

Projected Profit and Loss Statement for Typical (Major City Location) Poulos Poultry Shop													
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Revenue:													
Gross Sales	\$80,000	\$90,000	\$95,000	\$100,000	\$110,000	\$110,000	\$115,000	\$120,000	\$120,000	\$120,000	\$130,000	\$130,000	\$1,320,000
Less: Sales Returns and Allowances	1,000	1,125	1,188	1,250	1,375	1,375	1,438	1,500	1,688	1,625	2,125	2,250	\$17,938
Net Sales	\$79,000	\$88,875	\$93,813	\$98,750	\$108,625	\$108,625	\$113,563	\$118,500	\$118,313	\$118,375	\$127,875	\$127,750	\$1,302,063
Cost of Goods Sold:													
Materials	24,000	27,000	28,500	30,000	33,000	33,000	34,500	36,000	36,000	36,000	39,000	39,000	\$396,000
Labor	6,000	6,750	7,125	7,500	8,250	8,250	8,625	9,000	9,000	9,000	9,750	9,750	\$99,000
Other Direct Expenses	4,000	4,500	4,750	5,000	5,500	5,500	5,750	5,770	5,770	5,770	5,770	5,770	\$63,850
Indirect Expenses	2,000	2,250	2,375	2,500	2,750	2,750	2,875	3,000	3,000	3,000	3,000	3,000	\$32,500
Cost of Goods Sold	\$36,000	\$40,500	\$42,750	\$45,000	\$49,500	\$49,500	\$51,750	\$53,770	\$53,770	\$53,770	\$57,520	\$57,520	\$591,350
Gross Profit (Loss)	\$43,000	\$48,375	\$51,063	\$53,750	\$59,125	\$59,125	\$61,813	\$64,730	\$64,543	\$64,605	\$70,355	\$70,230	\$710,713
	54.43%	54.43%	54.43%	54.43%	54.43%	54.43%	54.43%	54.62%	54.55%	54.58%	55.02%	54.97%	54.58%
Expenses:													
Franchise Fee 4%	3,200	3,600	3,800	4,000	4,400	4,400	4,600	4,800	4,800	4,800	5,200	5,200	\$52,800
Advertising 2%	1,600	1,800	1,900	2,000	2,200	2,200	2,300	2,400	2,400	2,400	2,600	2,600	\$26,400
Bad Debts	250	250	250	500	500	1,000	1,000	1,000	1,000	1,000	1,000	1,000	\$8,750
Bank Charges	300	300	300	300	300	300	300	300	300	300	300	300	\$3,600
Charitable Contributions	100	100	100	100	100	100	100	100	100	100	100	100	\$1,200
Credit Card Fees	200	200	200	200	200	200	200	200	200	200	200	200	\$2,400
Delivery Expenses	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	\$18,000
Depreciation	888	888	888	888	888	888	888	888	888	888	888	888	\$10,656
Dues and Subscriptions	50	50	50	50	50	50	50	50	50	50	50	50	\$600
Health Insurance	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	\$12,000
Insurance	600	600	600	600	600	600	600	600	600	600	600	600	\$7,200
Interest	401	401	401	401	401	401	401	401	401	401	401	401	\$4,812
Loan Principal	2,778	2,778	2,778	2,778	2,778	2,778	2,778	2,778	2,778	2,778	2,778	2,778	\$33,336
Maintenance	200	200	200	200	200	200	200	200	200	200	200	200	\$2,400
Miscellaneous	500	500	500	500	500	500	500	500	500	500	500	500	\$6,000
Office Expenses	200	200	200	200	200	200	200	200	200	200	200	200	\$2,400
Operating Supplies	200	200	200	200	200	200	200	200	200	200	200	200	\$2,400
Payroll Taxes	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	\$18,000
Permits and Licenses	100	100	100	100	100	100	100	100	100	100	100	100	\$1,200
Postage	400	400	400	400	400	400	400	400	400	400	400	400	\$4,800
Rent or Lease	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100	\$25,200
Telephone	400	400	400	400	400	400	400	400	400	400	400	400	\$4,800
Travel	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	500	500	500	200	\$9,700
Utilities	500	500	500	500	500	500	500	500	500	500	500	500	\$6,000
Vehicle	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	\$12,000
Owner's Wage	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	4,500	\$54,000
Wages	10,500	10,500	10,500	10,500	10,500	10,500	10,500	10,500	10,500	10,500	10,500	10,500	\$126,000
Total Expenses	\$35,967	\$36,567	\$36,867	\$37,417	\$38,017	\$38,517	\$38,817	\$39,117	\$38,617	\$38,617	\$39,217	\$38,917	\$456,654
Net Operating Income	\$7,033	\$11,808	\$14,196	\$16,333	\$21,108	\$20,608	\$22,996	\$25,613	\$25,926	\$25,988	\$31,138	\$31,313	\$254,059
Other Income:													
Gain (Loss) on Sale of Assets	0	0	0	0	0	0	0	0	0	0	0	0	\$0
Accounts Rec. Collections	0	1,800	1,900	2,000	2,200	2,200	2,300	2,400	2,700	2,600	3,400	3,600	\$27,100
Interest Income	35	103	184	275	392	506	632	771	950	1,116	1,384	1,674	\$8,022
Total Other Income	35	1,903	2,084	2,275	2,592	2,706	2,932	3,171	3,650	3,716	4,784	5,274	\$35,122
Net Income (Loss)	\$7,068	\$13,711	\$16,280	\$18,608	\$23,700	\$23,314	\$25,928	\$28,784	\$29,576	\$29,704	\$35,922	\$36,587	\$289,181
Cumulative Net Income (Loss)	\$7,033	\$20,744	\$37,024	\$55,632	\$79,332	\$102,646	\$128,573	\$157,357	\$186,933	\$216,637	\$252,559	\$289,146	
Percent Profit (Loss)	8.84%	15.23%	17.14%	18.61%	21.55%	21.19%	22.55%	23.99%	24.65%	24.75%	27.63%	28.14%	21.91%

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