

BUSINESS PLAN



ADDRESS & EMAIL

YOUR BRAND

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REPLACE yellow highlights with your business-specific info

Executive Summary

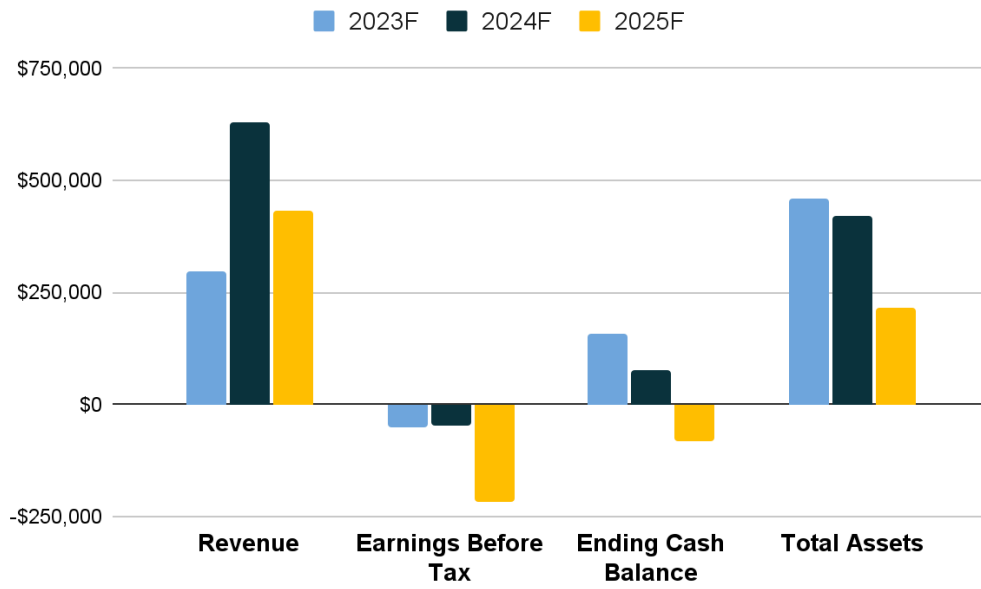
[Company Business Name] is founded by [Name of the Founders] and located in [Your Location] [Company Business Name] offers [Mention your primary products].

Problem Summary: Many teens find typical fashion options limited and struggle to express their distinctive style. Some teenagers may also feel underrepresented in traditional fashion and not see themselves in the clothing options provided. Finally, some kids may want to acquire special and limited-edition streetwear products but have trouble getting them.

Solution Summary: Provide a comprehensive selection of clothing options that enable young people to express themselves more openly and that cater to a wide variety of clients at reasonable prices or through sales and other promotions to make streetwear clothes more affordable.

Industry Overview: According to Zion Market Research, the global streetwear market will reach \$832.9 billion by 2027, increasing at 7.1% from 2020 to 2027. Streetwear's rising appeal among young people is predicted to drive the US streetwear market's 7.4% CAGR over the forecast period.

Financial Forecast:



Business Description

Business Name:

Founders:

Management Team: [You can ignore this/ delete this but its better to provide it]

Name	Designation
_____	_____
_____	_____
_____	_____

Legal Structure: [e.g. LLC]

Location:

Mission: “Our mission at [Streetwear Co.,] is to provide streetwear enthusiasts with fresh, high-quality clothing and accessories that reflect the latest urban fashion trends, while fostering a sense of community among our customers and promoting self-expression through fashion.”

Vision: “Our vision is to be the leading streetwear brand, renowned for our innovative designs, exceptional customer service, and positive impact on the fashion industry by promoting diversity and inclusivity in our products and community.”

Goals:

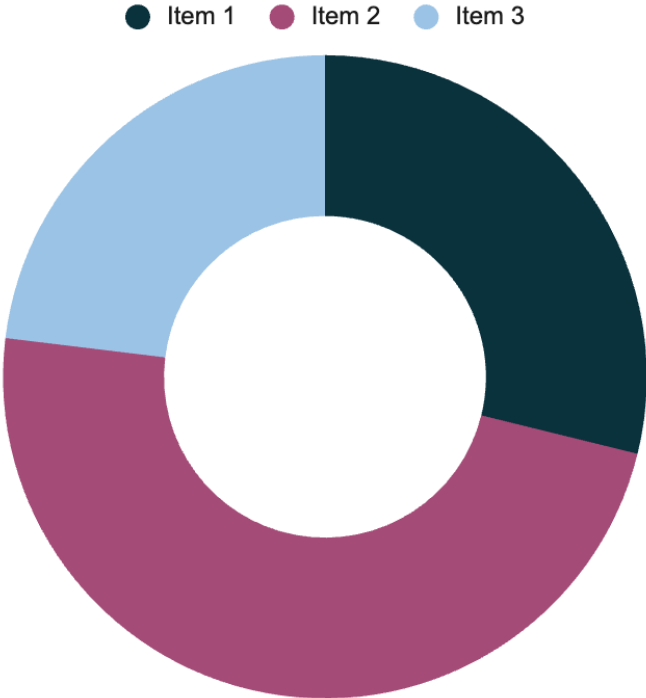
- Increase brand awareness and customer loyalty through targeted marketing campaigns and collaborations with influencers and other brands.
- Continuously innovate and improve product design and quality to stay ahead of current fashion trends.
- Foster a positive and inclusive company culture that values diversity and promotes social and environmental responsibility.

