



Pet Products Manufacturing Excel Model

PROPPRO247.COM
International Best Practice Models

Unlock Profitability and Precision with the Ultimate Excel Financial Model for Pet Product Manufacturing

If you're starting, expanding, or investing in a pet product manufacturing business, financial clarity is not optional—it's essential. Our Excel Financial Forecasting Model is purpose-built for entrepreneurs, investors, and business analysts in the booming pet industry. Whether you manufacture dog treats, cat toys, grooming supplies, or pet accessories, this model is your strategic partner in evaluating profitability, attracting investors, and making data-driven decisions.

Simplified Inputs, Sophisticated Outputs

Time is money. That's why we designed this model with **limited input fields** that save you time without compromising accuracy. With just a few assumptions—like sales projections, production costs, overheads, and capital investment—you'll unlock a full suite of detailed financial reports. The hard work is done for you, allowing you to focus on running or pitching your business instead of building formulas and charts from scratch.

Pet Products Manufacturing - Financial Model & Plan

INDEX

INPUTS

DASHBOARD

BUSINESS PLAN

PRODUCT ANALYSIS

CASH FLOW
STATEMENTS

INCOME STATEMENTS

BALANCE SHEETS

BUSINESS VALUATION

INVESTOR ANALYSIS

Investors Data		
Total Share percentage must equal 100%	Amount	Share (%)
Investor 1 or Owner (Capital Invested - Equity shares?)	70 000	50.00%
Investor 2 (Capital Invested - Equity shares?)	30 000	22.00%
Investor 3 (Capital Invested - Equity shares?)	40 000	28.00%
Investor 4 (Capital Invested - Equity shares?)	0	0.00%
Investor 5 (Capital Invested - Equity shares?)	0	0.00%
Investor 6 (Capital Invested - Equity shares?)	0	0.00%
Investor 7 (Capital Invested - Equity shares?)	0	0.00%
Investor 8 (Capital Invested - Equity shares?)	0	0.00%
Investor 9 (Capital Invested - Equity shares?)	0	0.00%
Totals	140 000	100.00%

Must equal 100%

Fixed Monthly Expenditure	
Total	18 059
Accounting	1 000
Bank Charges	100
Cleaning	250
Depreciation	1 103
Insurance	300
Loan Repayment	406
Maintenance	300
Rental/Lease	3 000
Salaries/Drawings	8 000
Telephone	2 000
Advertising	1 250
Electricity/Utilities	350
Franchise Fee	0
Either % of Turnover	0.00%
or Fixed Franchise Fee	0

if any

if any

%

Capex - Equipment/Stock			
Totals	64 680	Dep Month	1 103
Computers	3 000	36	83
Software	3 000	24	125
Furniture	1 200	84	14
Tools	12 000	72	167
Heavy Duty machinery	16 000	72	222
Machinery Type 2	2 000	60	33
Machinery Type 3	2 000	48	42
			0
			0
			0
Vehicles	20 000	48	417
Buildings	0		0
Stock Start off Amount	5 480		

What % of your monthly cost of sales will you hold as stock?

Financial Data	
Equity Investment Amount	140 000
Loan Account Capital	
External / Bank Funding Amount	20 000
Term (months) External Loan	60
Interest of External Loan	8.00%
Annual Growth in Turnover %	5.00%
Annual Growth in Fixed Expense %	4.00%
Annual Growth in COS	4.50%
Price Earnings Ratio (Valuation)	2
Risk adjusted Rate for NPV - MIRR	10.00%
CGT on Goodwill growth	22.00%
Income Tax Rate	22.00%
20%	%

Manufacturing & Sale Items

Est. Sales														
Code	1	Name	Dog Kennel		Volume pm	200							Total Cost	Sale Amount
Description	Nuts	Bolts	Wood	Labour									per unit	per unit
Cost Amount	4	8	36	20									68	120
Code	2	Name	Dog Leashes		Volume pm	400							Total Cost	Sale Amount
Description	Material	Fittings	Clips	Labels	Labour								per unit	per unit
Cost Amount	2	2	6	1	8								19	36
Code	3	Name	Collars		Volume pm	400							Total Cost	Sale Amount
Description	Material	Fittings	Clips	Labels	Labour								per unit	per unit
Cost Amount	2	1.5	5	1	6								15.5	30
Code	4	Name			Volume pm								Total Cost	Sale Amount
Ingredients													per unit	per unit
Cost Amount													0	
Code	5	Name			Volume pm								Total Cost	Sale Amount
Description													per unit	per unit
Cost Amount													0	

