel. They often promote these clothing lines in late July and August, before the school year commences.

The entire children's sector represents another viable buying group in apparel sales, according to X. Children's clothing retailers may also sell related items that appeal to children and their parents. Infants and toddlers represent additional age-related segments. Some small manufacturers and wholesalers may exclusively focus on the infant and toddler markets, as this segment is significant enough in size.

Geographic Segments

Savvy marketers and retailers know that customer clothing preferences vary in different regions or geographical areas. One determining factor is weather. People living in warmer climates wear shorts and swimwear for longer periods, for example. Contrarily, the market for coats and jackets is greater in colder parts of the country.

Clothing trends may also vary by geographic region. For example, retailers or manufacturers of the most extreme high fashion apparel may only sell their clothing in exclusive markets like New York City and Los Angeles.

Behavior-Related Segments

Consumers' choices in products, including apparel, may also be behavior-related, according to X, an online business reference site. For example, customers may purchase a small manufacturer's clothing line for prestige. They may also shop at certain clothing stores for better quality, service or other factors that are immensely important to them.

Small clothing marketers and retailers may also appeal to the behavior-related segment with holiday-related products. For example, clothing retailers may sell the popular colors of red and green during the holiday season.

Lifestyle Segmentation

Lifestyle represents another market segment in which small clothing retailers and manufacturers base their product selections. For example, clothing manufacturers that produce clothing for hunters or military personnel sell camouflage and military fatigues, respectively, to meet their clients' lifestyle needs. Opinions may also play a role in what consumers purchase in this particular segment. For example, a coat manufacturer may need to produce faux fur coats instead of fur ones for those who are more sensitive to animal welfare.

Market Needs

There are several important needs in the western wear apparel business that are being either underserved or not met at all. Company ABC plans to meet and service those needs.

- Company ABC will provide a large assortment of sizes to compliment the various body shapes and sizes of the community.
- Focus and attention to customer's personal preferences and customer retention will be given high priority. Because of the high rate of employee turnover at major mass retailers, customer service and personal detail has been lost.

Market Trends

Millions of people around the world instantly recognize and identify with western apparel. It is synonymous with America and is a true classic. Western wear has survived many eras. There will always be a future for western apparel. Within the last two years the southwestern and western look has made a comeback in the fashion industry. Company ABC intends to use its place in the community to heighten the awareness of the American fashion.

Strategy & Implementation Summary

Management Strategy

Planning

Organizing -

Leading

Controlling -

CEO Background

Employees will be encouraged to work within their creative, physical, and intellectual boundaries. All duties will be divided and delegated according to strengths and weaknesses. At Company ABC ,we will expect a high degree of customer service skills and personality as this is essential to our success. CEO will assess the productivity and perform informal employee's evaluations of all employees every six months. These bi-annual evaluations are conducive to the continued growth of our small business.

Organizational Structure

Company ABC is a small business and therefore requires a simple organizational structure. Company ABC will act a Creative Director/ CEO of the company. All decisions are made in-line with the company objectives. Employee tasks are delegated based upon their level of expertise, creativity, strengths and weaknesses.



CEO Role and Responsibilities

- Oversee the strategic direction of an organization.
- Implement changes and proposed plans.
- Engage in media obligations and public relations.
- Interact with other leadership executives.
- Monitor company performance.
- Setting precedence for the working culture and environment.
 - Vice President Role and Responsibilities
- Assist the CEO in strategic decisions.
- Act as a substitute to the CEO when required.
- Monitor sales, marketing, and operations department activities.
- Develop a winning team by getting involved in recruiting, hiring, and training.
- Represent the organization in industry-related events.
- Oversee financial planning and budgeting activities as well month and year-end book closings.

Executive Assistant Role and Responsibilities

- Maintain calendar, including arranging meetings, appointments, and travel arrangements and providing reminders.