Products:

[Mention your services in bullet points]

Financial Overview

Fund Usage Plan



Key Metrics:

	2023F	2024F	2025F
Earnings			
Revenue	\$298,800	\$323,141	\$413,218
Gross Profit	\$177,786	\$378,021	\$483,397
Gross Margin	60%	117%	117%
EBT	-\$50,118	\$57,752	\$121,309
EBT Margin	-17%	18%	29%
Solvency			
Debt to Equity	0.02	0.02	0.02
Debt to Asset	0.02	0.02	0.02

Business Model

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENTS
<p>Fashion designers and artists</p> <p>Fabric and material suppliers</p> <p>Manufacturers and production partners</p> <p>Retail stores and online marketplaces</p> <p>Influencers and social media personalities</p>	<p>Product design and development</p> <p>Marketing and advertising</p> <p>Sales and distribution</p> <p>Customer service and support</p>	<p>High-quality, trendy streetwear clothing and accessories</p> <p>Inclusive and diverse product offerings</p> <p>Strong sense of community and connection with customers</p>	<p>Personalized customer service and support</p> <p>Regular engagement and</p> <p>Community building through online forums and groups</p>	<p>Streetwear enthusiasts of all ages, genders, and backgrounds</p> <p>Urban fashion trendsetters</p> <p>Community-minded consumers</p>
	KEY RESOURCES	<p>Positive impact on the fashion industry through diversity and inclusivity initiatives</p>	CHANNELS	
	<p>Intellectual property and branding assets</p> <p>Physical inventory and manufacturing equipment</p> <p>Marketing and advertising budget</p>		<p>Online marketplaces and e-commerce platform</p> <p>Retail stores and pop-up shops</p> <p>Social media and influencer partnerships</p>	
COST STRUCTURE		REVENUE		
<p>Cost & Expenses: [mention your cost & expenses]</p>		<p>Product/ Service: [mention your products or services]</p>		

SWOT

<p style="text-align: center;">STRENGTH</p> <ul style="list-style-type: none"> ● Strong brand identity and reputation ● High-quality, trendy products that appeal to a wide customer base ● Strong relationships with suppliers and manufacturers ● Experienced management team with a proven track record in the fashion industry ● Strong online presence and e-commerce platform 	<p style="text-align: center;">WEAKNESS</p> <ul style="list-style-type: none"> ● Limited geographic reach and distribution channels ● Dependence on a few key suppliers or manufacturers ● High competition from other streetwear brands ● Lack of diversity and inclusivity in product offerings and marketing campaigns ● Limited financial resources for expansion and growth
<p style="text-align: center;">OPPORTUNITY</p> <ul style="list-style-type: none"> ● Expansion into international markets ● Diversifying product offerings to appeal to a wider customer base ● Building partnerships and collaborations with other brands and influencers ● Leveraging technology to improve customer engagement and experience ● Increasing focus on sustainability and ethical production 	<p style="text-align: center;">THREAT</p> <ul style="list-style-type: none"> ● Economic downturns and changes in consumer spending habits ● Rapid changes in fashion trends and consumer preferences ● Increased competition from new and established brands ● Government regulations and compliance requirements ● Natural disasters or other disruptions to the supply chain.

Organizational Overview

Founder



[Your Name]

Founder/ CEO/ *[Your preferred designation]*

[Name] is the founder and creative director of [Streetwear Co], a streetwear brand that focuses on bringing fresh and unique designs to the fashion industry. With a passion for fashion and a keen eye for trend-setting styles, [Insert Name Here] has built a brand that resonates with fashion-forward individuals who want to stand out from the crowd.

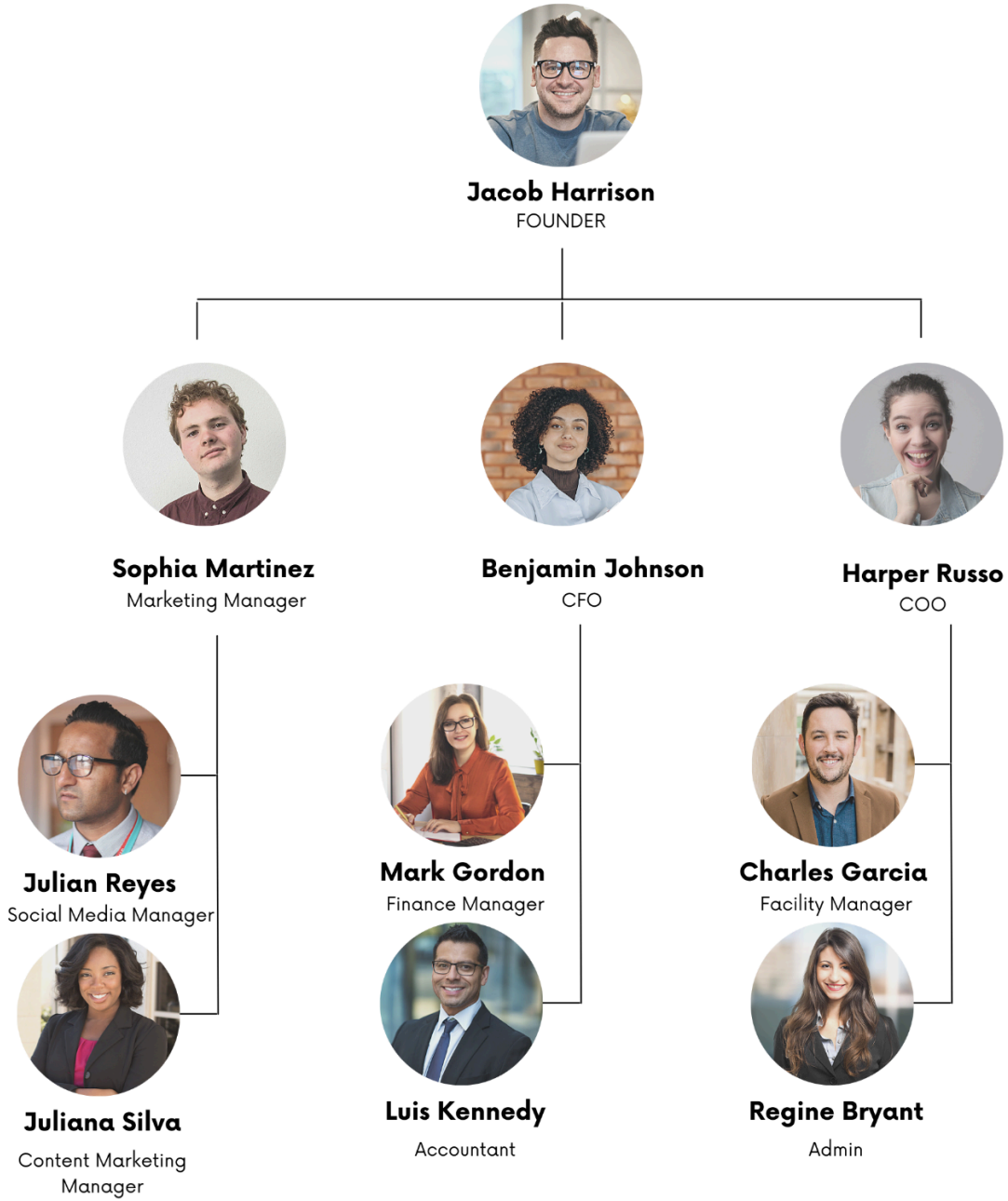
Before starting [Streetwear Co], [Name] honed their skills by working in the fashion industry, gaining valuable experience and insights that have helped shape the direction of the brand. [Insert Name Here] is constantly pushing the boundaries of streetwear and is dedicated to staying on the cutting edge of fashion trends.