Product by Product Analysis

Product	Volume pm	CODE
Dog Kennel	200	1
Dog Leashes	400	2
Collars	400	3
0	0	4
0	0	5
0	0	6
0	0	7
0	0	8
0	0	9
0	0	10
0	0	11
0	0	12
0	0	13
0	0	14
0	0	15
0	0	16
0	0	17
0	0	18

[illegible][illegible]

Cash Flow Statements 10-years

[illegible]

Income Statements

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Revenue	604 800	635 040	666 792	700 132	735 138	771 895	810 490	851 014	893 565	938 243
Cost of Sales	328 800	343 596	359 058	375 215	392 100	409 745	428 183	447 451	467 587	488 628
Gross Profit	276 000	291 444	307 734	324 916	343 038	362 150	382 307	403 563	425 978	449 615
Expenditure	213 316	220 978	228 936	237 198	245 776	254 865	264 530	274 582	285 036	295 908
Accounting	12 000	12 480	12 979	13 498	14 038	14 600	15 184	15 791	16 423	17 080
Bank Charges	1 200	1 248	1 298	1 350	1 404	1 460	1 518	1 579	1 642	1 708
Cleaning	3 000	3 120	3 245	3 375	3 510	3 650	3 796	3 948	4 106	4 270
Depreciation	13 238	13 238	13 238	13 238	13 238	13 238	13 238	13 238	13 238	13 238
Insurance	3 600	3 744	3 894	4 050	4 211	4 380	4 555	4 737	4 927	5 124
Maintenance	3 600	3 744	3 894	4 050	4 211	4 380	4 555	4 737	4 927	5 124
Rental/Lease	36 000	37 440	38 938	40 495	42 115	43 800	45 551	47 374	49 268	51 239
Salaries/Drawings	96 000	99 840	103 834	107 987	112 306	116 799	121 471	126 329	131 383	136 638
Telephone	24 000	24 960	25 958	26 997	28 077	29 200	30 368	31 582	32 846	34 159
Advertising	15 000	15 600	16 224	16 873	17 548	18 250	18 980	19 739	20 529	21 350
Electricity/Utilities	4 200	4 368	4 543	4 724	4 913	5 110	5 314	5 527	5 748	5 978
Franchise Fee	0	0	0	0	0	0	0	0	0	0
Interest Paid	1 478	1 196	892	562	204	0	0	0	0	0
Net Profit before Tax	62 684	70 466	78 799	87 718	97 262	107 285	117 776	128 981	140 942	153 707
Income Tax	13 791	15 502	17 336	19 298	21 398	23 603	25 911	28 376	31 007	33 816
Net Profit after Tax	48 894	54 963	61 463	68 420	75 864	83 682	91 865	100 605	109 935	119 892
EBITDA	77 400	84 900	92 928	101 518	110 704	120 523	131 014	142 219	154 181	166 945
EBITDA	12.80%	13.37%	13.94%	14.50%	15.06%	15.61%	16.16%	16.71%	17.25%	17.79%
ROI	34.92%	39.26%	43.90%	48.87%	54.19%	59.77%	65.62%	71.86%	78.53%	85.64%
Tax Computation										
Tax Loss	0	0	0	0	0	0	0	0	0	0
Tax Profit	13 791	15 502	17 336	19 298	21 398	23 603	25 911	28 376	31 007	33 816
Balance this year	13 791	15 502	17 336	19 298	21 398	23 603	25 911	28 376	31 007	33 816
Accumulative	13 791	29 293	46 629	65 927	87 324	110 927	136 838	165 214	196 221	230 037

Balance Sheets

Total Assets

Current Assets

Cash/Bank

Stock

Debtors

Fixed Assets

Buildings

Vehicles

Equipment/Machinery etc

Total Liabilities

Current Liabilities

Creditors

Bank Overdraft

Tax

Other

Long Term Liabilities

Term Finance

Loan Account

Owners Equity

Liability & Equity

Balance should be 0

Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
205 505	256 798	314 286	378 402	449 604	533 287	625 152	725 757	835 692	955 584
159 543	221 074	288 801	341 155	423 595	486 515	590 419	679 262	799 435	927 565
154 063	215 594	283 321	335 675	418 115	481 035	584 939	673 782	793 955	922 085
5 480	5 480	5 480	5 480	5 480	5 480	5 480	5 480	5 480	5 480

