

For article - <https://www.ogscapital.com/article/pet-store-business-plan/>

### Demographic Profile of Target Market

	Total	Percent
<b>Total population</b>	29700000	100%
Male	11890000	40%
Female	17810005	60%
Under 5 years	<b>1783395</b>	6%
5 to 9 years	<b>884400</b>	3%
10 to 14 years	<b>3187950</b>	11%
15 to 19 years	<b>2898550</b>	10%
20 to 24 years	<b>1637821</b>	6%
25 to 34 years	<b>7530000</b>	25%
35 to 44 years	<b>4293190</b>	14%
45 to 54 years	<b>728921</b>	2%
55 to 59 years	<b>1127828</b>	4%
60 to 64 years	<b>1737829</b>	6%
65 to 74 years	<b>537829</b>	2%
75 to 84 years	<b>2382720</b>	8%
85 years and over	<b>948242</b>	3%
<b>Total housing units</b>	<b>211,024</b>	<b>100%</b>

# Financial Projections

## Income Statement

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues					
<b>Total Revenues</b>	<b>\$2,622,505</b>	<b>\$2,937,206</b>	<b>\$3,289,670</b>	<b>\$3,684,431</b>	<b>\$4,126,562</b>
<b>Expenses &amp; Costs</b>					
<b>Cost of goods sold</b>	<b>\$934,000</b>	<b>\$1,046,080</b>	<b>\$1,171,610</b>	<b>\$1,312,203</b>	<b>\$1,469,667</b>
<b>Lease</b>	<b>\$505,000</b>	<b>\$565,600</b>	<b>\$633,472</b>	<b>\$709,489</b>	<b>\$794,627</b>
<b>Marketing</b>	<b>\$50,000</b>	<b>\$56,000</b>	<b>\$62,720</b>	<b>\$70,246</b>	<b>\$78,676</b>
<b>Salaries</b>	<b>\$164,115</b>	<b>\$183,809</b>	<b>\$205,866</b>	<b>\$230,570</b>	<b>\$258,238</b>
<b>Initial expenditure</b>	<b>\$10,000</b>	<b>\$11,200</b>	<b>\$12,544</b>	<b>\$14,049</b>	<b>\$15,735</b>
<b>Total Expenses &amp; Costs</b>	<b>\$1,663,115</b>	<b>\$1,862,689</b>	<b>\$2,086,211</b>	<b>\$2,336,557</b>	<b>\$2,616,944</b>
<b>EBITDA</b>	<b>\$384,850</b>	<b>\$431,032</b>	<b>\$482,756</b>	<b>\$540,687</b>	<b>\$605,569</b>
<b>Depreciation</b>	<b>\$35,120</b>	<b>\$39,334</b>	<b>\$44,055</b>	<b>\$49,341</b>	<b>\$55,262</b>
<b>EBIT</b>	<b>\$165,630</b>	<b>\$185,506</b>	<b>\$207,766</b>	<b>\$232,698</b>	<b>\$260,622</b>
<b>Interest</b>	<b>\$22,412</b>	<b>\$25,101</b>	<b>\$28,114</b>	<b>\$31,487</b>	<b>\$35,266</b>
<b>PRETAX INCOME</b>	<b>\$17,563</b>	<b>\$19,671</b>	<b>\$22,031</b>	<b>\$24,675</b>	<b>\$27,636</b>
<b>Net Operating Loss</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

<b>Use of Net Operating Loss</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Taxable Income</b>	<b>\$79,130</b>	<b>\$88,626</b>	<b>\$99,261</b>	<b>\$111,172</b>	<b>\$124,513</b>
<b>Income Tax Expense</b>	<b>\$6,237</b>	<b>\$6,985</b>	<b>\$7,824</b>	<b>\$8,763</b>	<b>\$9,814</b>
<b>NET INCOME</b>	<b>\$72,893</b>	<b>\$81,640</b>	<b>\$91,437</b>	<b>\$102,409</b>	<b>\$114,699</b>

### Projected Balance Sheet

<b>Pro Forma Balance Sheet</b>			
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Assets</b>			
<b>Current Assets</b>			
Cash	\$343,421	\$384,632	\$423,095
Accounts Receivable	\$26,517	\$29,699	\$33,382
Inventory	\$7,015	\$7,015	\$7,015
Other Current Assets	\$3,315	\$3,315	\$3,315
<b>TOTAL CURRENT ASSETS</b>	<b>\$380,268</b>	<b>\$424,661</b>	<b>\$466,806</b>
<b>Long-term Assets</b>			
Long-term Assets	\$9,755	\$9,755	\$9,755
Accumulated Depreciation	\$15,232	\$17,060	\$19,192
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$23,320</b>	<b>\$26,118</b>	<b>\$29,383</b>

TOTAL ASSETS	<b>\$403,588</b>	<b>\$450,779</b>	<b>\$496,190</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>\$20,090</b>	<b>\$22,501</b>	<b>\$25,291</b>
Paid-in Capital	\$21,767	\$32,267	\$33,741
Retained Earnings	\$31,921	\$34,794	\$38,273
Earnings	\$272,320	\$296,829	\$326,512
<b>TOTAL CAPITAL</b>	<b>\$383,498</b>	<b>\$428,278</b>	<b>\$470,899</b>
<b>TOTAL LIABILITIES AND CAPITAL</b>	<b>\$403,588</b>	<b>\$450,779</b>	<b>\$496,190</b>
Net Worth	\$279,220	\$304,350	\$334,785

## Cash Flow Statement

	FY1	FY2	FY3	FY4	FY5
<b>CASH FLOW FROM OPERATIONS</b>					

Net Income (Loss)	\$15,316	\$17,154	\$19,212	\$21,518	\$24,100
Change in working capital	\$19,100	\$21,392	\$23,959	\$26,834	\$30,054
Depreciation	\$23,160	\$25,939	\$29,052	\$32,538	\$36,443
Net Cash Flow from Operations	\$14,276	\$15,989	\$17,908	\$20,057	\$22,464
<b>CASH FLOW FROM INVESTMENTS</b>					
Investment	\$120,951	\$0	\$0	\$0	\$0
Net Cash Flow from Investments	\$120,951	\$0	\$0	\$0	\$0
<b>CASH FLOW FROM FINANCING</b>					
Cash from equity	\$0	\$0	\$0	\$0	\$0
Cash from debt	\$312,831	\$31,500	\$31,500	\$31,500	\$31,500
Net Cash Flow from Financing	\$312,831	\$31,500	\$31,500	\$31,500	\$31,500
Net Cash Flow	\$153,157	\$171,536	\$192,120	\$215,175	\$240,996
Cash at Beginning of Period	\$0	\$141,282	\$348,751	\$579,191	\$838,841
Cash at End of Period	\$141,282	\$348,751	\$579,191	\$838,541	\$1,146,731