

ASSUMPTIONS

	Fiscal Year					Comments
	CURRENT	20xx	20xx	20xx	20xx	
Co-op Stores - Beginning		42	51	60	60	
Co-op Stores - New		9	9	0	0	
Co-op Cases/Week		1.0	1.0	1.0	1.0	Currently selling 1.5 per week
Major Retailers - Beginning		4	79	579	2,079	Shift emphasis to large retailers
Major Retailers - New		75	500	1,500	3,000	
Major Retailers Cases/Week		1.5	1.5	1.5	1.5	
Average Unit Sales/Week	33	1,305	6,588	24,642	65,142	
Average Unit Price	\$ 2.24	\$ 2.10	\$ 1.90	\$ 1.90	\$ 1.90	Reduced for large retailers, initial discounting
Variable Unit Cost of Sales	\$ 1.74	\$ 1.36	\$ 1.25	\$ 1.09	\$ 0.98	Production/purchasing economies of scale
Ingredients	\$ 0.76	\$ 0.45	\$ 0.40	\$ 0.35	\$ 0.30	
Bottle/Cap/Box	\$ 0.25	\$ 0.20	\$ 0.20	\$ 0.15	\$ 0.15	
Label	\$ 0.10	\$ 0.08	\$ 0.05	\$ 0.04	\$ 0.03	
Processing	\$ 0.63	\$ 0.63	\$ 0.60	\$ 0.55	\$ 0.50	

INCOME STATEMENT

	Fiscal Year				
	CURRENT	20xx	20xx	20xx	20xx
REVENUE	\$ 3,844	\$ 142,506	\$ 650,894	\$ 2,434,630	\$ 6,436,030
Cost of Sales	\$ 2,986	\$ 92,290	\$ 428,220	\$ 1,396,709	\$ 3,319,636
	78%	65%	66%	57%	52%
GROSS MARGIN	\$ 858	\$ 50,216	\$ 222,674	\$ 1,037,921	\$ 3,116,393
	22%	35%	34%	43%	48%
EXPENSES					
Wages & Benefits	\$ -	\$ 120,000	\$ 250,000	\$ 450,000	\$ 750,000
Marketing	\$ 2,006	\$ 100,000	\$ 225,000	\$ 475,000	\$ 850,000
Transportation	\$ 391	\$ 1,500	\$ 21,411	\$ 69,835	\$ 165,982
Storage	\$ 750	\$ 1,500	\$ 2,855	\$ 6,984	\$ 13,832
Insurance	\$ 1,200	\$ 1,200	\$ 2,000	\$ 2,000	\$ 2,766
Legal & Acctg	\$ -	\$ 10,000	\$ 20,000	\$ 20,000	\$ 50,000
Other	\$ 1,503	\$ 2,000	\$ 10,000	\$ 50,000	\$ 100,000
TOTAL EXPENSES	\$ 5,850	\$ 236,200	\$ 531,266	\$ 1,073,819	\$ 1,932,580
PRE-TAX INCOME	\$ (4,992)	\$ (185,984)	\$ (308,591)	\$ (35,898)	\$ 1,183,813
Estimated Taxes	\$ -	\$ -	\$ -	\$ -	\$ (261,336)
NET INCOME	\$ (4,992)	\$ (185,984)	\$ (308,591)	\$ (35,898)	\$ 922,477

BALANCE SHEET

	Fiscal Year				
	CURRENT	20xx	20xx	20xx	20xx
Cash	\$ 4,743	\$ 10,479	\$ 22,239	\$ 8,523	\$ 289,989
Accounts Receivable	\$ -	\$ 11,876	\$ 54,241	\$ 202,886	\$ 536,336
Inventory	\$ 5,265	\$ 14,198	\$ 35,685	\$ 116,392	\$ 276,636
Fixed Assets	\$ -	\$ -	\$ 25,000	\$ 125,000	\$ 325,000
TOTAL ASSETS	\$ 10,008	\$ 36,553	\$ 137,165	\$ 452,801	\$ 1,427,961
Accounts Payable	\$ -	\$ 2,528	\$ 11,732	\$ 38,266	\$ 90,949
Loans	\$ -	\$ 25,000	\$ 175,000	\$ 450,000	\$ 450,000
TOTAL LIABILITIES	\$ -	\$ 27,528	\$ 186,732	\$ 488,266	\$ 540,949
EQUITY CONTRIBUTION	\$ 15,000	\$ 200,000	\$ 450,000	\$ 500,000	\$ 500,000
RETAINED EARNINGS	\$ (4,992)	\$ (190,976)	\$ (499,567)	\$ (535,465)	\$ 387,012
LIABILITIES & EQUITY	\$ 10,008	\$ 36,553	\$ 137,165	\$ 452,801	\$ 1,427,961

CASH FLOW

	Fiscal Year				
	CURRENT	20xx	20xx	20xx	20xx
Net Income	\$ (4,992)	\$ (185,984)	\$ (308,591)	\$ (35,898)	\$ 922,477
PLUS: Payables	\$ -	\$ 2,528	\$ 9,204	\$ 26,534	\$ 52,683
LESS: Receivable Increase	\$ -	\$ (11,876)	\$ (42,366)	\$ (148,645)	\$ (333,450)
LESS: Inventory Increase	\$ (5,265)	\$ (8,933)	\$ (21,487)	\$ (80,707)	\$ (160,244)
Cash from Operations	\$ (10,257)	\$ (204,264)	\$ (363,241)	\$ (238,716)	\$ 481,466
INVESTING ACTIVITIES					
LESS: Capital Expenses	\$ -	\$ -	\$ (25,000)	\$ (100,000)	\$ (200,000)
Loans Received (Repaid)	\$ -	\$ 25,000	\$ 150,000	\$ 275,000	\$ -
Equity Capital	\$ 15,000	\$ 185,000	\$ 250,000	\$ 50,000	\$ -
Change in Cash	\$ 4,743	\$ 5,736	\$ 11,759	\$ (13,716)	\$ 281,466
Beginning Cash	\$ -	\$ 4,743	\$ 10,479	\$ 22,239	\$ 8,523
Ending Cash	\$ 4,743	\$ 10,479	\$ 22,239	\$ 8,523	\$ 289,989