



Gift Store

CRYSTAL CREEK GIFTS

1329 Thompson Blvd.

Charlevoix, MI 49625

This gift and clothing store is located in a thriving tourist location. The summer season's influx of travelers will make up the bulk of this store's clientele, which has prepared carefully for it's market by choosing affordable and attractive products with wide appeal. This business plan is thorough in it's analysis of patrons and financing.

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STATEMENT OF PURPOSE

This business Plan has been developed as a planning, operating, and policy guide for the owners of Crystal Creek and as a financing proposal to submit to local financial institutions.

Mike and Hannah Taylor are requesting a loan of \$70,000 and a credit line of \$25,000. This sum will be sufficient to purchase capital equipment and beginning inventory to cover start-up costs and to provide adequate working capital to successfully initiate this new business. The legal structure will be set up as a proprietorship. The anticipated opening date is April 1, 1997.

BASIC BUSINESS DEFINITION

The Crystal Creek Gifts is a year-round retail clothing store, located at 1329 Thompson Blvd. in Charlevoix, Michigan. It will service the summer tourist trade (80% of business between May-October). The merchandise carried will be men's sportswear (20%), ladies' sportswear (50%) with accessories at (10%), and gift items (20%). We aim to carry unique products and high quality apparel.

MARKET ANALYSIS

The target market for Crystal Creek is concentrated on the tourist to our area. He/she is a professional, well-

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educated, up-scale clientele who's taste in clothing and gifts reflect an unique, active, lifestyle. The target market income is \$25,000 and higher. Crystal Creek will focus on these individuals during the tourist season, May through October.

Downtown Charlevoix attracts tourists who are walking up and down Thompson looking for items which they don't find at big city malls and an item which will remind them of their trip to Charlevoix. Thompson Boulevard also attracts a local or seasonal resident who enjoys the amenities of downtown. These include personal service, holiday shopping nights, "Friday Night Live," and the friendly atmosphere.

MARKETING PLAN: PRODUCT DIFFERENTIATION STRATEGY

To offer products that are different from competition in ways other than price.

Products and Services

Ladies apparel will consist of "groupings" of clothing which coordinate and sell each other. An example of this would be shorts, tees, and sweaters in sporty colors; cotton and twill bottoms, funembroidered sweatshirts. Menswear includes Rugby-stripe golf shirts, cotton sweaters, golf caps, and nautical and golf-embroidered sweatshirts. Brand names will be recognizable for their quality. Gift items will be moderately priced items: flowerpots, calendars, frames, birdhouses, many impulse items which will intrigue customers from the front display window.

Pricing

Crystal Creek will use a 50% mark-up for fashion goods. A 60% mark-up for fleece embroidered goods will compensate for seasonal markdowns. Gift items will be evaluated for quality and priced accordingly.

Promotion

The promotional budget for Crystal Creek is approximately \$200 a month in the off-season, which would cover the cost of small newspaper ads. During the season, in addition to newspaper ads, the store plans to run ads in up-scale local magazines, possibly do a postcard mailing to customers.

Location

The advantage for Crystal Creek's to be on Thompson Boulevard is tremendous. Not only does Thompson Boulevard have the best walking traffic, but being in an area of other successful stores attracts people to the area. Other advantages to downtown include participation in the Downtown Development Authority which promotes downtown throughout the year via craft shows, "Friday Night Live," holiday shopping nights, etc.

ORGANIZATION AND MANAGEMENT

Attorney : David Stanford, Esq., 410 S. North Street, Charlevoix, MI 49625

Accountant : Linda Persimmons, 346 E. Thompson Boulevard, P.O. Box 2050, Charlevoix, MI 49625

Insurance Agent : Jerry Smith 515 Baylor Street, Charlevoix, MI 49625

Other : Rick Bameldi, Economic Development Contact for Northwest Michigan Council of Governments, P.O. Box 67809, Charlevoix, MI 49625

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MANAGEMENT

Mike and Hannah Taylor, the owners of Crystal Creek, will be responsible for ordering inventory, merchandising, maintaining accounting and inventory records, supervising day-to-day records operations and hiring, training, and scheduling employees other than part-time help in the busiest part of the season. Mike and Hannah will be responsible for the majority of working hours.

