

BUSINESS CASHFLOW ANALYSIS

Year: 2017
Company: Retail Store in New York City

Date: 2/3/2018
Prepared: John

INCOMES		January	February	March	April	May	June	July	August	September	October	November	December	Total
1	Monthly Sales (Store 1)	\$70,000	\$60,000	\$70,000	\$80,000	\$90,000	\$87,000	\$80,000	\$87,000	\$90,000	\$75,000	\$85,000	\$90,000	\$964,000
2	Monthly Sales (On-Line)	\$3,000	\$5,000	\$7,000	\$2,000	\$9,000	\$3,400	\$5,000	\$3,000	\$5,600	\$340	\$5,000	\$8,000	\$56,340
3														\$0
4														\$0
Total =		\$73,000	\$65,000	\$77,000	\$82,000	\$99,000	\$90,400	\$85,000	\$90,000	\$95,600	\$75,340	\$90,000	\$98,000	\$1,020,340

EXPENSES		January	February	March	April	May	June	July	August	September	October	November	December	Total
1	Rents (Mid-town Store)	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$5,500	\$66,000
2	Products & Materials Purchased	\$50,000	\$20,000	\$30,000	\$18,000	\$12,000	\$34,000	\$22,000	\$18,000	\$14,500	\$13,000	\$12,000	\$22,000	\$265,500
3	Payroll Expenses	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$180,000
4	Utilities (Water, Gas, & Electricity)	\$3,200	\$2,500	\$3,100	\$2,750	\$3,423	\$4,322	\$3,211	\$4,533	\$2,322	\$2,156	\$4,323	\$3,433	\$39,273
5	Marketing	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$14,400
6	Repairs and Maintenances	\$750	\$550	\$554	\$654	\$234	\$551	\$500	\$453	\$345	\$546	\$537	\$845	\$6,519
7	Insurance	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$18,000
8	Office Supplies (Paper, Pen, Computer, etc.)	\$500	\$200	\$300	\$450	\$200	\$150	\$190	\$300	\$250	\$400	\$300	\$300	\$3,540
9	Taxes	\$6,023	\$5,363	\$6,353	\$6,765	\$8,168	\$7,458	\$7,013	\$7,425	\$7,887	\$6,216	\$7,425	\$8,085	\$84,178
10														\$0
11														\$0
12														\$0
Total =		\$83,673	\$51,813	\$63,507	\$51,819	\$47,225	\$69,681	\$56,114	\$53,911	\$48,504	\$45,518	\$47,785	\$57,863	\$677,410

Net Profit or Loss =	-\$10,673	\$13,188	\$13,494	\$30,181	\$51,776	\$20,719	\$28,887	\$36,089	\$47,096	\$29,822	\$42,215	\$40,137	\$342,930
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