

Pro Forma Income Statement

Quarterly Year 2018

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Total for Year 2018
Income					
Sales	\$3,373	\$20,986	\$61,459	\$217,355	\$303,173
COGS					
Pads/Tampons	\$1,013	\$6,300	\$18,450	\$65,250	
Candy	\$113	\$700	\$2,050	\$7,250	
Lip Gloss	\$90	\$560	\$1,640	\$5,800	
Nail Polish	\$135	\$840	\$2,460	\$8,700	
Box	\$79	\$490	\$1,435	\$5,075	
Total COGS	\$1,430	\$8,890	\$26,035	\$92,075	
Gross Profit	\$1,943	\$12,096	\$35,424	\$125,280	
Gross Margin	57.6%	57.6%	57.6%	57.6%	
Expenses					
Selling & Marketing	\$5,000	\$7,000	\$8,500	\$9,750	\$30,250
Salaries	\$21,500	\$21,500	\$21,500	\$21,500	
Wages	\$34,875	\$34,875	\$34,875	\$34,875	
Rent	\$8,550	\$8,550	\$8,550	\$8,550	
Utilities	\$1,800	\$1,800	\$1,800	\$1,800	
Website Maintenance	\$1,200	\$1,200	\$1,200	\$1,200	
Office Supplies	\$300	\$300	\$300	\$300	
Insurance	\$21,000	\$21,000	\$21,000	\$21,000	

Professional Fees Lawyer Accounting	\$2,000			\$1,200	
Miscellaneous	\$225	\$225	\$225	\$225	
Total Expenses	\$96,459	\$96,225	\$97,950	\$100,400	
Net Income	-94,516	-84,129	-62,526	24,880	

Year 2019

Income	
Sales	\$757,933
COGS	\$321,075
Gross Profit	\$436,858
Gross Margin	57.6%
Expenses	
Selling & Marketing	\$32,000
Salaries	\$90,000
Wages	\$140,000
Rent	\$34,200
Utilities	\$7,200
Website Maintenance	\$4,800
Office Supplies	\$1,200
Insurance	\$84,000
Professional Fees	\$3,200
Miscellaneous	\$900
Total Expenses	\$397,500

Net Income	\$39,358
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Year 2020

Income	
Sales	\$2,273,800
COGS	\$963,225
Gross Profit	\$1,310,575
Gross Margin	57.6%
Expenses	
Selling & Marketing	\$34,000
Salaries	\$90,000
Wages	\$140,000
Rent	\$34,200
Utilities	\$7,200
Website Maintenance	\$4,800
Office Supplies	\$1,000
Insurance	\$83,000
Professional Fees	\$3,200
Miscellaneous	\$700
Total Expenses	\$398,100
Net Income	\$912,475