Mike Taylor has a marketing degree from Ferris State University. He also has 15 years' experience in merchandising day-to-day operations of a business in addition to experience in hiring, training employees.

Hannah Taylor is a graduate of Michigan State University's merchandising program and has many years experience as a buyer and shop manager at private golf clubs, resorts, and retail stores.

Mike and Hannah Taylor have owned their own shop before. In 1989, they secured a loan from Second National Bank in Newton, Michigan, to operate the ProShop Express at Wanatchee Country Club. The loan was paid back, on time, over the course of the golf season. The following year, 1990, a loan was also taken out and paid back on time.

SUMMARY OF SOURCES AND USE OF FUNDS

Sources

Owners' Equity Investment	\$7,000
Requested Bank Loan	95,000
Total	\$102,000

Uses

Capital Equipment	\$13,900
Beginning Inventory	50,000
Start-Up Costs	9,500
Working Capital	28,600
Total	\$102,000

Security Collateral:

Business Assets (capital, equipment, inventory)	\$63,900
Lien against equity in personal residence	17,100
Common Stock - Bill Knapp	14,000
Total Collateral	\$95,000

Sources

Owners' Equity Investment	\$7,000
Requested Bank Loan	95,000
Total	\$102,000

Uses

Capital Equipment	\$13,900
Beginning Inventory	50,000
Start-Up Costs	9,500
Working Capital	28,600
Total	\$102,000

Security Collateral :

Business Assets (capital, equipment, inventory)	\$63,900
Lien against equity in personal residence	17,100
Common Stock - Bill Knapp	14,000
Total Collateral	\$95,000



Summary of Sources and Uses of Funds

Sources:

Owner(s) investment (including cash, equipment, inventory, etc.)	\$7,000
Requested bank loan	70,000
Other source: Line of Credit	25,000
Other source:	
Total	\$102,000

Uses:

Capital equipment (total from Worksheet 20)	13,900
Beginning inventory (total from Worksheet 21)	50,000
Start-up costs (total from Worksheet 22)	9,500
Working capital (total from Worksheet 23)	28,600
Other: (with inventory)	\$102,000

Sources

Owner(s) investment (including cash, equipment, inventory, etc.)	\$7,000
Requested bank loan	70,000
Other source: Line of Credit	25,000
Other source:	
Total	\$102,000

Uses

Capital equipment (total from Worksheet 20)	13,900
Beginning inventory (total from Worksheet 21)	50,000
Start-up costs (total from Worksheet 22)	9,500
Working capital (total from Worksheet 23)	28,600
Other: (with inventory)	\$102,000

CAPITAL EQUIPMENT

Office furniture, business machines (computer equipment, copier, FAX machine, cashregister, typewriter), store fixtures (display cases, shelves, stands, counters), delivery equipment, air conditioners, production machinery and construction equipment

List of only the equipment needed to start business, not what is already owned:

Equipment Cost

Fixtures	\$9,000
Computer	3,000
Copier	600
Fax	500
Cash Register	500
Stereo	500
Television	300
Total	\$13,900

Equipment Cost

Fixtures	\$9,000
Computer	3,000
Copier	600
Fax	500
Cash Register	500
Stereo	500
Television	300
Total	\$13,900



BEGINNING INVENTORY

Products Cost	
Merchandise & Gifts	\$50,000
Total	\$50,000

Products Cost

Merchandise & Gifts	\$50,000
Total	\$50,000

START-UP COSTS

Start-up costs are one-time expenses that are incurred prior to opening our business. Some of these expense categories, such as professional services and advertising, also may be on-going expenses. Therefore, they may be part of your working capital estimate for the first six months of operation.

