

For article - <https://www.ogscapital.com/article/furniture-upholstery-business-plan/>

### Demographic Profile of Target Market

	<b>Total</b>	<b>Percent</b>
<b>Total population</b>	39700000	100%
Male	15590005	39%
Female	24110005	61%
Under 5 years	<b>2353395</b>	6%
5 to 9 years	<b>884400</b>	2%
10 to 14 years	<b>3587950</b>	9%
15 to 19 years	<b>3898550</b>	10%
20 to 24 years	<b>1637825</b>	4%
25 to 34 years	<b>7580000</b>	19%
35 to 44 years	<b>4293191</b>	11%
45 to 54 years	<b>5728921</b>	14%
55 to 59 years	<b>1124828</b>	3%
60 to 64 years	<b>1737821</b>	4%
65 to 74 years	<b>1937821</b>	5%
75 to 84 years	<b>3382721</b>	9%
85 years and over	<b>1548242</b>	4%
<b>Total housing units</b>	<b>\$375,525</b>	<b>100%</b>

### Financial Projections

#### Income Statement

Revenues					

<b>Total Revenues</b>	\$2,532,305	\$2,836,182	\$3,176,523	\$3,557,706	\$3,984,631
<b>Expenses &amp; Costs</b>					
Cost of goods sold	\$953,200	\$1,067,584	\$1,195,694	\$1,339,177	\$1,499,879
Lease	\$505,000	\$565,600	\$633,472	\$709,489	\$794,627
Marketing	\$53,000	\$59,360	\$66,483	\$74,461	\$83,397
Salaries	\$153,112	\$171,485	\$192,064	\$215,111	\$240,925
Initial expenditure	\$10,000	\$11,200	\$12,544	\$14,049	\$15,735
<b>Total Expenses &amp; Costs</b>	\$1,674,312	\$1,875,229	\$2,100,257	\$2,352,288	\$2,634,562
<b>EBITDA</b>	\$384,850	\$431,032	\$482,756	\$540,687	\$605,569
Depreciation	\$35,113	\$39,327	\$44,046	\$49,331	\$55,251
<b>EBIT</b>	\$153,610	\$172,043	\$192,688	\$215,811	\$241,708
Interest	\$22,312	\$24,989	\$27,988	\$31,347	\$35,108
<b>PRETAX INCOME</b>	\$17,563	\$19,671	\$22,031	\$24,675	\$27,636
<b>Net Operating Loss</b>	\$0	\$0	\$0	\$0	\$0
<b>Use of Net Operating Loss</b>	\$0	\$0	\$0	\$0	\$0
<b>Taxable Income</b>	\$74,430	\$83,362	\$93,365	\$104,569	\$117,117
<b>Income Tax Expense</b>	\$6,137	\$6,873	\$7,698	\$8,622	\$9,657
<b>NET INCOME</b>	\$68,293	\$76,488	\$85,667	\$95,947	\$107,460

### Projected Balance Sheet

Assets	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>

Current Assets			
Cash	\$344,121	\$385,416	\$423,957
Accounts Receivable	\$24,517	\$27,459	\$30,864
Inventory	\$7,055	\$7,015	\$7,015
Other Current Assets	\$3,441	\$3,391	\$3,391
<b>TOTAL CURRENT ASSETS</b>	<b>\$379,134</b>	<b>\$423,281</b>	<b>\$465,227</b>
Long-term Assets			
Long-term Assets	\$9,755	\$9,755	\$9,755
Accumulated Depreciation	\$15,442	\$17,295	\$19,457
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$24,520</b>	<b>\$27,462</b>	<b>\$30,895</b>
<b>TOTAL ASSETS</b>	<b>\$403,654</b>	<b>\$450,743</b>	<b>\$496,122</b>
Liabilities and Capital	Year 4	Year 5	Year 6
Current Liabilities			
Accounts Payable	\$19,100	\$21,392	\$24,045
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
<b>SUBTOTAL CURRENT LIABILITIES</b>	<b>\$18,300</b>	<b>\$20,496</b>	<b>\$23,038</b>
Long-term Liabilities	\$0	\$0	\$0
<b>TOTAL LIABILITIES</b>	<b>\$25,190</b>	<b>\$28,213</b>	<b>\$31,711</b>
Paid-in Capital	\$11,453	\$20,829	\$20,857
Retained Earnings	\$61,221	\$66,731	\$73,404
Earnings	\$243,000	\$264,870	\$291,357
<b>TOTAL CAPITAL</b>	<b>\$378,264</b>	<b>\$422,531</b>	<b>\$464,411</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$403,454</b>	<b>\$450,743</b>	<b>\$496,122</b>
Net Worth	\$279,220	\$304,350	\$334,785

## Cash Flow Statement

<b>CASH FLOW FROM OPERATIONS</b>					
Net Income (Loss)	\$24,516	\$27,458	\$30,753	\$34,443	\$38,576
Change in working capital	\$14,509	\$16,250	\$18,200	\$20,384	\$22,830
Depreciation	\$24,290	\$27,205	\$30,469	\$34,126	\$38,221
Net Cash Flow from Operations	\$14,276	\$15,989	\$17,908	\$20,057	\$22,464
<b>CASH FLOW FROM INVESTMENTS</b>					
Investment	\$150,919	\$0	\$0	\$0	\$0
Net Cash Flow from Investments	\$150,919	\$0	\$0	\$0	\$0
<b>CASH FLOW FROM FINANCING</b>					
Cash from equity	\$0	\$0	\$0	\$0	\$0
Cash from debt	\$412,891	\$32,509	\$32,509	\$32,509	\$32,509
Net Cash Flow from Financing	\$412,891	\$32,509	\$32,509	\$32,509	\$32,509
Net Cash Flow	\$158,157	\$177,136	\$198,392	\$222,199	\$248,863
Cash at Beginning of Period	\$0	\$141,195	\$348,795	\$579,195	\$8,388,995
Cash at End of Period	\$141,195	\$348,795	\$579,195	\$838,595	\$1,146,735