

Profit and Loss Year 1-3

REVENUE	January	February	March	April	May	June	July	August	September
Gross sales	\$ 72,781	\$ 72,781	\$ 87,337	\$ 145,561	\$ 174,674	\$ 174,674	\$ 174,674	\$ 145,561	\$ 116,449
Less Excise Taxes	(1,736)	(1,736)	(2,084)	(3,473)	(4,167)	(4,167)	(4,167)	(3,473)	(2,778)
Net Sales	\$71,044	\$71,044	\$85,253	\$142,089	\$170,507	\$170,507	\$170,507	\$142,089	\$113,671
Cost of Goods Sold	\$6,003	\$6,003	\$7,203	\$12,006	\$14,407	\$14,407	\$14,407	\$12,006	\$9,604
Gross Profit (Loss)	\$65,042	\$65,042	\$78,050	\$130,083	\$156,100	\$156,100	\$156,100	\$130,083	\$104,067
% of Revenues	91.6%	91.6%	91.6%	91.6%	91.6%	91.6%	91.6%	91.6%	91.6%
OPERATING EXPENSES									
Selling									
Wages	\$3,596	\$3,596	\$3,596	\$3,596	\$3,596	\$3,596	\$3,596	\$3,596	\$3,596
Commissions	0	0	0	0	0	0	0	0	0
Advertising	5,167	5,167	6,200	10,334	12,400	12,400	12,400	10,334	8,267
Depreciation	5,532	5,532	5,532	5,532	5,532	5,532	5,532	5,532	5,532
Web Marketing	799	799	799	799	799	799	799	799	799
Total Selling Expenses	\$15,094	\$15,094	\$16,127	\$20,261	\$22,328	\$22,328	\$22,328	\$20,261	\$18,194
General/Administrative									
Salary and Bonus	\$7,606	\$7,605.83	\$7,808	\$8,618	\$9,023	\$9,023	\$9,023	\$8,618	\$8,213
Employee benefits	0	0	0	0	0	0	0	0	0
Payroll taxes	943	943	968	1,069	1,119	1,119	1,119	1,069	1,018
Insurance	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250	6,250
Rent	10,417	10,417	10,417	10,417	10,417	10,417	10,417	10,417	10,417
Office supplies	125	125	125	125	125	125	125	125	125
Travel & entertainment	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Office expenses	329	329	329	329	329	329	329	329	329
Equipment maintenance & rental	417	417	417	417	417	417	417	417	417
Principal & Interest	5,981	5,981	5,981	5,981	5,981	5,981	5,981	5,981	5,981
Legal and Professional Fees	700	700	700	700	700	700	700	700	700
Total General/Administrative Expenses	\$33,767	\$33,767	\$33,995	\$34,905	\$35,360	\$35,360	\$35,360	\$34,905	\$34,450
Total Operating Expenses	\$48,861	\$48,861	\$50,122	\$55,166	\$57,688	\$57,688	\$57,688	\$55,166	\$52,644
Net Income Before Taxes	\$16,180	\$16,180	\$27,928	\$74,917	\$98,412	\$98,412	\$98,412	\$74,917	\$51,423
Taxes on income	6,472	6,472	11,171	29,967	39,365	39,365	39,365	29,967	20,569
Net Income After Taxes	\$9,708	\$9,708	\$16,757	\$44,950	\$59,047	\$59,047	\$59,047	\$44,950	\$30,854
Extraordinary gain or loss	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Income tax on extraordinary gain	0	0	0	0	0	0	0	0	0
NET INCOME (LOSS)	\$9,708	\$9,708	\$16,757	\$44,950	\$59,047	\$59,047	\$59,047	\$44,950	\$30,854
	13.7%	13.7%	19.7%	31.6%	34.6%	34.6%	34.6%	31.6%	27.1%

Profit and Loss Year 1-3

REVENUE	October	November	December	Year 1	Year 2	Year 3
Gross sales	\$ 116,449	\$ 116,449	\$ 58,225	\$1,455,613	\$ 1,942,056.47	\$ 2,179,273.13
Less Excise Taxes	(2,778)	(2,778)	(1,389)	(\$34,725)	(\$57,875)	(\$81,025)
Net Sales	\$113,671	\$113,671	\$56,836	\$1,420,888	\$1,884,181	\$2,098,248
Cost of Goods Sold	\$9,604	\$9,604	\$4,802	\$106,131	\$199,219	\$269,275
Gross Profit (Loss)	\$104,067	\$104,067	\$52,033	\$1,314,757	\$1,684,962	\$1,828,974
% of Revenues	91.6%	91.6%	91.6%	92.5%	89.4%	87.2%
OPERATING EXPENSES						
Selling						
Wages	\$3,596	\$3,596	\$3,596	\$43,157	\$43,157	\$43,157
Commissions	0	0	0	0	0	12
Advertising	8,267	8,267	4,133	103,335	172,225	241,115
Depreciation	5,532	5,532	5,532	66,382	69,501	69,501
Web Marketing	799	799	799	9,588	9,780	9,975
Total Selling Expenses	\$18,194	\$18,194	\$14,061	\$222,463	\$294,664	\$363,761
General/Administrative						
Salary and Bonus	\$8,213	\$8,213	\$7,403	\$99,370	\$117,802.00	\$134,505.20
Employee benefits	0	0	0	0	0	0
Payroll taxes	1,018	1,018	918	12,322	14,607	16,679
Insurance	6,250	6,250	6,250	75,000	\$76,500	\$78,030
Rent	10,417	10,417	10,417	125,000	\$127,500	\$130,050
Office supplies	125	125	125	1,500	\$1,530	\$1,561
Travel & entertainment	1,000	1,000	1,000	12,000	\$12,240	\$12,485
Office expenses	329	329	329	3,947	\$4,026	\$4,107
Equipment maintenance & rental	417	417	417	5,000	\$5,100	\$5,202
Principal & Interest	5,981	5,981	5,981	71,770	71,770	71,770
Legal and Professional Fees	700	700	700	8,400	8,568	8,739
Total General/Administrative Expenses	\$34,450	\$34,450	\$33,539	\$414,309	\$439,644	\$463,127
Total Operating Expenses	\$52,644	\$52,644	\$47,600	\$636,772	\$734,307	\$826,889
Net Income Before Taxes	\$51,423	\$51,423	\$4,433	\$677,985	\$950,655	\$1,002,085
Taxes on income	20,569	20,569	1,773	271,194	380,262	400,834
Net Income After Taxes	\$30,854	\$30,854	\$2,660	\$406,791	\$570,393	\$601,251
Extraordinary gain or loss	\$0	\$0	\$0	\$0	\$0	\$0
Income tax on extraordinary gain	0	0	0	0	0	0
NET INCOME (LOSS)	\$30,854	\$30,854	\$2,660	\$406,791	\$570,393	\$601,251
	27.1%	27.1%	4.7%	28.6%	30.3%	28.7%