

Timeline / Milestones

The following table shows the timeline for Healthy Habits Nutrition Coaching’s operations plan:

Date	Milestone
Jan-23	Launch with \$10K investment
Mar-23	10 clients/month
Jun-23	\$10K monthly revenue
Sep-23	80% customer satisfaction
Dec-23	Hire & train 3 coach
Mar-24	Offer online coaching
Jun-24	50 clients/month
Sep-24	\$50K monthly revenue
Dec-24	90% customer satisfaction
Mar-25	Hire & train 5 coaches
Jun-25	Launch website & mobile app

Financial Projections

The following tables show Healthy Habits Nutrition Coaching’s projected income statement, balance sheet, and cash flow statement for the next three years:

Income Statement

Year	2023	2024	2025
Revenue			
Individualized nutrition counseling	\$ 48,000	\$ 52,800	\$ 58,080
Group nutrition counseling	\$ 24,000	\$ 26,400	\$ 29,040
Online nutrition coaching	\$ 108,000	\$ 118,800	\$ 130,680
Total Revenue	\$ 180,000	\$ 198,000	\$ 217,800
Costs			
Variable costs			

Marketing costs	\$ 6,000	\$ 6,600	\$ 7,260
Service delivery costs	\$ 3,000	\$ 3,300	\$ 3,630
Total Variable Costs	\$ 9,000	\$ 9,900	\$ 10,890
Fixed costs			
Overhead costs	\$ 12,000	\$ 13,200	\$ 14,520
Salary costs	\$ 60,000	\$ 66,000	\$ 72,600
Total Fixed Costs	\$ 72,000	\$ 79,200	\$ 87,120
Total Costs	\$ 81,000	\$ 89,100	\$ 98,010
Net Income (Revenue - Costs)	\$ 99,000	\$ 108,900	\$ 119,790

Cash Flow Statement

Year	2023	2024	2025
Net Income	\$ 99,000	\$ 108,900	\$ 119,790
Change in Accounts Receivable	(\$ 18,000)	(\$ 1,800)	(\$ 1,980)
Change in Accounts Payable	\$ 5,000	\$ 500	\$ 550
Net Cash from Operations	\$ 86,000	\$ 107,600	\$ 118,360
Initial Investment	(\$ 10,000)	-	-
Owner's Investment	\$ 13,000	\$ 1,300	\$ 1,430
Net Cash from Investing & Financing	\$ 3,000	\$ 1,300	\$ 1,430
Net Change in Cash	\$ 89,000	\$ 108,900	\$ 119,790
Beginning Cash Balance	-	\$ 89,000	\$ 197,900
Ending Cash Balance	\$ 89,000	\$ 197,900	\$ 317,690

Balance Sheet

Year	2023	2024	2025
Assets			
Cash	\$ 89,000	\$ 197,900	\$ 317,690
Accounts Receivable	\$ 18,000	\$ 19,800	\$ 21,780
Total Assets	\$ 107,000	\$ 217,700	\$ 339,470
Liabilities			
Accounts Payable	\$ 5,000	\$ 5,500	\$ 6,050

Equity			
Retained Earnings	\$ 94,000	\$ 202,900	\$ 322,690
Owner's Equity	\$ 13,000	\$ 14,300	\$ 15,730
Total Liabilities & Equity	\$ 107,000	\$ 217,700	\$ 339,470