- Aid executive in preparing for meetings.
- Collaborate with stakeholders as required, such as lawyers, investors etc. on behalf of the executives.
- Respond to emails and document requests on behalf of executives
- Draft slides, meeting notes and documents for executives

Marketing Director Role and Responsibilities

- Lead, manage, and optimize the marketing activities within the organization.
- Research the market and competitors and create compelling messaging and brand awareness.
- Manage, hire, and train new members of the department.
- Build, execute and update marketing plans to achieve targets.
- Create a strategy to attract new customers by identifying trends and developing plans to reach target customers.
- Oversee and ensure implementation of all aspects of marketing, including but not limited to SEO, content marketing, social media, customer engagement etc.
- Review analytic reports to optimize advertising spend, traffic conversion and customer actions that drive revenue.
- Coordinate with sales department on regular basis to review the leads conversion.
- Manage, hire, and train new members of the department.

Head of Graphics Role and Responsibilities

- Create visual and written content for online and offline advertisement.
- Develop a wide range of creative for branding and visual identity, website user interface, print and publications.
- Coordinate with Marketing Director to ensure all the visuals and graphics resonate with brand positioning and strategy.

Social Media Manager Role and Responsibilities

- Update, maintain and develop innovative and engaging content media across the company's social media platforms – Instagram, TikTok, Facebook, YouTube, LinkedIn, and Twitter
- Collaborate with Marketing Director and Head of Graphics to create a social media calendar and schedule posts.
- Create and maintain a list of influencers to develop partnerships and increase engagement.
- Use data to track and evaluate the effectiveness of content and then optimize performance for continuous improvement
- Boosting social media posts and run ad campaigns to attract new audiences

In-House Photographer/Videographer Role and Responsibilities

- Shoot and retouch photographs and videos of products, show room activities and team gatherings.
- Coordinate with respective showroom staff to schedule sessions for coverage.

Sales Manager Role and Responsibilities

- Managing organizational sales by developing a business plan that covers sales, revenue, and expense controls.
- Meeting planned sales goals.
- Setting individual sales targets with the sales team.
- Tracking sales goals and reporting results as necessary.
- Overseeing the activities and performance of the sales team.
- Coordinating with marketing on lead generation.
- The ongoing training of your salespeople.
- Developing sales team through motivation, counseling, and product knowledge education.
- Promoting the organization and products.
- Understand our ideal customers and how they relate to our products.

Operations Manager Role and Responsibilities

- Manage the daily functions of the business, including supply chain and expense management.
- Oversee all operational aspects of the facility in order to manage and improve inventory movement.
- Collaborate with other departments to develop and implement operational improvements to deliver year over year KPI improvements.
- Ensure that the show rooms and equipment meet required standards.
- Ensure regulatory and legal compliance.
- Manage budget to align with goals of business.
- Optimize company culture and work environment.

Show Room Manager

- Oversee all affairs of a show room.
- Implement store operating procedures including: opening/closing policies, inventory management, merchandising, security and staffing.
- Achieve and surpass sales target set for the show room.

Sales Associate Role and Responsibilities

- Greet customers in a friendly and polite manner
- Assist customers in the store and on the phone
- Respond to questions, direct customers to merchandise within the store, and provide excellent customer service
- Educate customers about current promotions
- Maintain superior knowledge of products and services
- Contribute to team's daily sales goals
- Monitor inventory levels and restock shelves as needed
- Stamp, mark, and tag prices on merchandise
- Maintain the orderliness of the sales floor

Cashier Role and Responsibilities

- Managing transactions with customers using cash registers

- Scanning goods and ensuring pricing is accurate
- Collecting payments whether in cash or credit

Value Proposition

At Company ABC our emphasis is on quality at a fair price. Our pricing is determined by the cost of production and customer demand.

Marketing Strategy

Company ABC invests a significant amount of initial budget on marketing and communication activities since it aims to quickly expand its customer base.

Pricing Strategy

Company ABC impose prices affordable for the customers and other arrangements are also available that are based on the clients' budget line. We base our arrangements and prices to the customers' capacity to buy.

Promotion Strategy

Our goal is to gain enough visibility to expand our business to other regions and generate inquiries from investors.

Sales Strategy

Our services are offer through our website. We will offer discounts and coupons to attract more customers. Through these methods we will increase our sales.