45 962	35 724	25 486	37 248	26 010	46 771	34 733	46 495	36 257	28 019
0	0	0	0	0	0	0	0	0	0
15 000	10 000	5 000	20 000	15 000	10 000	5 000	20 000	15 000	10 000
30 962	25 724	20 486	17 248	11 010	36 771	29 733	26 495	21 257	18 019

16 611	12 941	8 966	4 662	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0

16 611	12 941	8 966	4 662	0	0	0	0	0	0
16 611	12 941	8 966	4 662	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0

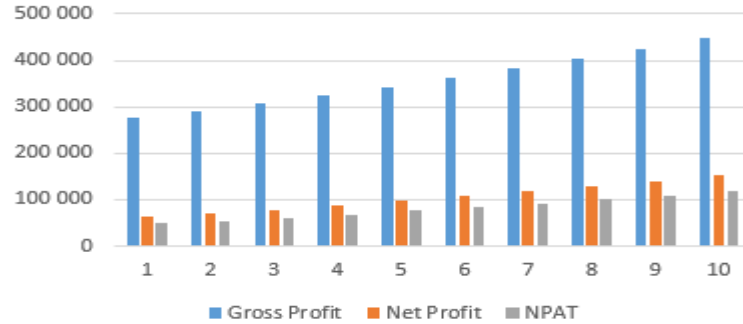
188 894	243 857	305 320	373 740	449 604	533 287	625 152	725 757	835 692	955 584
205 505	256 798	314 286	378 402	449 604	533 287	625 152	725 757	835 692	955 584

