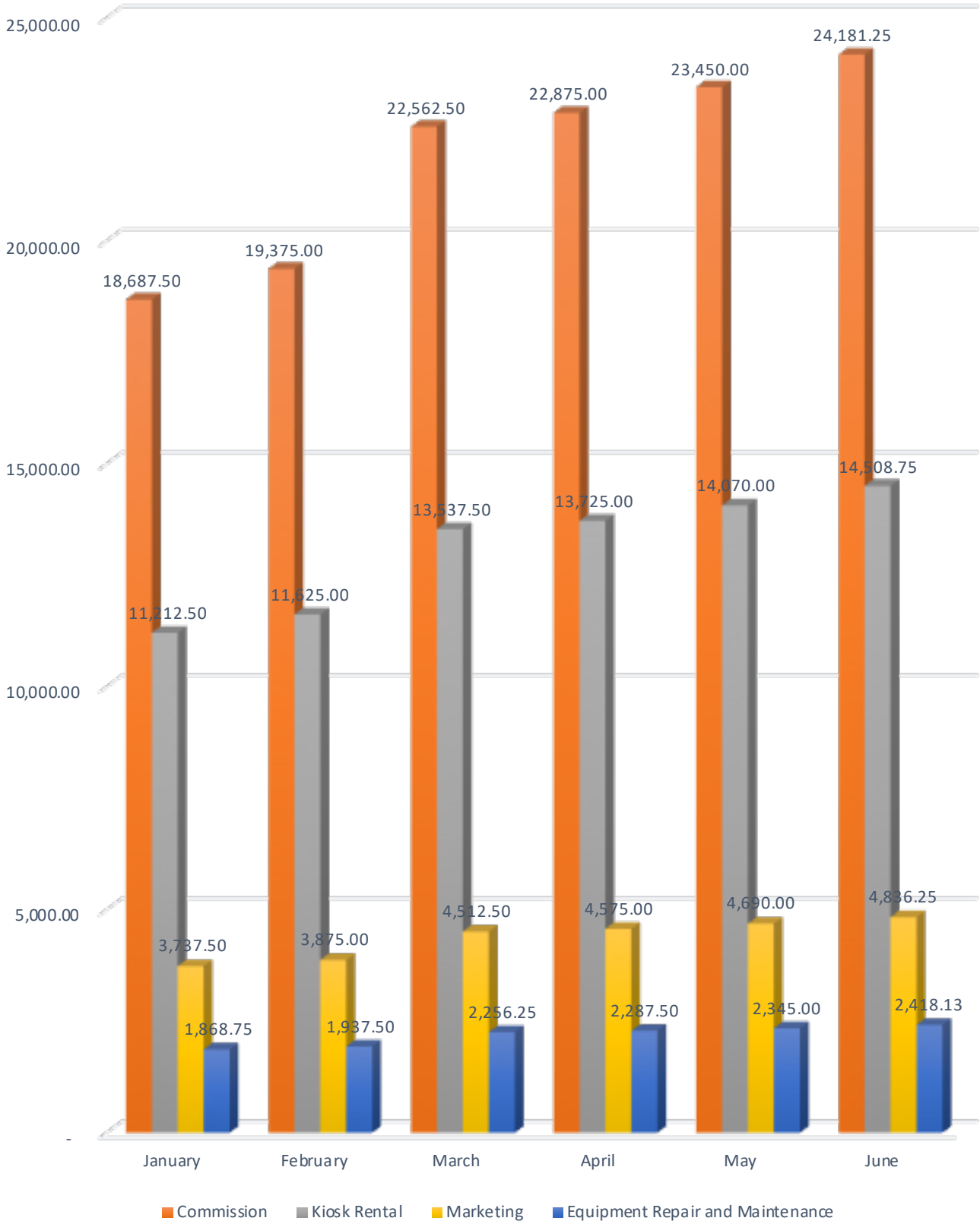


Lulu's Candy Financial Projection



Lulu's Candy Shop

Six-Month Financial Projection

10/18/18

	January	February	March	April	May	June	Total
Revenue	\$74,750.00	\$77,500.00	\$90,250.00	\$91,500.00	\$93,800.00	\$96,725.00	\$524,525.00
Cost of Goods Sold	18,500.63	19,181.25	22,336.88	22,646.25	23,215.50	23,939.44	\$129,819.94
Gross Margin	\$56,249.38	\$58,318.75	\$67,913.13	\$68,853.75	\$70,584.50	\$72,785.56	\$394,705.06
Expenses							
Bonus	0.00	2,500.00	2,500.00	2,500.00	2,500.00	2,500.00	12,500.00
Commission	18,687.50	19,375.00	22,562.50	22,875.00	23,450.00	24,181.25	131,131.25
Kiosk Rental	11,212.50	11,625.00	13,537.50	13,725.00	14,070.00	14,508.75	78,678.75
Marketing	3,737.50	3,875.00	4,512.50	4,575.00	4,690.00	4,836.25	26,226.25
Equipment Repair and Maintenance	1,868.75	1,937.50	2,256.25	2,287.50	2,345.00	2,418.13	13,113.13
Total Expenses	35,506.25	39,312.50	45,368.75	45,962.50	47,055.00	48,444.38	261,649.38
Operating Income	\$20,743.13	\$19,006.25	\$22,544.38	\$22,891.25	\$23,529.50	\$24,341.19	\$133,055.69

What-If Assumptions

Margin	75.25%
Bonus	\$2,500
Sales Revenue for Bonus	75,000
Commission	25.00%
Kiosk Rental	15.00%
Marketing	5.00%
Equipment Repair and Maintenance	2.50%

Lulu's Candy Shop

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What-If Assumptions

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Commission	25.00%
Kiosk Rental	15.00%
Marketing	5.00%
Equipment Repair and M	2.50%

	A	B	C	D	E	F	G	H
16	Operating Income	\$30,283.35	\$28,897.45	\$34,062.84	\$34,569.25	\$35,501.05	\$36,686.05	\$200,000.00
17								
18	What-If Assumptions							
19	Margin	88.01%						
20	Bonus	\$2,500						
21	Sales Revenue for Bonus	75,000						
22	Commission	25.00%						
23	Kiosk Rental	15.00%						
24	Marketing	5.00%						
25	Equipment Repair and Maintenance	2.50%						