In addition to running the business, [Name] is also heavily involved in the creative process, working closely with the design team to bring their vision to life. [Name] is not only a successful entrepreneur, but also a talented designer, with a deep understanding of the streetwear market.

Through hard work, dedication and a passion for fashion, [Insert Name Here] has built a successful streetwear brand that continues to grow and evolve, earning the respect and admiration of both industry professionals and fashion enthusiasts alike.

Organogram

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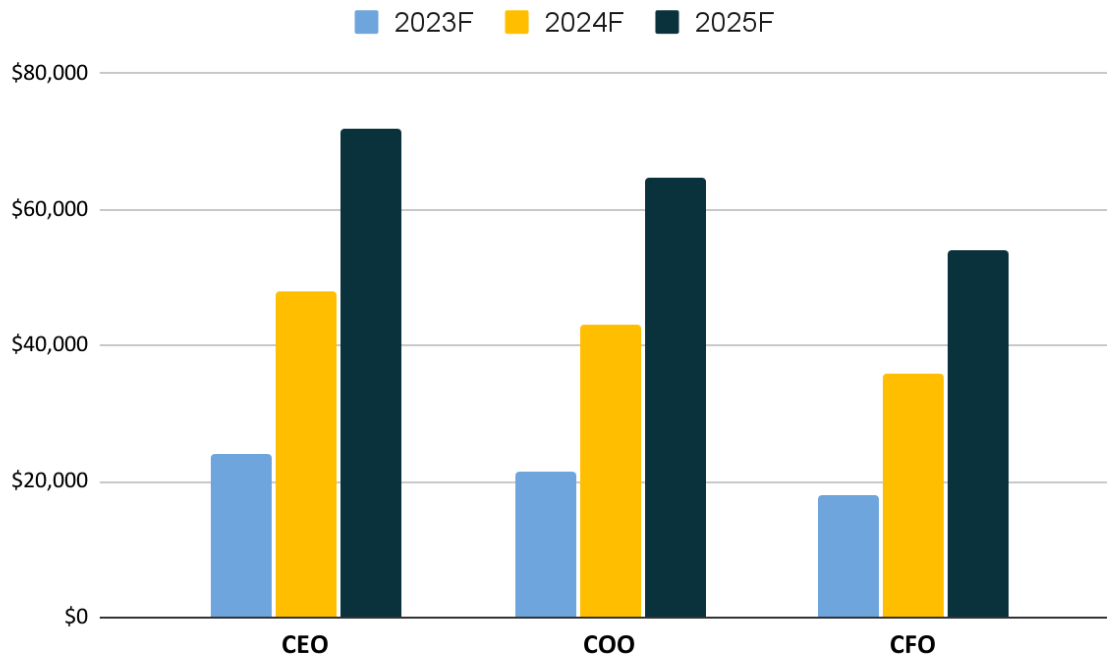


Positions

- **CEO/President:** Responsible for overall management and direction of the company, including setting strategy and goals, raising capital, and making key decisions.
- **Creative Director:** Oversees the design and aesthetic direction of the company, including clothing and accessory collections, marketing materials, and visual merchandising.
- **Director of Sales:** Responsible for developing and implementing sales strategy, managing relationships with retailers and distributors, and ensuring the company meets its revenue goals.
- **Merchandising Manager:** Works with the creative director to curate and select products for the collection, sets pricing and manages inventory levels.
- **Marketing Manager:** Develops and executes marketing and advertising campaigns, manages social media and public relations, and works to build the company's brand and customer base.
- **Operations Manager:** Oversees the day-to-day running of the company, including logistics, supply chain management, and production.
- **Retail Store Manager:** Oversees the operations of company-owned retail stores, including staffing, sales, and customer service.
- **E-commerce Manager:** Responsible for developing and managing the company's online store and online sales strategy.
- **Wholesale Manager:** Develops and maintains relationships with retailers and distributors and oversees the wholesale side of the business.