SWOT Analysis

Strength:

- Value for money
- Highly skilled Management
- The company emphasize to offer services with great quality but affordable prices
- We will offer closer access to our target customer base.
- We will offer plus sizes for women and big and tall sizes for men.
- Wide Product range
- Financial growth

Weakness:

- Limited staff at initial stage
- Changing fashion trends
- The company needs to pay more attention to its marketing strategy in order to get recognized

Opportunities:

- Increase in growth rate
- Continued expansion for online services
- New trends in consumer behavior can open up a new market for Company ABC. It provides an excellent opportunity for the organization to build new revenue streams and diversify into new product categories.
- High profitability

Threats:

- New technologies developed by the competitor or market disruptor could be a severe threat to the industry in the medium to long term future.
- There is a threat of new entrants to the market.
- Change in government laws and regulations.

Competitive Comparison

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Competitive Advantages

The business aims to be completely involved in discovering, promoting and managing a wide array of apparel offering all sizes for customers. Our client's best interest come first, and everything we do will be guided by our values and professional ethics. We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely.

Services

Our services include:

- Discounts (for loyal customers)
- Apparel E-commerce
- Celebrity paid customs
- Stylist pull fee for clothes being loaned
- Brand Partnership
- Paid influencers for attending events or red carpets

Staff

Employees of Company ABC will enjoy a friendly, fair, and creative work environment which respects diversity, new ideas, and hard work. Development through experience and training will be a primary focus. Company employees will be a competitive advantage because their technical product knowledge will be superior to the competition.

Value proposition

Company ABC is going to offer varieties of services within the scope of the apparel industry in the United States of America. Our intention of starting our E-commerce Apparel store is to make profits from the clothing industry and we will do all that is permitted by the law in the US to achieve our aim and ambition.

Marketing Plan

Company ABC aims to market both through offline and online communication channels. Company ABC never underestimates the importance of traditional channels.

Traditional Marketing

Company ABC aims to grow its presence in the industry. These following methodologies are implemented:

- Distributing leaflets, posters about the business to customers in the beginning of launching period. The distribution happens on the high street.
- Get at least one magazine about woman's lifestyles and one men magazine to write about the business.
- Inviting influencers into the launch day of the business with free gifts. Influencers are lifestyle/fashion bloggers, journalists, etc.
- Promoting on local daily/weekly newspapers.

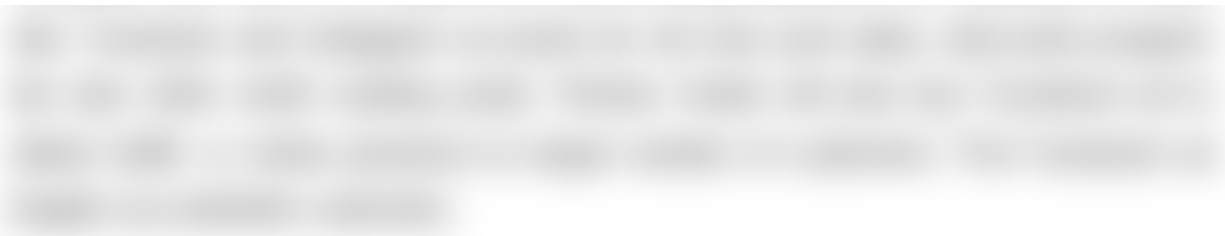
With commercial accounts

Company ABC will contact the owners/managers of entertainment companies to initiate a business relationship with them. Networking is highly essential for further development of the shop. The owners/managers are also invited to the launch date.

Online Marketing

Social Media

Social media is being heavily used, especially on Facebook and Instagram. Company ABC will try to create a fun and exciting experience for customers on their



Email Marketing

1. Email marketing is a digital marketing strategy that involves sending promotional or informational messages to a group of people via email. It is a cost-effective way to reach a large audience and build relationships with customers.

2. Email marketing can be used for a variety of purposes, including promoting new products or services, announcing special offers, and providing customer support. It can also be used to build a list of potential customers and nurture leads.

3. To be successful with email marketing, it is important to have a clear goal and a targeted list of recipients. You should also create compelling content that provides value to your audience and track the results of your campaigns to see what is working and what needs to be improved.