Remodeling and decorating	\$3,000
Interior and exterior signs	1,000
Installation of fixtures and equipment	1,000
Telephone installation	200
Rent deposit	1,000
Utility company deposits	500
Licenses and permits	500
Legal, accounting and other professional fees (for start-up)	300
Advertising and promotion (for start-up)	1,000
Office supplies (initial inventory)	500
Other supplies (initial inventory)	500
Total	\$9,500

Remodeling and decorating	\$3,000
Interior and exterior signs	1,000
Installation of fixtures and equipment	1,000
Telephone installation	200
Rent deposit	1,000
Utility company deposits	500
Licenses and permits	500
Legal, accounting and other professional fees (for start-up)	300
Advertising and promotion (for start-up)	1,000
Office supplies (initial inventory)	500
Other supplies (initial inventory)	500
Total	\$9,500

WORKING CAPITAL

Minimum working capital requirements should be estimated by totaling projected expenses for the first six months of Year 1.

Item	Total Estimated Expenses for Months 1 through 6
Advertising	\$5,900
Dues and subscriptions	400
Insurance	750
Interest	3,600
Maintenance and repairs	500
Postage and supplies	1,000
Professional services	1,000
Rent	7,800
Salaries/wages	3,000
Taxes	350
Telephone	600
Travel/entertainment	3,150
Utilities	550
Total	\$ 28,600



Item	Total Estimated Expenses for Months 1 through 6
Advertising	\$5,900
Dues and subscriptions	400
Insurance	750
Interest	3,600
Maintenance and repairs	500
Postage and supplies	1,000
Professional services	1,000
Rent	7,800
Salaries/wages	3,000
Taxes	350
Telephone	600
Travel/entertainment	3,150
Utilities	550
Total	\$ 28,600

Projected Income Statement: Detail by Month

	Jan	Feb	March	April	May	June
Gross Sales				10,000	15,000	20,000
Less: Cost of good sold				6,000	8,000	11,000
Gross Profit				4,000	7,000	9,000
Expenses						
Advertising			700	1,200	700	1,300
Credit card service charges				75	75	200
Depreciation			225	225		
Dues and subscriptions			200	200		
Insurance			375			
Interest			700	700	700	700
Maintenance and repairs		80	45	40	40	45
Postage and supplies		225	275	100	200	200
Professional services		150	150	500	100	200
Rent		1,300	1,300	1,300	1,300	1,300
Salaries/wages: Employees						1,000
Taxes						100
Telephone		150	150	100	100	100
Travel and entertainment		2,200	300	100	200	200
Utilities		105	105	80	80	90
Other operating expenses		200	100	100	100	100
Total expenses		4,410	4,250	5,095	3,595	5,535
Profit (or Loss) Before Taxes		(4,410)	(4,250)	(1,095)	3,405	3,465

	Jan	Feb	March	April	May	June
Gross Sales				10,000	15,000	20,000
Less: Cost of good sold				6,000	8,000	11,000
Gross Profit				4,000	7,000	9,000
Expenses						
Advertising			700	1,200	700	1,300
Credit card service charges				75	75	200
Depreciation			225	225		
Dues and subscriptions			200	200		
Insurance			375			
Interest			700	700	700	700
Maintenance and repairs		80	45	40	40	45
Postage and supplies		225	275	100	200	200
Professional services		150	150	500	100	200



	Jan	Feb	March	April	May	June
Rent		1,300	1,300	1,300	1,300	1,300
Salaries/wages: Employees						1,000
Taxes						100
Telephone		150	150	100	100	100
Travel and entertainment		2,200	300	100	200	200
Utilities		105	105	80	80	90
Other operating expenses		200	100	100	100	100
Total expenses		4,410	4,250	5,095	3,595	5,535