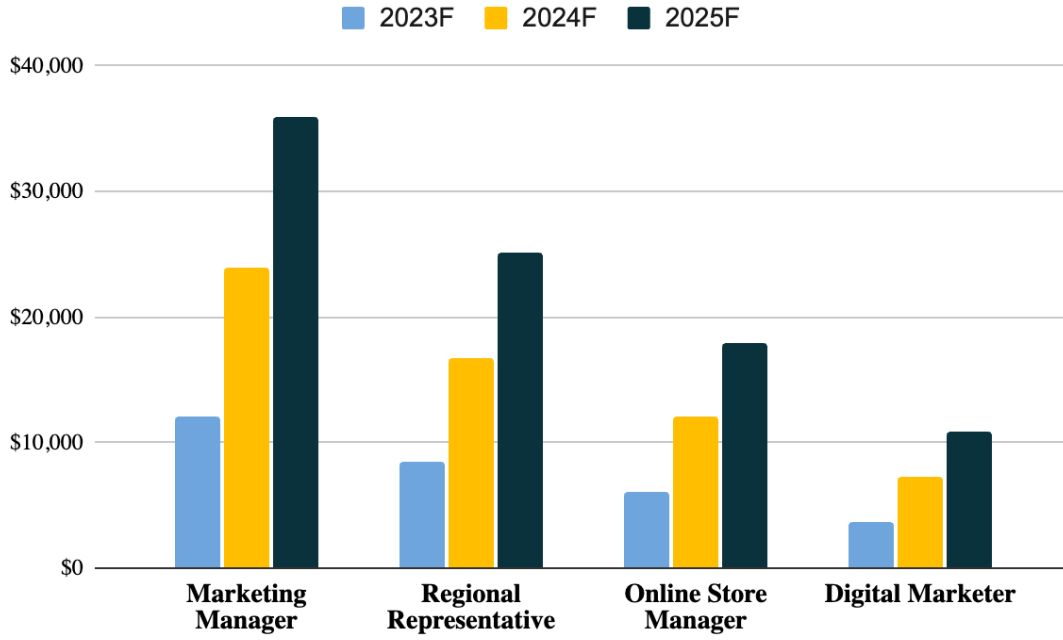
Staff Salaries

Spending on Management & Operations:

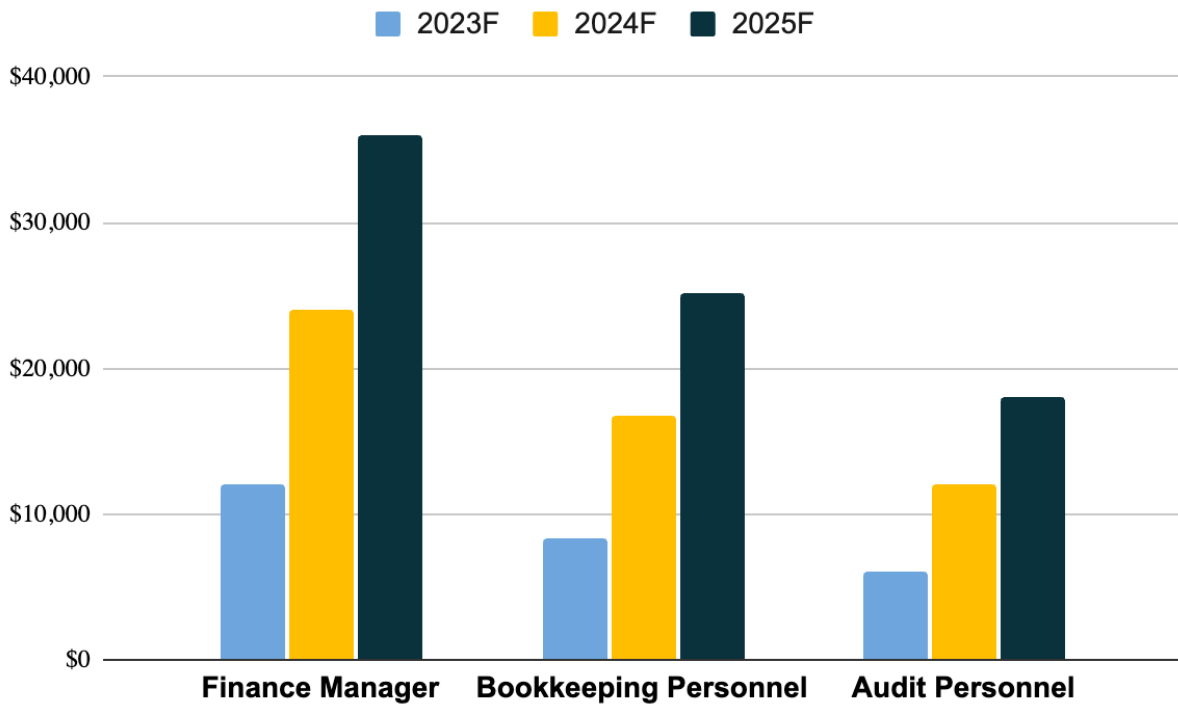


Spending on Marketing & Sales:

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Spending on Finance & Accounting:



Industry Analysis

Industry Overview

According to a report by Zion Market Research, the global streetwear market is expected to reach \$832.9 billion by 2027, growing at a CAGR of 7.1% from 2020 to 2027. The report predicts that the streetwear market in the USA is expected to grow at a CAGR of 7.4% during the forecast period, driven by the increasing popularity of streetwear among the young generation.

Problems & Opportunities

- **Saturated Market:** With the increasing popularity of streetwear, many new brands and designers are entering the market, making it more difficult for established brands to stand out and maintain market share.
- **High Competition:** Streetwear companies face intense competition from other brands and retailers, both online and offline. This can make it difficult for them to attract and retain customers.
- **Counterfeit Products:** The streetwear industry is also plagued by counterfeit products, which can damage a brand's reputation and hurt sales.
- **Social Media:** Social media platforms like Instagram, TikTok, and Twitter can be used to reach customers directly and build brand awareness.
- **Collaborations:** Streetwear companies can collaborate with other brands, designers, and artists to create unique and limited-edition products that can generate buzz and drive sales.
- **Niche Markets:** Streetwear companies can target niche markets such as sustainable streetwear, plus-size streetwear or even streetwear for kids, as a way to differentiate themselves from competitors and attract new customers.

Target Market Segmentation

- **Geographic Segmentation:** we are planning to start with certain locations across [targeted locations].

- **Demographic Segmentation:**
 - a) **Age:** Young adults aged 18-35, who are the primary target market for streetwear. They are more likely to be fashion-conscious and have a higher disposable income to spend on clothing.

 - b) **Gender:** Both male and female, as streetwear is popular among both genders.

 - c) **Income:** Middle to high-income individuals, as streetwear can be more expensive compared to other fashion trends.

 - d) **Education:** College-educated or higher, as individuals with higher education tend to have a higher disposable income and are more likely to be fashion-conscious.