Video

1. Video is a powerful digital marketing tool that can be used to engage your audience and promote your business. It can be used for a variety of purposes, including product demonstrations, customer testimonials, and educational content.

2. Video marketing can be used to build brand awareness and establish your business as an authority in your industry. It can also be used to drive traffic to your website and generate leads.

3. To be successful with video marketing, it is important to create high-quality content that is relevant to your audience. You should also promote your videos on social media and other digital marketing channels to reach a wider audience.

Financial Forecasts

Startup Capital Requirement

Use of Funds

Startup Expenses		Post Financing Liabilities	
Operating Expenses		Current Borrowing	
Total Startup Expenses		Long-Term Liabilities	
		Liabilities and Capital	
Startup Assets		Post Financing Investments	
Business Purchase Price		Venture Capital	
Inventory			
Cash on Hand			
Total Requirements		Total Planned Investment	
Total Requirements		Post Financing Funding	
Total Startup Expenses		Total Liabilities	
Total Startup Assets		Total Planned Investment	
Total Requirements		Total Funding	

Assumptions:

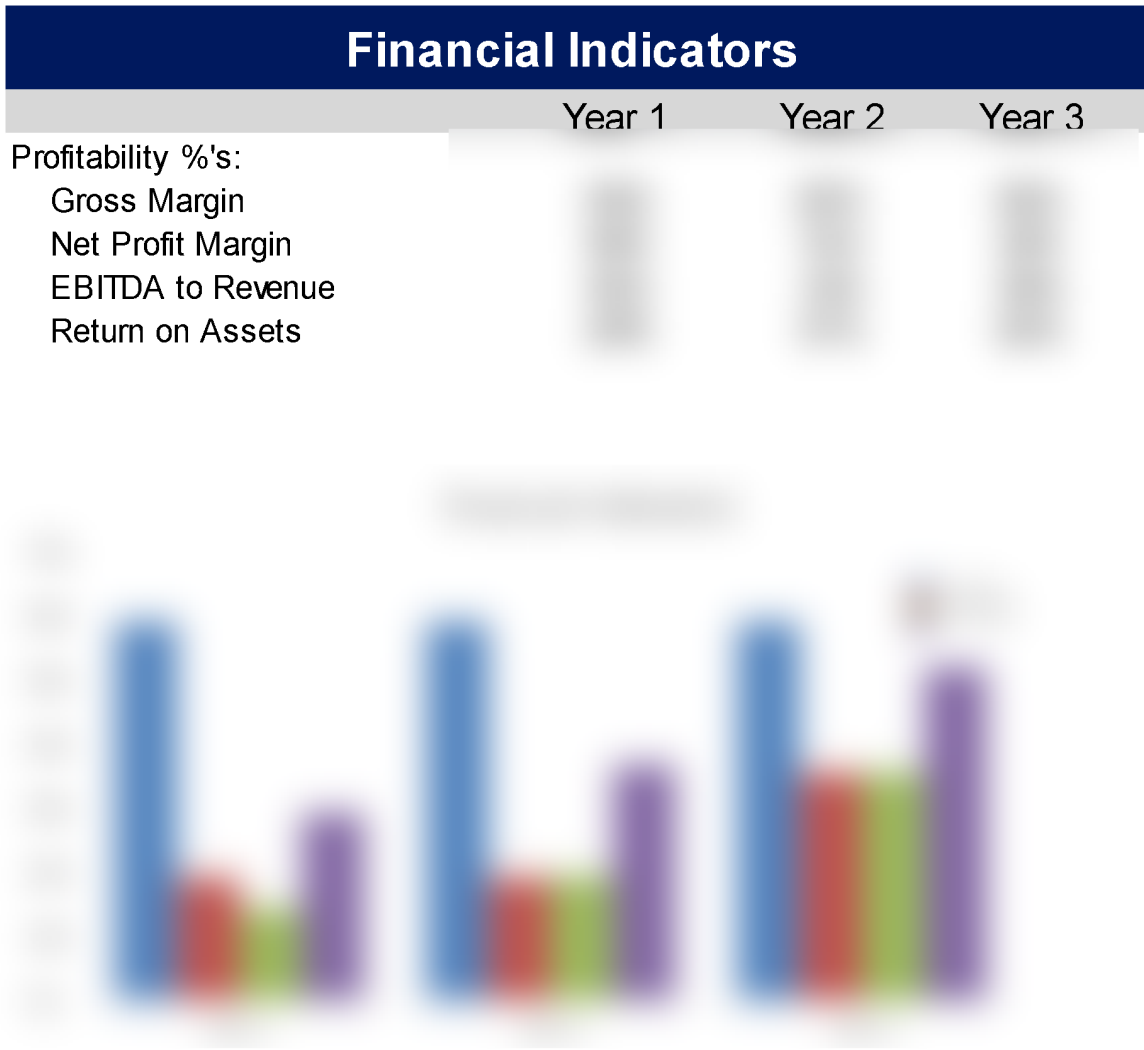
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Financial Highlights

