

EXPENSES TYPE	AMOUNT	ASSUMPTIONS
BUSINESS FIXTURES AND EQUIPMENT		
INSTALLING FIXTURES/EQUIPMENT		
REMODELING AND DECORATING		
STARTING INVENTORY COST		
OFFICE SUPPLIES		
UTILITY DEPOSITS		
LEGAL AND PROFESSIONAL FEES		
LICENSES AND PERMITS		
INSURANCE		
ADVERTISING FOR OPENING		
PETTY CASH		
WEB PRESENCE		
UNEXPECTED EXPENSES		
TOTAL ONE-TIME START UP COSTS		

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC	YEAR 2011
INCOME													
# of SALES	20	50	100	120	140	160	200	200	200	300	400	500	2390
GROSS REVENUE (@\$50/UNIT)	\$ 1,000.00	\$ 2,500.00	\$ 5,000.00	\$ 6,000.00	\$ 7,000.00	\$ 8,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 15,000.00	\$ 20,000.00	\$ 25,000.00	\$ 119,500.00
COGS(@20/UNIT)	\$ 400.00	\$ 1,000.00	\$ 2,000.00	\$ 2,400.00	\$ 2,800.00	\$ 3,000.00	\$ 4,000.00	\$ 4,000.00	\$ 4,000.00	\$ 6,000.00	\$ 8,000.00	\$ 10,000.00	\$ 47,600.00
GROSS PROFIT	\$ 600.00	\$ 1,500.00	\$ 3,000.00	\$ 3,600.00	\$ 4,200.00	\$ 5,000.00	\$ 6,000.00	\$ 6,000.00	\$ 6,000.00	\$ 9,000.00	\$ 12,000.00	\$ 15,000.00	\$ 71,900.00
EXPENSES													
OPERATING EXPENSES													
SALARIES	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	36,000.00
BENEFITS	500	500	500	500	500	500	500	500	500	500	500	500	6,000.00
RENT	800	800	800	800	800	800	800	800	800	800	800	800	9,600.00
SUPPLIES AND EQUIP	500	500	500	500	500	500	500	500	500	500	500	500	6,000.00
PROFESSIONAL FEES	500	0	0	500	0	0	500	500	500	500	500	500	4,000.00
ADVERTISING	3000	2000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	15,000.00
STARTUP COSTS	21000												21,000.00
TOTAL EXPENSES	\$ 29,300.00	\$ 6,800.00	\$ 5,800.00	\$ 5,800.00	\$ 5,800.00	\$ 5,800.00	\$ 5,800.00	\$ 5,800.00	\$ 5,800.00	\$ 5,800.00	\$ 5,800.00	\$ 5,800.00	\$ 97,600.00
NET INCOME EBITDA	\$ (28,700.00)	\$ (5,300.00)	\$ (2,800.00)	\$ (2,600.00)	\$ (1,600.00)	\$ (800.00)	200	200	200	3200	6200	9200	\$ (25,700.00)

EXPENSE TYPE	AMOUNT	ASSUMPTIONS
YOUR SALARY		
EMPLOYEE WAGES		
EMPLOYEE BENEFITS		
RENT		
UTILITIES		
SUPPLIES		
INSURANCE		
DELIVERY EXPENSES		
ADVERTISING		
TAXES (Federal, State, Local)		
EQUIPMENT EXPENSES		
LEGAL FEES		
ACCOUNTING FEES		
DEBT SERVICE		
MISCELLANEOUS		
TOTAL MONTHLY EXPENSES		