0 0 0 0 0 0 0 0 0 0

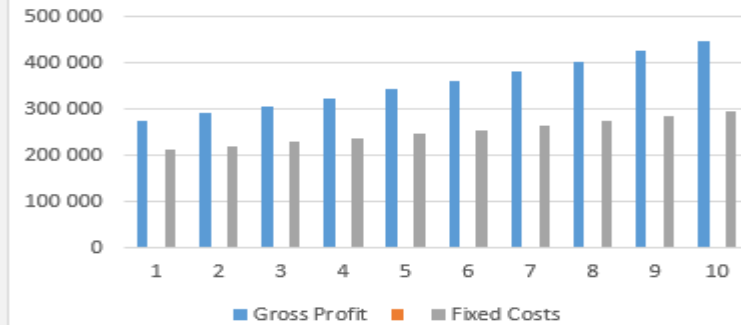
DASHBOARD

Without PE:RATIO for Goodwill

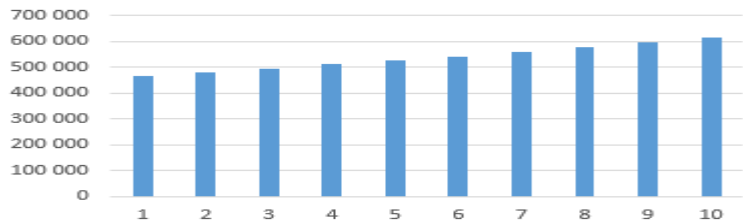
GP - NP - NPAT



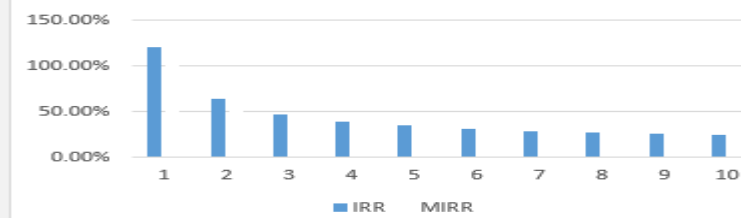
Gross Profit Ratio - Fixed Cost



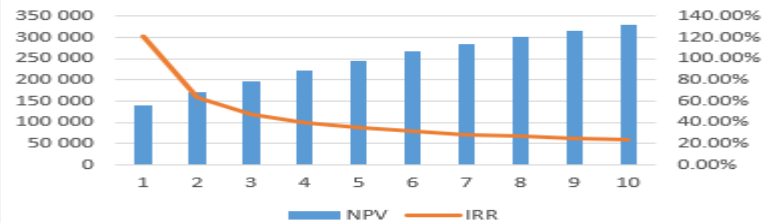
Break-even Minimum Turnover



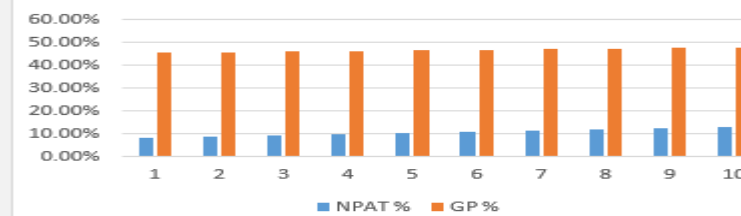
IRR vs MIRR



NPV IRR Relationship



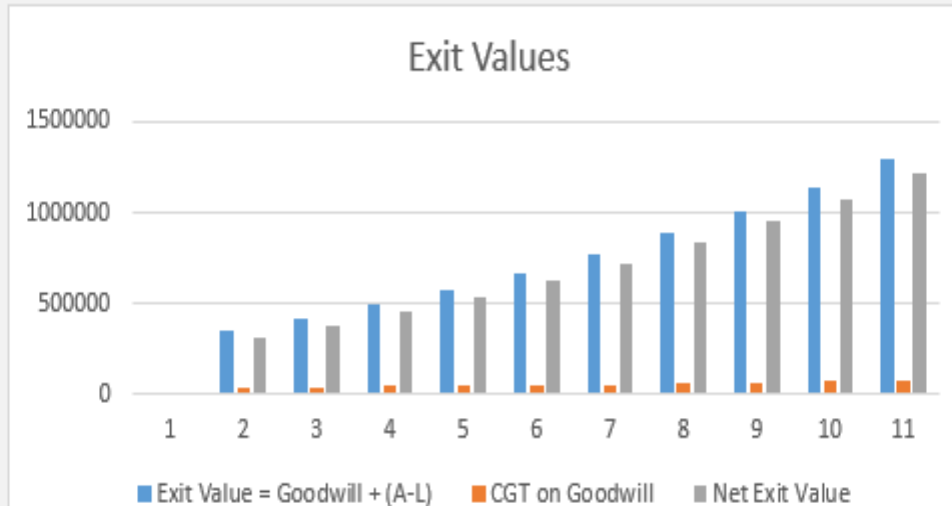
NPAT% - GP% Ratio



Valuation / Exit Model

This Valuation Model allows for your input of an appropriate PE:RATIO for the Evaluation of your Business at certain exit points

	Applied PE Ratio on EBITDA			2.00	Goodwill Value	Capital Gains Tax (%)		Net Exit Value
	EBITDA	ASSETS	LIABILITIES			Exit Value = Goodwill + (A-L)	CGT on Goodwill	
1 yr	77 400	205 505	16 611		154 800	343 694	34 056	309 638
2 yr	84 900	256 798	12 941		169 800	413 657	37 356	376 301
3 yr	92 928	314 286	8 966		185 857	491 177	40 889	450 288
4 yr	101 518	378 402	4 662		203 036	576 777	44 668	532 109
5 yr	110 704	449 604	0		221 408	671 013	48 710	622 303
6 yr	120 523	533 287	0		241 046	774 333	53 030	721 303
7 yr	131 014	625 152	0		262 029	887 181	57 646	829 535
8 yr	142 219	725 757	0		284 438	1 010 195	62 576	947 619
9 yr	154 181	835 692	0		308 361	1 144 053	67 839	1 076 214
10 yr	166 945	955 584	0		333 891	1 289 475	73 456	1 216 019



