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Product Price and Cost Data

-	-	-	-	-	-
			Sales Price	Unit Cost	Gross Margin
			-----	-----	-----
Component 1			9,745	5,450	4,295
Component 2			7,000	1,100	5,900
			-----	-----	-----
			16,745	6,550	10,195

Expense Data

-	-	-	-	-	-
Sales Commission			8%		
Base Salary			17,000 per Quarter		
to be increased by			6,250 after		20
Wage Overhead			30% of Salaries		
Office Expense			10,000 per Quarter		
to be increased by			2,000 after		20
Advertising Expense			10% of Sales and		

Projections (continues to row 59 and column O)

-	-	-	-	-	-
			Year 1		
			-----	-	
			Total	1st Qtr	2nd Qtr
			-----	-----	-----

Unit Sales	0	7	9
Dollar Sales	0	117,215	150,705
Cost of Goods Sold	0	45,850	58,950
Direct Sales Expense	0	9,377	12,056
	-----	-----	-----
Gross Margin	0	61,988	79,699
Operating Expenses			
Salaries	68,000	17,000	17,000
Wage Overhead	81,600	5,100	5,100
Office Expenses	40,000	10,000	10,000
Advertising	50,000	11,722	15,071
	-----	-----	-----
Total Operating Expenses	239,600	43,822	47,171
	-----	-----	-----
Net Income	-239,600	18,166	32,528
Retained Earnings	-239,600	-221,434	-188,906

Instructions

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- 1) Enter Product Price and Cost Data Goto A10
- 2) Enter Expense Data Goto A21
- 3) Enter Unit Sales Projection Goto A34
- 4) Recalculate by typing F-9
- 5) Save by typing {alt-s}
- 5) Print by typing {alt-l}

Sheet 1.1

-	-
Percent	
Margin	

44%	
84%	

156%	

Sheet 2.1

- -

Sales

Sales

50,000in Year 1.

Sheet 3.1

-	-	-	-	-	-	-
Year 2						Year 3
-	-	-----	-	-	-	-
3rd Qtr	4th Qtr	Total	1st Qtr	2nd Qtr	3rd Qtr	
-----	-----	-----	-----	-----	-----	

11	12	39	14	14	14
184,195	200,940	653,055	234,430	234,430	234,430
72,050	78,600	255,450	91,700	91,700	91,700
14,736	16,075	52,244	18,754	18,754	18,754
-----	-----	-----	-----	-----	-----
97,409	106,265	345,361	123,976	123,976	123,976
23,250	23,250	80,500	23,250	23,250	23,250
6,975	6,975	24,150	6,975	6,975	6,975
12,000	12,000	44,000	12,000	12,000	12,000
18,420	20,094	65,306	23,443	23,443	23,443
-----	-----	-----	-----	-----	-----
60,645	62,319	213,956	65,668	65,668	65,668
-----	-----	-----	-----	-----	-----
36,765	43,946	131,405	58,308	58,308	58,308
-152,141	-108,195		-49,887	8,420	66,728

Sheet 4.1

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- -
 4th Qtr Total
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Totals

14	56	95
234,430	937,720	1,590,775
91,700	366,800	622,250
18,754	75,018	127,262
-----	-----	-----
123,976	495,902	841,263
23,250	93,000	241,500
6,975	27,900	133,650
12,000	48,000	132,000
23,443	93,772	209,078
-----	-----	-----
65,668	262,672	716,228
-----	-----	-----
58,308	233,230	125,036
125,036		

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