 - e) **Occupation:** Urban professionals, creative professionals, and students, as these groups are more likely to have an interest in street culture and be fashion-conscious.

- **Psychographic Segmentation:**
 - a) **Personality:** Confident, expressive, and creative individuals who are interested in expressing themselves through fashion.

 - b) **Values:** Individuals who value self-expression, individuality, and creativity.

 - c) **Interests:** Individuals who are interested in street culture, art, music, and fashion.

 - d) **Lifestyle:** Urban, active, and trendy individuals who are likely to be involved in street culture, such as skateboarding, hip-hop, and graffiti.

- e) **Social media:** Individuals who are active on social media platforms and are likely to follow and engage with streetwear brands on social media.
 - f) **Brand loyalty:** Individuals who are loyal to streetwear brands and are willing to pay a premium for exclusive and limited-edition products.
- **Behavioral Segmentation:**
 - a) **Purchase behavior:** Individuals who regularly purchase streetwear products and are likely to be repeat customers.
 - b) **Usage rate:** Individuals who frequently wear streetwear clothing and are likely to be heavy users of streetwear products.
 - c) **Brand loyalty:** Individuals who are loyal to specific streetwear brands and are willing to pay a premium for exclusive and limited-edition products.
 - d) **Customer readiness:** Individuals who are actively in the market for streetwear products and are likely to make a purchase in the near future.
 - e) **Price sensitivity:** Individuals who are sensitive to price and may be more likely to purchase streetwear products on sale or during promotions.
 - f) **Product involvement:** Individuals who are highly involved in streetwear culture and are likely to be knowledgeable about streetwear trends and products.

Market Size

[Mention your market size]

The streetwear market size in the United States is currently valued at around \$75 billion USD as of 2021. It is expected to continue growing in the coming years, with an estimated growth rate of around 8% annually. This is due to an increasing consumer demand for unique and trendy clothing and accessories, as well as the rise of online marketplaces and e-commerce platforms that make it easier for consumers to purchase streetwear products.

Competitive Landscape

[Mention about 5 to 10 competitors]

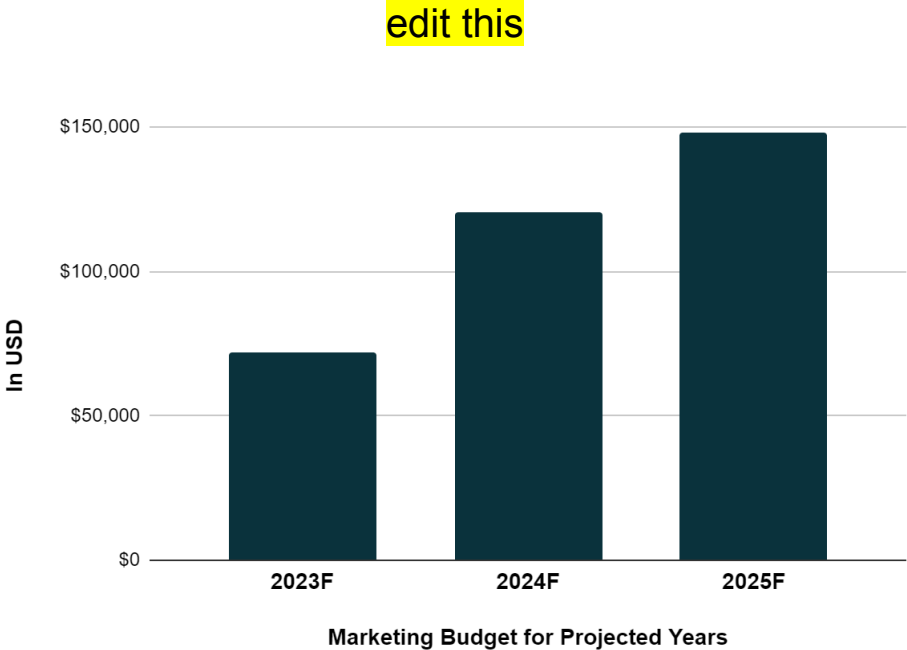
Porter's 5 Forces

- **Threat of new entrants:** The ease with which new companies can enter the streetwear industry can affect the level of competition and profitability. The high level of competition and saturation of the market makes it difficult for new companies to enter.
- **Threat of substitutes:** The availability of substitute products or services can affect the demand for streetwear. Substitute products include fast fashion, luxury brands, and other types of clothing that may be seen as similar to streetwear.
- **Bargaining power of suppliers:** The bargaining power of suppliers can affect the cost of raw materials, production, and manufacturing. In the streetwear industry, there are many suppliers of raw materials and manufacturers, which reduces the bargaining power of any one supplier.
- **Bargaining power of buyers:** The bargaining power of customers can affect the prices, quality, and variety of products. The high demand for streetwear and the limited availability of certain products can give customers more bargaining power.
- **Competitive rivalry:** The level of competition in the industry is high, with many brands and retailers vying for market share. This intense competition can make it difficult for companies to differentiate their products and stand out in the market.