Profit (or Loss) Before Taxes (4,410) (4,250) (1,095) 3,405 3,465

Projected Income Statement: Detail by Quarter Year 1

	1st qtr	2nd qtr	3rd qtr	4th qtr	Total
Gross Sales		45,000	85,000	60,000	190,000
Less: Cost of goods sold		25,000	50,000	35,000	110,000
Gross Profit		20,000	35,000	25,000	80,000
Expenses					
Advertising	700	3,200	3,100	1,000	8,000
Credit card service charges		350	650	400	1,400
Depreciation	225	225	225	225	900
Dues and subscriptions	200	200	200	200	800
Insurance		375	375	375	1,125
Interest	700	2,100	2,100	2,100	7,000
Maintenance and repairs	125	125	125	125	500
Postage and supplies	500	500	500	500	2,000
Professional services	300	800	600	300	2,000
Rent	2,600	3,900	3,900	3,900	14,300
Salaries/wages: Employees		1,000	5,000		6,000
Taxes		100	600		700
Telephone	300	300	300	300	1,200
Travel and entertainment	2,500	500	500	500	4,000
Utilities	210	250	260	210	930
Other operating expenses	300	300	300	300	1,200
Total expenses	8,660	14,225	18,735	10,435	52,055
Profit (or Loss) Before Taxes	(8,660)	5,775	16,265	14,565	27,945

	1st qtr	2nd qtr	3rd qtr	4th qtr	Total
Gross Sales		45,000	85,000	60,000	190,000
Less: Cost of goods sold		25,000	50,000	35,000	110,000
Gross Profit		20,000	35,000	25,000	80,000

Expenses					
Advertising	700	3,200	3,100	1,000	8,000
Credit card service charges		350	650	400	1,400
Depreciation	225	225	225	225	900
Dues and subscriptions	200	200	200	200	800
Insurance		375	375	375	1,125
Interest	700	2,100	2,100	2,100	7,000
Maintenance and repairs	125	125	125	125	500
Postage and supplies	500	500	500	500	2,000
Professional services	300	800	600	300	2,000
Rent	2,600	3,900	3,900	3,900	14,300
Salaries/wages: Employees		1,000	5,000		6,000
Taxes		100	600		700



	1st qtr	2nd qtr	3rd qtr	4th qtr	Total
Telephone	300	300	300	300	1,200
Travel and entertainment	2,500	500	500	500	4,000
Utilities	210	250	260	210	930
Other operating expenses	300	300	300	300	1,200
Total expenses	8,660	14,225	18,735	10,435	52,055
Profit (or Loss) Before Taxes	(8,660)	5,775	16,265	14,565	27,945

July	August	Sept.	Oct.	Nov.	Dec.	Total
32,500	30,000	22,500	18,000	16,000	26,000	190,000
19,000	18,000	13,000	11,000	10,000	14,000	110,000
13,500	12,000	9,500	7,000	6,000	12,000	80,000
1,400	1,300	400	400	200	400	8,000
200	250	200	100	100	200	1,400
225			225			900
200			200			800
375			375			1,125
700	700	700	700	700	700	7,000
40	45	40	40	45	40	500
200	200	100	100	100	300	2,000
200	200	200	100	100	100	2,000
1,300	1,300	1,300	1,300	1,300	1,300	14,300
2,000	2,000	1,000				6,000
250	250	100				700
100	100	100	100	100	100	1,200
150	150	200	150	150	200	4,000
90	90	80	70	70	70	930
100	100	100	100	100	100	1,200
7,530	6,685	4,520	3,960	2,965	3,510	52,055
5,970	5,315	4,980	3,040	3,035	8,490	28,945

July	August	Sept.	Oct.	Nov.	Dec.	Total
32,500	30,000	22,500	18,000	16,000	26,000	190,000
19,000	18,000	13,000	11,000	10,000	14,000	110,000
13,500	12,000	9,500	7,000	6,000	12,000	80,000

1,400	1,300	400	400	200	400	8,000
200	250	200	100	100	200	1,400
225			225			900
200			200			800
375			375			1,125
700	700	700	700	700	700	7,000
40	45	40	40	45	40	500
200	200	100	100	100	300	2,000
200	200	200	100	100	100	2,000
1,300	1,300	1,300	1,300	1,300	1,300	14,300
2,000	2,000	1,000				6,000
250	250	100				700
100	100	100	100	100	100	1,200
150	150	200	150	150	200	4,000
90	90	80	70	70	70	930
100	100	100	100	100	100	1,200
7,530	6,685	4,520	3,960	2,965	3,510	52,055



