

Kaitlyn's Ice Cream Shoppe

Six-Month Financial Projection

3/21/2018

	January	February	March	April	May	June	Total	Chart
Revenue	\$55,000.00	\$62,500.00	\$67,000.00	\$90,250.00	\$77,500.00	\$74,750.00	\$427,000.00	
Cost of Goods Sold	11,687.50	13,281.25	14,237.50	19,178.13	16,468.75	15,884.38	90,737.50	
Gross Margin	\$43,312.50	\$49,218.75	\$52,762.50	\$71,071.88	\$61,031.25	\$58,865.63	\$336,262.50	
Expenses								
Bonus	\$0.00	\$0.00	\$3,500.00	\$3,500.00	\$3,500.00	\$3,500.00	\$14,000.00	
Commission	13,750.00	15,625.00	16,750.00	22,562.50	19,375.00	18,687.50	106,750.00	
Site Rental	5,500.00	6,250.00	6,700.00	9,025.00	7,750.00	7,475.00	42,700.00	
Marketing	2,750.00	3,125.00	3,350.00	4,512.50	3,875.00	3,737.50	21,350.00	
Equipment Repair and Maintenance	1,925.00	2,187.50	2,345.00	3,158.75	2,712.50	2,616.25	14,945.00	
Total Expenses	\$23,925.00	\$27,187.50	\$32,645.00	\$42,758.75	\$37,212.50	\$36,016.25	\$199,745.00	
Operating Income	\$19,387.50	\$22,031.25	\$20,117.50	\$28,313.13	\$23,818.75	\$22,849.38	\$136,517.50	

What-If Assumptions

Margin	78.75%
Bonus	3,500.00
Sales Revenue for Bonus	65,000.00
Commission	25.00%
Site Rental	10.00%
Marketing	5.00%
Equipment Repair and Maintenance	3.50%

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Six-Month Financial Projection

=NOW()

	January	February	March	April	May	June	Total	Chart
Revenue	55000	62500	67000	90250	77500	74750	=SUM(B4:G4)	
Cost of Goods Sold	=B4*(1-\$B\$19)	=C4*(1-\$B\$19)	=D4*(1-\$B\$19)	=E4*(1-\$B\$19)	=F4*(1-\$B\$19)	=G4*(1-\$B\$19)	=SUM(B5:G5)	
Gross Margin	=B4-B5	=C4-C5	=D4-D5	=E4-E5	=F4-F5	=G4-G5	=SUM(B6:G6)	
Expenses								
Bonus	=IF(B4>=\$B\$21,\$B\$20,0)	=IF(C4>=\$B\$21,\$B\$20,0)	=IF(D4>=\$B\$21,\$B\$20,0)	=IF(E4>=\$B\$21,\$B\$20,0)	=IF(F4>=\$B\$21,\$B\$20,0)	=IF(G4>=\$B\$21,\$B\$20,0)	=SUM(B9:G9)	
Commission	=B4*\$B\$22	=C4*\$B\$22	=D4*\$B\$22	=E4*\$B\$22	=F4*\$B\$22	=G4*\$B\$22	=SUM(B10:G10)	
Site Rental	=B4*\$B\$23	=C4*\$B\$23	=D4*\$B\$23	=E4*\$B\$23	=F4*\$B\$23	=G4*\$B\$23	=SUM(B11:G11)	
Marketing	=B4*\$B\$24	=C4*\$B\$24	=D4*\$B\$24	=E4*\$B\$24	=F4*\$B\$24	=G4*\$B\$24	=SUM(B12:G12)	
Equipment Repair and Maintenance	=B4*\$B\$25	=C4*\$B\$25	=D4*\$B\$25	=E4*\$B\$25	=F4*\$B\$25	=G4*\$B\$25	=SUM(B13:G13)	
Total Expenses	=SUM(B9:B13)	=SUM(C9:C13)	=SUM(D9:D13)	=SUM(E9:E13)	=SUM(F9:F13)	=SUM(G9:G13)	=SUM(B14:G14)	
Operating Income	=B6-B14	=C6-C14	=D6-D14	=E6-E14	=F6-F14	=G6-G14	=SUM(B16:G16)	

What-If Assumptions	
Margin	0.7875
Bonus	5000
Sales Revenue for Bonus	65000
Commission	0.225
Site Rental	0.1
Marketing	0.05
Equipment Repair and Maintenance	0.04

SIX-MONTH PROJECTED EXPENSES

■ Bonus ■ Commission ■ Site Rental ■ Marketing ■ Equipment Repair and Maintenance