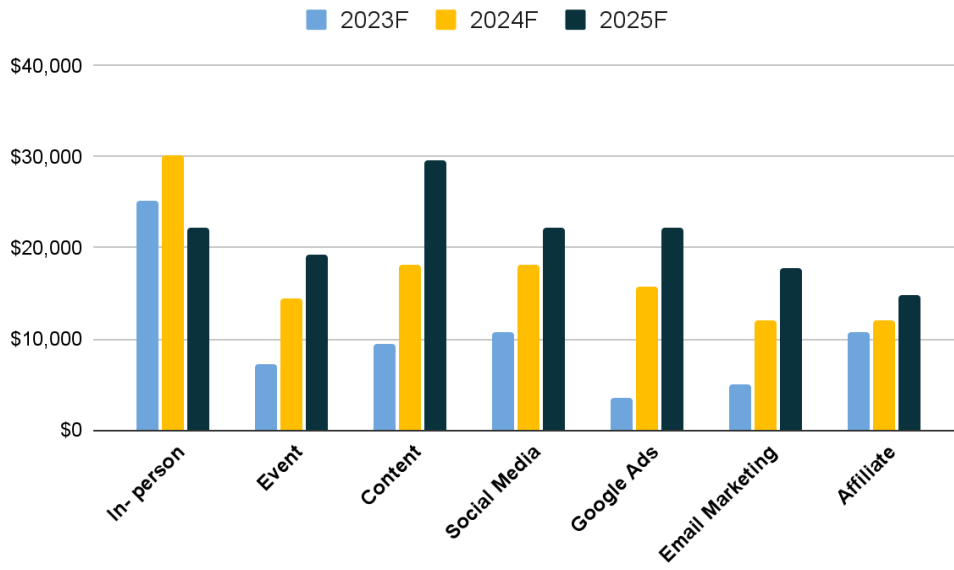
Marketing Plan

Marketing Budget

Total budget for projected years:



Budget allocation across channels:



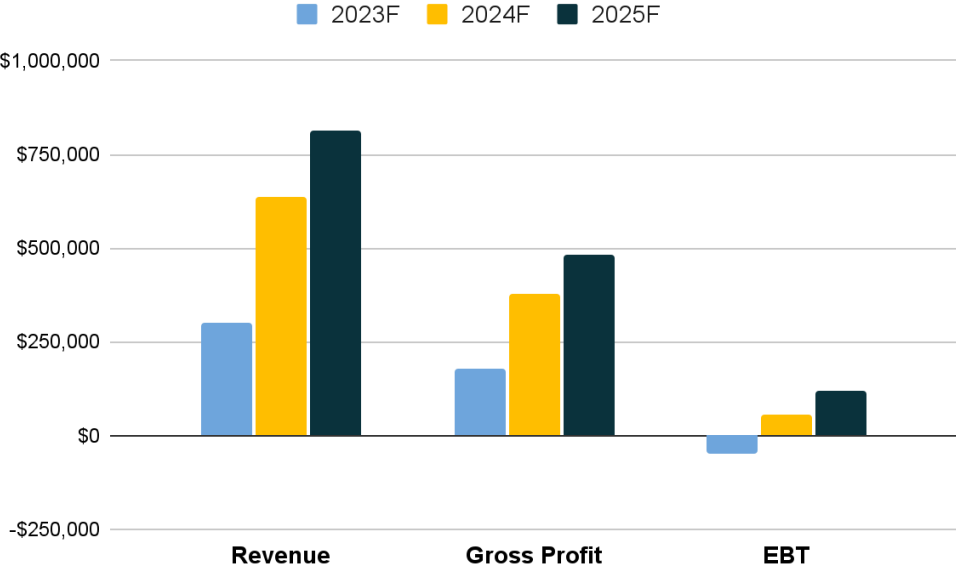
Marketing Channels

We plan to use the following promotional tactics:

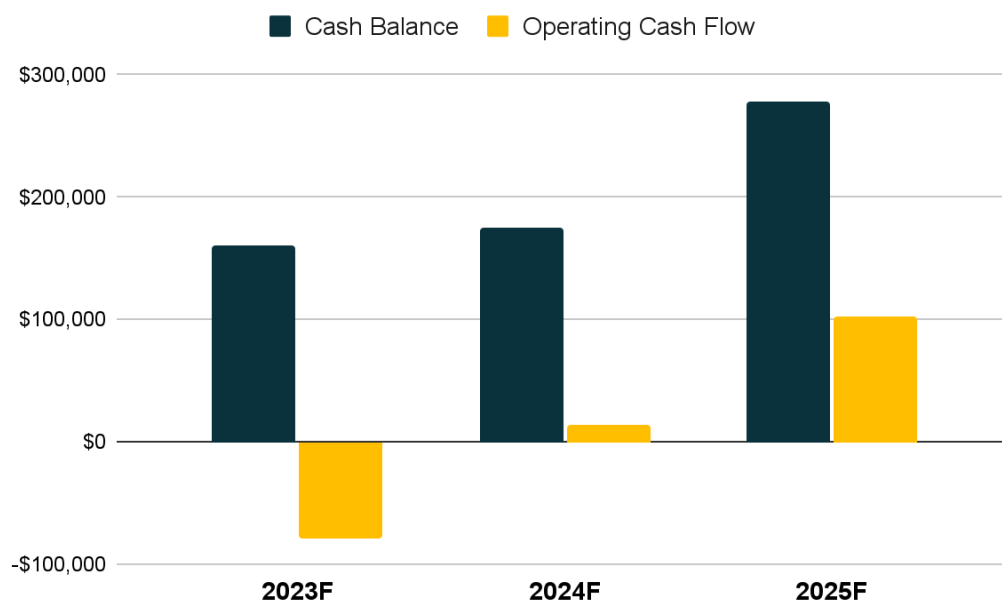
- **Social Media:** Platforms like Instagram, TikTok, and Twitter can be used to reach customers directly and build brand awareness. This can include posting pictures and videos of new products, hosting giveaways, and collaborating with influencers.
- **E-commerce:** Setting up an e-commerce platform, like a website or mobile app, that allows customers to purchase products directly from the company. This can include features such as product reviews, wish lists, and personalized recommendations to create a more convenient and engaging experience for customers.
- **Pop-Up shops and events:** Hosting pop-up shops and events can help streetwear companies connect with customers in person and build a sense of community. This can include hosting events like product launches, fashion shows, and meet-and-greets with influencers or celebrities.
- **Influencer Marketing:** Partnering with social media influencers, bloggers, and celebrities who are popular in the streetwear scene, can help to promote products and expand the company's reach.
- **Email marketing:** Email marketing campaigns can be used to keep customers informed about new products, sales, and events. This can include sending out newsletters, promotional emails, and personalized recommendations.
- **Influencer Marketing:** Partnering with social media influencers, bloggers, and celebrities who are popular in the streetwear scene, can help to promote products and expand the company's reach.

