

Table B: Simplified Profit & Loss (P&L) Projections (Annual)				
<i>Please Note: Taxes are excluded for simplicity</i>				
Item	Year 1	Year 2	Year 3	Notes
Revenue (Sales)	\$150,000	\$300,000	\$500,000	Based on Projected Customers
Cost of Goods (COGS)	\$45,000	\$90,000	\$150,000	Estimated at 30% of Revenue
Gross Profit	\$105,000	\$210,000	\$350,000	Revenue COGS
Operating Expenses (OpEx)				
Rent	\$36,000	\$37,000	\$38,000	Assume slight annual increase
Salaries & Wages	\$50,000	\$90,000	\$140,000	Includes Owner, Staff / Scale with Revenue
Utilities (Elec / Water / Gas)	\$6,000	\$7,000	\$8,000	Basic Utilities
Marketing & Advertising	\$7,500	\$15,000	\$25,000	Ongoing Promotions
Insurance / Supplies / Other	\$6,000	\$8,000	\$10,000	General Business Expenses
Total Operating Expenses	\$105,500	\$157,000	\$221,000	
Net Profit (Before Tax)	-\$500	\$53,000	\$129,000	Gross Profit - Total OpEx