

INCOME : (Below are your product lines, ex. at Flag and Banner I sell Flags, Banners, Flagpoles, Hardware, Custom, and Installations. Be honest with your sales projections.)

| | |
|----------------------------------|----------|
| Your product line for sale _____ | \$ _____ |
| Your product line for sale _____ | \$ _____ |
| Your product line for sale _____ | \$ _____ |
| Your service for sale _____ | \$ _____ |
| Your service for sale _____ | \$ _____ |

TOTAL INCOME \$ _____

COST OF GOODS : (Not to be confused with your operating expense. This is literally what it says - the costs of what you are selling, whether you are making it yourself or reselling.)

| | |
|--------------------------------|----------|
| Cost of parts _____ | \$ _____ |
| Cost from suppliers _____ | \$ _____ |
| Cost of shipping in _____ | \$ _____ |
| Cost of labor to make _____ | \$ _____ |
| Cost of labor to execute _____ | \$ _____ |

TOTAL COST OF GOODS..... \$ _____

GROSS PROFIT \$ _____

OPERATING EXPENSES : (Your day-to-day expenses. You do this every month at home)

| | |
|----------------------------------|----------|
| Rent _____ | \$ _____ |
| Utilities _____ | \$ _____ |
| Repairs _____ | \$ _____ |
| Professionals accounting _____ | \$ _____ |
| Professionals atty _____ | \$ _____ |
| Professionals technology _____ | \$ _____ |
| Salary clerical _____ | \$ _____ |
| Salary sales _____ | \$ _____ |
| Salary commissions _____ | \$ _____ |
| Office Supplies _____ | \$ _____ |
| Taxes _____ | \$ _____ |
| Misc _____ | \$ _____ |
| Misc _____ | \$ _____ |
| Misc (add 10% for cushion) _____ | \$ _____ |
| Advertising Print _____ | \$ _____ |
| Advertising Media _____ | \$ _____ |
| Advertising Digital _____ | \$ _____ |
| Postage _____ | \$ _____ |
| Dues and Subscriptions _____ | \$ _____ |
| Fees _____ | \$ _____ |
| Contract Labor _____ | \$ _____ |
| Travel Expenses _____ | \$ _____ |
| Interest _____ | \$ _____ |

TOTAL OPERATING EXPENSES..... \$ _____

NET PROFIT \$ _____