Financials

Earnings



Liquidity



Revenue		2023F	2024F	2025F
Revenue Item 1				
Revenue		\$298,800	\$323,141	\$413,218
	<i>No. of sales</i>	3,984	4,309	5,510
Revenue Item 2				
Revenue		\$0	\$140,028	\$179,061
	<i>No. of sales</i>	0	2,154	2,755
Revenue Item 3				
Revenue		\$0	\$172,342	\$220,383
	<i>No. of sales</i>	0	2,154	2,755
Total revenue		\$298,800	\$635,510	\$812,663
Total No. of sales		3,984	8,617	11,019

Cost	2023F	2024F	2025F
Cost of Goods Sold			
Revenue Item 1	\$104,580	\$113,099	\$144,626
Revenue Item 2	\$0	\$49,117	\$62,809
Revenue Item 3	\$0	\$60,320	\$77,134
Payment processing fees	\$8,964	\$19,065	\$24,380
Packaging fess	\$2,988	\$6,355	\$8,127
In- bound shipping cost	\$4,482	\$9,533	\$12,190
Total	\$121,014	\$257,489	\$329,266
Operating Cost			
Salaries	\$120,000	\$136,800	\$136,800
Promotional expenses	\$72,000	\$120,628	\$148,275
Legal & professional expenses	\$2,988	\$6,355	\$8,127
Employee travel and relevant expenses	\$8,964	\$19,065	\$24,380
Miscellaneous	\$5,976	\$12,710	\$16,253
Spillage & wastage	\$5,976	\$12,710	\$16,253
Total	\$215,904	\$308,269	\$350,088
Total Cost	\$336,918	\$565,758	\$679,354

Income Statement		2023F	2024F	2025F
Revenue				
Revenue Item 1		\$298,800	\$323,141	\$413,218
Revenue Item 2		\$0	\$140,028	\$179,061
Revenue Item 3		\$0	\$172,342	\$220,383
	Total	\$298,800	\$635,510	\$812,663
Cost of Goods Sold				
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	Total	\$121,014	\$257,489	\$329,266
	Gross Profit	\$177,786	\$378,021	\$483,397
Operating Profit				
Salaries		\$120,000	\$136,800	\$136,800
Promotional expenses		\$72,000	\$120,628	\$148,275
Others		\$23,904	\$50,841	\$65,013
	Total	\$215,904	\$308,269	\$350,088
	EBITDA	-\$38,118	\$69,752	\$133,309
Depreciation		\$12,000	\$12,000	\$12,000
	EBT	-\$50,118	\$57,752	\$121,309
	Retained earnings	-\$50,118	\$7,634	\$128,943

Cash Flow Statement	2023F	2024F	2025F
Cash Flow from Operating Activities			
EBIT	-\$50,118	\$57,752	\$121,309
Depreciation	\$12,000	\$12,000	\$12,000
Payables			
Salaries payables	\$10,000	\$11,400	\$11,400
Total payables	\$10,000	\$11,400	\$11,400
change in payables	\$10,000	\$1,400	\$0
Receivables			
Revenue related receivables	\$24,900	\$52,959	\$67,722
Total receivables	\$24,900	\$52,959	\$67,722
change in receivables	-\$24,900	-\$28,059	-\$14,763
Inventory			
COGS inventory	\$26,145	\$55,634	\$71,142
Total inventory	\$26,145	\$55,634	\$71,142
change in inventory	-\$26,145	-\$29,489	-\$15,508
Net cash flow from operating activities	-\$79,163	\$13,604	\$103,038
Cash Flow from Investing Activities			
Item 1	\$75,000	\$0	\$0
Item 2	\$125,000	\$0	\$0
Item 3	\$60,000	\$0	\$0
Net cash flow from investing activities	-\$260,000	\$0	\$0
Cash Flow from Financing Activities			
Equity	\$500,000		
Net cash flow from financing activities	\$500,000		
Net (decrease)/ increase in cash/ cash equivalents	\$160,837	\$13,604	\$103,038
Cash and cash equivalents at the beginning of the year	\$0	\$160,837	\$174,441
Cash & cash equivalents at the end of the year	\$160,837	\$174,441	\$277,479

Balance Sheet	2023F	2024F	2025F
Non- Current Assets			
Item 1	\$75,000	\$75,000	\$75,000
Item 2	\$125,000	\$125,000	\$125,000
Item 3	\$60,000	\$60,000	\$60,000
Total non- current assets	\$260,000	\$260,000	\$260,000
Accumulated Depreciation	-\$12,000	-\$24,000	-\$36,000
Net non- current assets	\$248,000	\$236,000	\$224,000
Current Assets			
Inventory	\$26,145	\$55,634	\$71,142
Cash	\$160,837	\$174,441	\$277,479
Receivables	\$24,900	\$52,959	\$67,722
Total current- assets	\$211,882	\$283,034	\$416,343
Total assets	\$459,882	\$519,034	\$640,343
Liabilities			
Accounts payable	\$10,000	\$11,400	\$11,400
Total liabilities	\$10,000	\$11,400	\$11,400
Equities			
Equity	\$500,000	\$500,000	\$500,000
Retained earnings	-\$50,118	\$7,634	\$128,943
Total equity	\$449,882	\$507,634	\$628,943
Total liabilities & equities	\$459,882	\$519,034	\$640,343

Salaries	2023F	2024F	2025F
Management & Operations			
CEO	\$24,000	\$24,000	\$24,000
COO	\$21,600	\$21,600	\$21,600
CFO	\$18,000	\$18,000	\$18,000
Total	\$63,600	\$63,600	\$63,600
Marketing & Sales			
Marketing Manager	\$12,000	\$12,000	\$12,000
Regional Representative	\$8,400	\$25,200	\$25,200
Online Store Manager	\$6,000	\$6,000	\$6,000
Digital Marketer	\$3,600	\$3,600	\$3,600
Total	\$30,000	\$46,800	\$46,800
Finance & Accounting			
Finance Manager	\$12,000	\$12,000	\$12,000
Bookkeeping Personnel	\$8,400	\$8,400	\$8,400
Audit Personnel	\$6,000	\$6,000	\$6,000
Total	\$26,400	\$26,400	\$26,400
Total Salaries	\$120,000	\$136,800	\$136,800