July	August	Sept.	Oct.	Nov.	Dec.	Total
5,970	5,315	4,980	3,040	3,035	8,490	28,945

Projected Income Statement: Detail by Quarter Year 2

	1st qtr	2nd qtr	3rd qtr	4th qtr	Total
Gross Sales	\$20,000	50,000	90,000	65,000	225,000
Less: Cost of goods sold	13,000	28,000	53,000	37,000	131,000
Gross Profit	7,000	22,000	37,000	28,000	94,000
Expenses					
Advertising	600	1,800	2,400	1,200	6,000
Credit card service charges	150	400	700	450	1,700
Depreciation	450	450	450	450	1,800
Dues and subscriptions	250	250	250	250	1,000
Insurance	200	200	200	200	800
Interest	1,800	1,800	1,800	1,800	7,200
Maintenance and repairs	125	125	125	125	500
Postage and supplies	500	500	500	500	2,000
Professional services	300	800	600	300	2,000
Rent	4,050	4,050	4,050	4,050	16,200
Salaries/wages: Employees		1,100	5,500		6,600
Taxes		120	730		850
Telephone	300	300	300	300	1,200
Travel and entertainment	2,500	500	500	500	4,000
Utilities	225	240	255	225	945
Other operating expenses	350	350	350	350	1,400
Total Expenses	\$11,800	12,985	18,710	10,700	54,195
Profit (or Loss) Before Taxes	(\$4,800)	9,015	18,290	17,300	39,805

	1st qtr	2nd qtr	3rd qtr	4th qtr	Total
Gross Sales	\$20,000	50,000	90,000	65,000	225,000
Less: Cost of goods sold	13,000	28,000	53,000	37,000	131,000
Gross Profit	7,000	22,000	37,000	28,000	94,000

Expenses					
Advertising	600	1,800	2,400	1,200	6,000
Credit card service charges	150	400	700	450	1,700
Depreciation	450	450	450	450	1,800
Dues and subscriptions	250	250	250	250	1,000
Insurance	200	200	200	200	800
Interest	1,800	1,800	1,800	1,800	7,200
Maintenance and repairs	125	125	125	125	500
Postage and supplies	500	500	500	500	2,000
Professional services	300	800	600	300	2,000
Rent	4,050	4,050	4,050	4,050	16,200
Salaries/wages: Employees		1,100	5,500		6,600
Taxes		120	730		850
Telephone	300	300	300	300	1,200
Travel and entertainment	2,500	500	500	500	4,000
Utilities	225	240	255	225	945
Other operating expenses	350	350	350	350	1,400
Total Expenses	\$11,800	12,985	18,710	10,700	54,195
Profit (or Loss) Before Taxes	(\$4,800)	9,015	18,290	17,300	39,805



Projected Cash Flow Statement: Detail by Month

	Jan	Feb	March	April	May	June
Beginning Cash			84,090	64,265	15,995	18,000
Add:						
Cash sales				10,000	15,000	20,000
Collection on receivables						
Loan/other cash injection		102,000				
Total Cash Available		102,000	84,090	74,265	30,995	38,000
Deduct:						
Advertising			700	1,200	700	1,300
Bad debts						
Credit card service charges				75	75	200
Dues and subscriptions			200	200		
Insurance			375			
Interest			700	700	700	700
Maintenance and repairs		80	45	40	40	45
Postage and supplies		225	275	100	200	200
Professional services		150	150	500	100	200
Rent		1,300	1,300	1,300	1,300	1,300
Salaries/wages						1,000
Taxes						100
Telephone		150	150	100	100	100
Travel and entertainment		2,200	300	100	200	200
Utilities		105	105	80	80	90
Capital expenditure including start-up		11,000	12,400			
Loan principal payment			800	800	800	800
Owner's draw		2,700	2,700	2,700	2,700	2,700
Purchases (merchandise)				50,000	6,000	8,000
Total Cash Paid Out		17,910	19,825	58,270	12,995	16,935
Net Cash Available		84,090	64,265	15,995	18,000	21,065