Financial Highlights (\$000)																	
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue																	
Gross Margin																	
Operating Expense																	
EBITDA																	
Net Profit																	
Gross Margin/Revenue																	
EBITDA/Revenue																	
Net Profit/Revenue																	
Net Cash Flow																	
Cash Balance - Ending																	



Financial Indicators



Revenue Forecast

Revenue Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue Forecast					
Client Revenue					
Total Revenue					
Direct Cost of Revenue					
Client Revenue					
Subtotal Cost of Revenue					



Projected Profit and Loss

Pro Forma Profit and Loss					
	Year 1	Year 2	Year 3	Year 4	Year 5
Client Revenue					
Revenue					
Subtotal Cost of Revenue					
Total Cost of Revenue					
Gross Margin					
Gross Margin/Revenue					
Expenses					
Manufacturing					
Public Relations					
Brand Partnership					
Employee Expenses					
Sales Showroom					
Total Operating Expenses					
Wages & Payroll					
Depreciation, Amortization & Taxes					
Net Income					
Net Income/Revenue					

Projected Cash Flow

Pro Forma Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
Beginning Cash Balance					
Cash Inflows					
Income from Sales					
Accounts Receivable					
Total Cash Inflows					
Cash Outflows					
Investing Activities					
New Fixed Assets Purchases					
Inventory Addition to Bal.Sheet					
Cost of Sales					
Operating Activities					
Salaries and Wages					
Fixed Business Expenses					
Taxes					
Financing Activities					
Loan Payments					
Line of Credit Interest					
Line of Credit Repayments					
Dividends Paid					
Total Cash Outflows					
Cash Flow					
Operating Cash Balance					
Ending Cash Balance					

Projected Balance Sheet

Pro Forma Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash					
Other Current Assets					
Total Current Assets					
Long-term Assets					
Long-term Assets					
Accumulated Depreciation					
Total Long-term Assets					
Total Assets					
Liabilities and Capital					
Current Liabilities					
Accounts Payable					
Current Borrowing					
Other Current Liabilities					
Subtotal Current Liabilities					
Long-term Liabilities					
Total Liabilities					
Common Stock					
Retained Earnings					
Total Capital					
Total Liabilities and Capital					

Sensitivity Analysis

Best Case Scenario (Revenue Increase by 15%)					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Cost of Goods Sold					
Gross Margin					
Gross Margin/Revenue					
Operating Expenses					
Wages & Payroll					
EBIT					
EBIT/Revenue					

Worst Case Scenario (Revenue Decrease by 15%)					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Cost of Goods Sold					
Gross Margin					
Gross Margin Revenue					
Operating Expenses					
Wages & Payroll					
EBIT					
EBIT/Revenue					



Appendix

[illegible]

	Year 1 Cash Flow
Cash Received	
Revenue	
New Current Borrowing	
New Long-Term Liabilities	
Sale of Other Current Assets	
Sale of Long-Term Assets	
New Investment Received	
Subtotal Cash Received	
Expenditures	
Expenditures from Operations	
Subtotal Spent on Operations	
Additional Cash Spent	
Current Borrowing Repay	
L-T Liabilities Principal Repay	
Purchase Inventory	
Purchase Long-Term Assets	
Dividends	
Cash Spent	
Net Cash Flow	
Cash Balance	