Non- Current Asset Schedule	2023F	2024F	2025F
Item 1	\$75,000	\$75,000	\$75,000
depreciation	NA	NA	NA
accumulated Depreciation	NA	NA	NA
Net book value	\$75,000	\$75,000	\$75,000
Item 2	\$125,000	\$125,000	\$125,000
depreciation	NA	NA	NA
accumulated Depreciation	NA	NA	NA
Net book value	\$125,000	\$125,000	\$125,000
Item 3	\$60,000	\$60,000	\$60,000
depreciation	\$12,000	\$12,000	\$12,000
accumulated Depreciation	\$12,000	\$24,000	\$36,000
Net book value	\$48,000	\$36,000	\$24,000
Total Net book value	\$248,000	\$236,000	\$224,000
Total Depreciation	\$12,000	\$12,000	\$12,000
Total Accumulated Depreciation	\$12,000	\$24,000	\$36,000

Investment Assumptions		2023F	2024F	2025F
Equity Injection		\$500,000		
	Total Capital	\$500,000		
Item 1		\$75,000	\$0	\$0
	<i>% of initial equity</i>	15%		
	<i>% of last year's ending cash balance</i>		0%	0%
Item 2		\$125,000	\$0	\$0
	<i>% of initial equity</i>	25%		
	<i>% of last year's ending cash balance</i>		0%	0%
Item 3		\$60,000	\$0	\$0
	<i>% of initial equity</i>	12%		
	<i>% of last year's ending cash balance</i>		0%	0%
Working capital		\$240,000	\$160,837	\$174,441
	<i>% of initial equity</i>	48%		
	<i>% of last year's ending cash balance</i>		100%	100%

No. of Sales Assumptions		2023F	2024F	2025F
Total Promotional Budget		\$72,000	\$120,628	\$148,275
	<i>as % of working capital</i>	30%	75%	85%
In- person Marketing				
	<i>proportion of total budget</i>	35%	25%	15%
	<i>spending</i>	\$25,200	\$30,157	\$22,241
	<i>CAC</i>	\$25	\$10	\$7
	<i>No. of Sales</i>	1,008	3,016	3,177
Event Sponsorship				
	<i>proportion of total budget</i>	10%	12%	13%
	<i>spending</i>	\$7,200	\$14,475	\$19,276
	<i>CAC</i>	\$25	\$30	\$35
	<i>No. of Sales</i>	288	483	551
Content Marketing				
	<i>proportion of total budget</i>	13%	15%	20%
	<i>spending</i>	\$9,360	\$18,094	\$29,655
	<i>CAC</i>	\$15	\$20	\$25
	<i>No. of Sales</i>	624	905	1,186
Social Media				
	<i>proportion of total budget</i>	15%	15%	15%
	<i>spending</i>	\$10,800	\$18,094	\$22,241
	<i>CAC</i>	\$15	\$15	\$15
	<i>No. of Sales</i>	720	1,206	1,483
Google Ads				
	<i>proportion of total budget</i>	5%	13%	15%
	<i>spending</i>	\$3,600	\$15,682	\$22,241
	<i>CAC</i>	\$30	\$35	\$40
	<i>No. of Sales</i>	120	448	556
Email Marketing				
	<i>proportion of total budget</i>	7%	10%	12%
	<i>spending</i>	\$5,040	\$12,063	\$17,793
	<i>CAC</i>	\$10	\$10	\$10
	<i>No. of Sales</i>	504	1,206	1,779
Affiliate Marketing				
	<i>proportion of total budget</i>	15%	10%	10%
	<i>spending</i>	\$10,800	\$12,063	\$14,827
	<i>CAC</i>	\$15	\$20	\$25
	<i>No. of Sales</i>	720	603	593

Revenue Assumptions		2023F	2024F	2025F
Revenue Item 1				
	<i>% of total sales</i>	100%	50%	50%
	<i>No. of sales</i>	3,984	3,933	4,663
	<i>unit price</i>	\$75	\$75	\$75
Revenue Item 2				
	<i>% of total sales</i>	0%	25%	25%
	<i>No. of sales</i>	0	1,967	2,331
	<i>unit price</i>	\$65	\$65	\$65
Revenue Item 3				
	<i>% of total sales</i>	0%	25%	25%
	<i>No. of sales</i>	0	1,967	2,331
	<i>unit price</i>	\$80	\$80	\$80

COGS Assumptions		2023F	2024F	2025F
Revenue Item 1				
	<i>unit cost</i>	\$26.3	\$26.3	\$26.3
Revenue Item 2				
	<i>unit cost</i>	\$22.8	\$22.8	\$22.8
Revenue Item 3				
	<i>unit cost</i>	\$28	\$28	\$28
Payment processing fees				
	<i>as % of revenue</i>	3%	3%	3%
Packaging fess				
	<i>as % of revenue</i>	1%	1%	1%
In- bound shipping cost				
	<i>as % of revenue</i>	1.5%	1.5%	1.5%

OpEx Assumptions		2023F	2024F	2025F
Legal & professional expenses	<i>as % of revenue</i>	1%	1%	1%
Employee travel and relevant expenses	<i>as % of revenue</i>	3%	3%	3%
Miscellaneous	<i>as % of revenue</i>	2%	2%	2%
Spillage & wastage	<i>as % of revenue</i>	2%	2%	2%

Cash Flow Assumptions		2023F	2024F	2025F
Payables	Salaries payables as % of total salaries	8%	8%	8%
	<i>period in months</i>	1	1	1
Receivables	<i>as % of revenue</i>	8%	8%	8%
	<i>period in months</i>	1	1	1
Inventory	<i>as % of revenue</i>	25%	25%	25%
	<i>period in months</i>	3	3	3

The End