	Jan	Feb	March	April	May	June
Beginning Cash			84,090	64,265	15,995	18,000
Add:						
Cash sales				10,000	15,000	20,000
Collection on receivables						
Loan/other cash injection		102,000				
Total Cash Available		102,000	84,090	74,265	30,995	38,000
Deduct:						
Advertising			700	1,200	700	1,300
Bad debts						
Credit card service charges				75	75	200
Dues and subscriptions			200	200		
Insurance			375			
Interest			700	700	700	700
Maintenance and repairs		80	45	40	40	45
Postage and supplies		225	275	100	200	200
Professional services		150	150	500	100	200
Rent		1,300	1,300	1,300	1,300	1,300
Salaries/wages						1,000
Taxes						100
Telephone		150	150	100	100	100
Travel and entertainment		2,200	300	100	200	200
Utilities		105	105	80	80	90
Capital expenditure including start-up		11,000	12,400			
Loan principal payment			800	800	800	800
Owner's draw		2,700	2,700	2,700	2,700	2,700



	Jan	Feb	March	April	May	June
Purchases (merchandise)				50,000	6,000	8,000

Total Cash Paid Out 17,910 19,825 58,270 12,995 16,935

Net Cash Available 84,090 64,265 15,995 18,000 21,065

July	August	Sept.	Oct.	Nov.	Dec.	Total
21,065	6,860	2,275	(675)	(2,840)	(4,205)	
32,500	30,000	22,500	18,000	16,000	26,000	190,000
						102,000
53,565	36,860	25,275	17,325	13,160	21,795	292,000
1,400	1,300	400	400	200	400	8,000
200	250	200	100	100	200	1,400
200			200			800
375			375			1,125
700	700	700	700	700	700	7,000
40	45	70	70	45	40	500
200	200	100	100	100	300	2,000
200	200	200	100	100	100	2,000
1,300	1,300	1,300	1,300	1,300	1,300	14,300
2,000	2,000	1,000				6,000
250	250	100				700
100	100	100	100	100	100	1,200
150	150	200	150	150	200	4,000
90	90	80	70	70	70	930
						23,400
5,800	5,800	800	800	800	800	18,000
2,700	2,700	2,700	2,700	2,700	2,700	29,700
31,000	19,000	18,000	13,000	11,000	10,000	166,000
46,705	34,085	25,950	20,165	17,365	16,910	287,115
6,860	2,775	(675)	(2,840)	(4,205)	4,885	4,885
July	August	Sept.	Oct.	Nov.	Dec.	Total
21,065	6,860	2,275	(675)	(2,840)	(4,205)	
32,500	30,000	22,500	18,000	16,000	26,000	190,000
						102,000
53,565	36,860	25,275	17,325	13,160	21,795	292,000
1,400	1,300	400	400	200	400	8,000
200	250	200	100	100	200	1,400
200			200			800
375			375			1,125
700	700	700	700	700	700	7,000
40	45	70	70	45	40	500
200	200	100	100	100	300	2,000
200	200	200	100	100	100	2,000
1,300	1,300	1,300	1,300	1,300	1,300	14,300
2,000	2,000	1,000				6,000
250	250	100				700
100	100	100	100	100	100	1,200
150	150	200	150	150	200	4,000
90	90	80	70	70	70	930



July	August	Sept.	Oct.	Nov.	Dec.	Total
						23,400
5,800	5,800	800	800	800	800	18,000
2,700	2,700	2,700	2,700	2,700	2,700	29,700
31,000	19,000	18,000	13,000	11,000	10,000	166,000

46,705	34,085	25,950	20,165	17,365	16,910	287,115
6,860	2,775	(675)	(2,840)	(4,205)	4,885	4,885