INVESTORS

DETAIL NAME	1	2	3	4	5	6	7	8	9	TOTALS	
	KB	JN	FT	KJ	LM	MO	NI	PT	LY		
Equity Invested	70 000	30 000	40 000	0	0	0	0	0	0	140 000	
Shares obtained	50.00%	22.00%	28.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	
TECHNICAL Earnings (NPAT)	Without exiting, and without goodwill (PE RATIO) EBITDA										
1st Year (post Co. Tax and pre Dividend Tax)	24 447	10 757	13 690	0	0	0	0	0	0	48 894	
2nd year	27 482	12 092	15 390	0	0	0	0	0	0	54 963	
3rd year	30 731	13 522	17 210	0	0	0	0	0	0	61 463	
4th year	34 210	15 052	19 158	0	0	0	0	0	0	68 420	
5th year	37 932	16 690	21 242	0	0	0	0	0	0	75 864	
6th year	41 841	18 410	23 431	0	0	0	0	0	0	83 682	
7th year	45 933	20 210	25 722	0	0	0	0	0	0	91 865	
8th year	50 303	22 133	28 169	0	0	0	0	0	0	100 605	
9th year	54 968	24 186	30 782	0	0	0	0	0	0	109 935	
10th year	59 946	26 376	33 570	0	0	0	0	0	0	119 892	
TECHNICAL Business Operations (EBITDA)	Without exiting, and without goodwill (PE RATIO) EBITDA										
1st year	38 700	17 028	21 672	0	0	0	0	0	0	77 400	
2nd year	42 450	18 678	23 772	0	0	0	0	0	0	84 900	
3rd year	46 464	20 444	26 020	0	0	0	0	0	0	92 928	
4th year	50 759	22 334	28 425	0	0	0	0	0	0	101 518	
5th year	55 352	24 355	30 997	0	0	0	0	0	0	110 704	
6th year	60 262	26 515	33 746	0	0	0	0	0	0	120 523	
7th year	65 507	28 823	36 684	0	0	0	0	0	0	131 014	
8th year	71 109	31 288	39 821	0	0	0	0	0	0	142 219	
9th year	77 090	33 920	43 171	0	0	0	0	0	0	154 181	
10th year	83 473	36 728	46 745	0	0	0	0	0	0	166 945	
IRR	Exit with chosen PE Ratio on EBITDA accumulated to exit timeframes									2.00	PE Ratio
Investors	1	2	3	4	5	6	7	8	9	on EBITDA	
	IRR	IRR	IRR	IRR	IRR	IRR	IRR	IRR	IRR		
5 Year Exit	34.76%	35.48%	34.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
10 Year Exit	24.13%	24.46%	23.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		

Executive Summary & Overview

Business Name Here

This is where you will summarise the main inputs such as market, personnel and important financial data!

It is probably better to first complete the sections below and then extract the most pertinent data and info!

Funding requirements.

The Business Description & Structure

This is where you will outline the why and how of your products, basic business description and what you are selling.

You will also provide an overview of personnel, your intellectual property and the legal structure of your company

The Market, Research & Strategies

This is where you will outline the why and how of your products stack up against competitors, your basic marketing/advertising strategy.

You will also provide an overview of personnel, your intellectual property and the legal structure of your company

You will also provide a bit of data analysis such as sales forecasts etc. (this we have automated for you below)

10-year Sales Forecast	
Year 1	604 800
Year 2	635 040
Year 3	666 792
Year 4	700 132
Year 5	735 138
Year 6	771 895
Year 7	810 490
Year 8	851 014
Year 9	893 565
Year 10	938 243



Break-even Turnover Requirement	
Year 1	467 439
Year 2	481 499
Year 3	496 053
Year 4	511 116
Year 5	526 704
Year 6	543 225
Year 7	560 804
Year 8	579 026
Year 9	597 913
Year 10	617 491

Weighted Ave. GP %	
Year 1	45.63%
Year 2	45.89%
Year 3	46.15%
Year 4	46.41%
Year 5	46.66%
Year 6	46.92%
Year 7	47.17%
Year 8	47.42%
Year 9	47.67%
Year 10	47.92%

Weighted Ave. NPAT %	
Year 1	8.08%
Year 2	8.66%
Year 3	9.22%
Year 4	9.77%
Year 5	10.32%
Year 6	10.84%
Year 7	11.33%
Year 8	11.82%
Year 9	12.30%
Year 10	12.78%

Break-even - Min Turnover	
Year 1	467 439
Year 2	481 499
Year 3	496 053
Year 4	511 116
Year 5	526 704
Year 6	543 225
Year 7	560 804
Year 8	579 026
Year 9	597 913
Year 10	617 491

NPV - Net Present Value	
Year 1	141 489
Year 2	170 993
Year 3	198 308
Year 4	223 437
Year 5	246 401
Year 6	267 157
Year 7	285 682
Year 8	302 071
Year 9	316 420
Year 10	328 828

IRR - Internal Rate of Return	
Year 1	121.17%
Year 2	63.95%
Year 3	47.61%
Year 4	39.63%
Year 5	34.76%
Year 6	31.42%
Year 7	28.94%
Year 8	27.00%
Year 9	25.44%
Year 10	24.13%

MIRR - Reinvestment Rate used same as Funders Rate	
Year 1	121.17%
Year 2	63.95%
Year 3	47.61%
Year 4	39.63%
Year 5	34.76%
Year 6	31.42%
Year 7	28.94%
Year 8	27.00%
Year 9	25.44%