

PDAWare Pro Forma PROFIT and LOSS Statement
Year 1

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Revenue:												
Gross Sales	29,145	35,176	65,966	67,312	71,094	78,594	89,656	96,388	110,925	152,575	159,306	216,298
Less: Sales Returns and Allowances												
Net Sales	<u>29,145</u>	<u>35,176</u>	<u>65,966</u>	<u>67,312</u>	<u>71,094</u>	<u>78,594</u>	<u>89,656</u>	<u>96,388</u>	<u>110,925</u>	<u>152,575</u>	<u>159,306</u>	<u>216,298</u>
Cost of Goods:												
Materials	10,000	7,500	5,000	938	938	938	938	938	938	5,000	938	938
Variable Labor	0	0	0	0	0	0	0	0	0	0	0	0
Misc.	0	0	0	0	0	0	0	0	0	0	0	0
	<u>10,000</u>	<u>7,500</u>	<u>5,000</u>	<u>938</u>	<u>938</u>	<u>938</u>	<u>938</u>	<u>938</u>	<u>938</u>	<u>5,000</u>	<u>938</u>	<u>938</u>
Less: Ending Inventory	0	0	0	0	0	0	0	0	0	0	0	0
Cost of Goods Sold	<u>10,000</u>	<u>7,500</u>	<u>5,000</u>	<u>938</u>	<u>938</u>	<u>938</u>	<u>938</u>	<u>938</u>	<u>938</u>	<u>5,000</u>	<u>938</u>	<u>938</u>
Gross Profit (Loss)	19,145	27,676	60,966	66,374	70,156	77,656	88,718	95,450	109,987	147,575	158,368	215,360
Controllable Expenses:												
Advertising		45,000	10,000	35,000	25,000	15,000	25,000	15,000		15,000	15,000	15,000
Payroll	25,000	27,500	30,250	34,787	40,005	46,006	55,207	66,249	79,499	81,334	81,334	82,157
Payroll Taxes and Benefits	5,000	5,500	6,050	6,957	8,000	9,201	11,041	13,250	15,899	16,266	16,266	16,431
Sales Commissions	2,332	2,814	5,277	5,385	5,688	6,288	7,172	7,711	8,874	12,206	12,744	17,304
Professional Fees	4,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Operating Supplies	500	500	500	500	500	500	500	500	500	500	500	500
Travel	0	3,000	0	6,000	6,000	0	6,000	0	0	0	0	0
Communications	10,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000
Maintenance and Repairs		1,200										
Office Supplies	1,000	850	850	850	850	850	850	850	850	850	850	850
Miscellaneous	0	7,000	0	0	0	0	0	0	0	0	0	0
Fixed Expenses:												
Permits and Licenses	5,000											
Interest												
Depreciation	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500
Property Taxes	0	0	0	0	0	0	0	0	0	0	0	0
Rent	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Insurance	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200
Utilities	800	800	800	800	800	800	867	867	867	867	867	867
Bad Debts	0	0	0	0	0	0	0	0	0	0	0	0
Bank Service Charges	200	200	200	200	200	200	200	200	200	200	200	200
Amortization	0	0	0	0	0	0	0	0	0	0	0	0
Total Expenses	<u>62,732</u>	<u>105,864</u>	<u>66,627</u>	<u>103,179</u>	<u>99,743</u>	<u>91,545</u>	<u>119,537</u>	<u>117,327</u>	<u>119,389</u>	<u>139,923</u>	<u>140,461</u>	<u>146,009</u>
Net Operating Income	-43,587	-78,188	-5,661	-36,805	-29,587	-13,889	-30,819	-21,877	-9,402	7,652	17,907	69,351
Other Income:												
Gain (Loss) on Sale of Assets	0	0	0	0	0	0	0	0	0	0	0	0
Interest Income	0	0	0	0	0	0	0	0	0	0	0	0
Total Other Income	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>0</u>
Net Income (Loss)	<u>-43,587</u>	<u>-78,188</u>	<u>-5,661</u>	<u>-36,805</u>	<u>-29,587</u>	<u>-13,889</u>	<u>-30,819</u>	<u>-21,877</u>	<u>-9,402</u>	<u>7,652</u>	<u>17,907</u>	<u>69,351</u>
Taxes												
Net Income (Loss) after taxes	<u>-43,587</u>	<u>-78,188</u>	<u>-5,661</u>	<u>-36,805</u>	<u>-29,587</u>	<u>-13,889</u>	<u>-30,819</u>	<u>-21,877</u>	<u>-9,402</u>	<u>7,652</u>	<u>17,907</u>	<u>69,351</u>