Business Plan

[Author’s name]

[Institute’s name]

Business Plan

**Financial Data Analysis**

           Financial data analysis is a necessary condition to examine how the nonprofit business of “Blue” is doing to meet organizational objectives. The broad perspective of financial analysis comprised of consideration of budgets, cash flow anticipation, and detailed analysis of financial statements of the company. The practical domain of financial analysis involves spectrums of cash flow analysis and budget deviation analysis (Fridson & Alvarez, 2011). Moreover, the financial team of the organization will also focus to pay close attention to balance sheet analysis and the domain of activities analysis. Some relevant and feasible financial tools will be considered by the team to ensure an accurate form of financial data analysis.

**Estimating Assets and Liabilities**

           Critical calculation and evaluation of financial ratios is a necessary step to determine the financial position of the company. Assets and liabilities are two major forms of financial operations of the company. For “Blue”, the domain of assets is comprised of different items of value owned by the company. These specific assets could be used as the source of cash generation for the organization. For the management of “Blue”, these physical aspects include real estate, necessary equipment, vehicles, etc. Trademarks, patents, cash reserves, and different forms of investments are also characterized as assets for the organization. The start-up cost value in the form of assets for the organization is based on the worth of approximately $1 million. A critical consideration of the company’s liabilities is also a critical measure to achieve outcomes of financial analysis. The payable amount for “Blue” mainly recognized as payroll, taxes, and various forms of rental agreements.

**Analysis of Income and Expenditure**

           Sources of income for the company mainly established as fundraising, financial contribution by donors, and different forms of sponsorship. A comparison of anticipated income and expenditure is an essential measure to determine the actual financial growth of the organization. The approach of the net operating ratio will be used to determine the balance between the income and expenses of the organization.

**References**

Fridson, M. S., & Alvarez, F. (2011). *Financial statement analysis: A practitioner’s guide* (Vol. 597). John Wiley & Sons.