One Year Sales Projection ***

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Gross sales												
(minus) *Cost of Goods Sold												
Gross Margin												
(minus) **Total Operating Expenses												
Net Operating Profit (Loss)												

* **Cost of goods sold (COGS)** are the direct costs attributable to the production of the goods sold by a company. This amount includes the cost of the materials used in creating the good along with the direct labor costs used to produce the good. ... Also referred to as "cost of sales." **Cost of goods sold = Beginning Inventory + Purchases - Ending Inventory**

** **Total operating expense**, operating expenditures, operational expenses, or Opex is the ongoing cost for running a product, business, or system. **Operating expenses = license fees + office expenses + legal fees + insurance + travel and vehicle expenses + salaries and wages + accounting expenses + maintenance and repairs + supplies + advertising + utilities + property taxes**

*** When calculating sales projections remember to account for seasonal fluctuations that may effect sales performance, not all twelve months will have equal sales

Pro Forma Cash Flow Forecast
12 - Month Cash Flow Projections

	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Cash Flow From Operations (monthly)						
1. Cash Sales						
A. TOTAL CASH ON HAND						
Less Expenses Paid (during month)						
4. Inventory or New Material Acquired						
5. Owner's Salary						
6. Employee's Wages and Salaries						
7. Rent						
8. Advertising and Promotion						
9. Office Supplies						
10. Telephone and Internet						
11. Other Utilities						
12. Insurance						
13. Maintenance Expenditures						
14. Legal Fees						
B. TOTAL EXPENDITURES						
CASH BALANCE						

Pro Forma Cash Flow Forecast 12 - Month Cash Flow Projections						
	Month	Month	Month	Month	Month	Month
	1	2	3	4	5	6
Cash Flow From Operations (monthly)						
1. Cash Sales						
A. TOTAL CASH ON HAND						
Less Expenses Paid (during month)						
2. New inventory Acquired						
3. Owner's Salary						
4. Employee's Wages and Salaries						
5. Mortgage, Lease, or Rent						
6. Advertising and Promotion						
7. Supplies						
8. Telephone and Internet						
9. Other Utilities						
10. Insurance						
11. Maintenance Expenditures						
12. Legal Fees						
B. TOTAL EXPENDITURES						
CASH BALANCE						

Required Start-Up Funds

Estimated Monthly Expenses Item	Column 1 Your Estimate of Monthly Expenses	Column 2 * Estimate Number of Months Required to Cover Expenses	Column 3 Cash Required to Start Business (Column 1 X Column 2)
Salary of Owner-Manager			
All Other Salaries and Wages			
Rent (see notes below)			
Advertising Expenditures			
Office Supplies (replacable items)			
Telephone and Internet Service	170		
Other Utilities (water, electricity, gas) (see notes below)			
Miscellaneous Insurance (see notes below)			
Employment Insurance (see notes below)			
Legal Fees			
Professional Fees (Permits and Licenses)			

Total Cash Requirements for Monthly Recurring Expenses: (A) ______

	Cash Required to Start Business
Start-up Costs You Only Have to Pay Once	
Capital Costs	
Fixtures and Equipment	
Decorating and Remodelling	
Installation of Fixtures and Equipment	
Starting Inventory	
Soft Costs	
Deposits with Public Utilities	300
Utility installation	2,500
Legal and Other Professional Fees	3,000
Licenses and Permits	
Advertising and Promotion for Opening	5000
Total One-Time Cash Requirements: (B)	

Total Estimated Cash Required to Start Business: (A) + (B) ______

* You Will Have to Decide For Your Particular Business How Many Months You Expect Your Expenses to Exceed Your Revenue so that you will not deplete your cash reserves. This Should Somewhat Overestimate Your Overall Cash Requirements and Provide You With a Safety Cushion In Case Sales Don't Materialize As Rapidly As You Expect.

Rent/Lease

Average retail space: $1.20 per sf

Average industrial space: $0.90 per sf

Average office space: $1.50 per sf

Pro Forma Income Statement
4-month Projection

	Month 1	Month 2	Month 3	Month 4	
1. Gross Sales					
2. Less Discounts					
A. NET SALES =(1- 2)					
Cost of Goods Sold:					
3. Value of Beginning Inventory					
4. Plus: Additional Inventory Purchased					
5. Total Available for Sale =(3 + 4)					
6. Less: Value of Ending (remaining) Inventory					
B. COST OF GOODS SOLD = (5 - 6)					
C. GROSS MARGIN = (A - B)					
Less: Variable Expenses					
7. Owner's Salary					
8. Employee's Wages and Salaries					
9. Office Supplies					
10. Advertising and Promotion					
11. Legal and Accounting Fees					
12. Maintenance Expense					
D. TOTAL VARIABLE EXPENSES =(add 7 through 12)					
Less: Fixed Expenses					
13. Rent					
14. Utilities (Power, Water)					
15. Telephone					
16. Internet					
17. Interest Payments					
18. Insurance					
19. Other Fixed Expenses					
E. TOTAL FIXED EXPENSES =(add 13 through 19)					
F. TOTAL OPERATING EXPENSES =(add D + E)					
G. NET OPERATING INCOME/LOSS =(C - F)					Sum
H. INCOME TAX PAYMENTS =(the sum of G) / 12					
I. NET OPERATING PROFIT (LOSS) =(G - H)					

Pro Forma Balance Sheet

ASSETS (What you own)		
Current Assets:		What does the company own that can be converted to cash within one year?
1. Cash		
2. Accounts Receivable		Money owed to you
3. Inventory		Value of current inventory
4. Other Current Assets		Things you own that can be easily converted to cash
A. TOTAL CURRENT ASSETS		
Fixed Assets:		What does the company own that will produce revenues for more than one year?
5. Land and Buildings		
less depreciation		
6. Furniture and Fixtures		
less depreciation		
7. Equipment		
less depreciation		
8. Trucks and Automobiles		
less depreciation		
9. Other Fixed Assets		What other things does the business own such as investments, patents, and copyrights?
less depreciation		
B. TOTAL FIXED ASSETS		
C. TOTAL ASSETS		What is the value of everything the business owns?
LIABILITIES (What you owe)		
Current Liabilities (due within 12 months)		What debt does the business have that must be paid within one year?
10. Accounts Payable		
11. Bank Loans / Other Loans		
12. Taxes Owed		
D. TOTAL CURRENT LIABILITIES		
Long-term Liabilities		What debt does the business have that will take longer than one year to pay?
13. Notes Payable (due after one year)		
14. Other Long-term Liabilities		
E. TOTAL LONG-TERM LIABILITIES		
F. TOTAL LIABILITIES		
NET WORTH		
G. TOTAL OWNERS EQUITY		How much is the business worth?