Projected Cash Flow: Detail by Quarter Year 1

	1st qtr	2nd qtr	3rd qtr	4th qtr	Total
Beginning Cash		64,265	21,065	(675)	
Add:					
Cash sales		45,000	85,000	60,000	190,000
Collection on receivables					
Loan/other cash injection	102,000				102,000
Total Cash Available		109,265	106,065	59,325	
Deduct:					
Advertising	700	3,200	3,100	1,000	8,000
Bad debts					
Credit card service charges		350	650	400	1,400
Dues and subscriptions	200	200	200	200	800
Insurance		375	375	375	1,125
Interest	700	2,100	2,100	2,100	7,000
Maintenance and repairs	125	125	125	125	500
Postage and supplies	500	500	500	500	2,000
Professional services	300	800	600	300	2,000
Rent	2,600	3,900	3,900	3,900	14,300
Salaries/wages		1,000	5,000		6,000
Taxes		100	600		700
Telephone	300	300	300	300	1,200
Travel and entertainment	2,500	500	500	500	4,000
Utilities	210	250	260	210	930
Capital expenditures	23,400				23,400
Loan principal payment	800	2,400	12,400	2,400	18,000
Owner's draw	5,400	8,100	8,100	8,100	29,700
Purchases (merchandise)		64,000	68,000	34,000	166,000
Total Cash Paid Out	37,735	88,200	106,740	54,440	287,115
Net Cash Available	64,265	21,065	(675)	4,885	4,885

	1st qtr	2nd qtr	3rd qtr	4th qtr	Total
Beginning Cash		64,265	21,065	(675)	
Add:					
Cash sales		45,000	85,000	60,000	190,000
Collection on receivables					
Loan/other cash injection	102,000				102,000
Total Cash Available		109,265	106,065	59,325	
Deduct:					
Advertising	700	3,200	3,100	1,000	8,000
Bad debts					
Credit card service charges		350	650	400	1,400
Dues and subscriptions	200	200	200	200	800
Insurance		375	375	375	1,125
Interest	700	2,100	2,100	2,100	7,000



	1st qtr	2nd qtr	3rd qtr	4th qtr	Total
Maintenance and repairs	125	125	125	125	500
Postage and supplies	500	500	500	500	2,000
Professional services	300	800	600	300	2,000
Rent	2,600	3,900	3,900	3,900	14,300
Salaries/wages		1,000	5,000		6,000
Taxes		100	600		700
Telephone	300	300	300	300	1,200
Travel and entertainment	2,500	500	500	500	4,000
Utilities	210	250	260	210	930
Capital expenditures	23,400				23,400
Loan principal payment	800	2,400	12,400	2,400	18,000
Owner's draw	5,400	8,100	8,100	8,100	29,700
Purchases (merchandise)		64,000	68,000	34,000	166,000
Total Cash Paid Out	37,735	88,200	106,740	54,440	287,115
Net Cash Available	64,265	21,065	(675)	4,885	4,885

Projected Cash Flow: Detail by Quarter Year 2

	1st qtr	2nd qtr	3rd qtr	4th qtr	Total
Beginning Cash	\$4,885	(2,515)	(3,985)	6,705	
Add:					
Cash sales	20,000	50,000	90,000	65,000	235,000
Collection on receivables					
Loan/other cash injection					
Total Cash Available	24,885	47,600	86,015	71,705	
Deduct:					
Advertising	600	1,800	2,400	1,200	6,000
Bad debts					
Credit card service charges	150	400	700	450	1,700
Dues and subscriptions	250	250	250	250	1,000
Insurance	200	200	200	200	800
Interest	1,800	1,800	1,800	1,800	7,200
Maintenance and repairs	125	125	125	125	500
Postage and supplies	500	500	500	500	2,000
Professional services	300	800	600	300	2,000
Rent	4,050	4,050	4,050	4,050	16,200
Salaries/wages		1,100	5,500		6,600
Taxes		120	730		850
Telephone	300	300	300	300	1,200
Travel and entertainment	2,500	500	500	500	4,000
Utilities	225	240	255	225	945
Capital expenditures					
Loan principal payment	2,400	2,400	2,400	2,400	9,600
Owner's draw	9,000	9,000	9,000	9,000	36,000
Purchases (merchandise)	5,000	28,000	50,000	40,000	123,000
Total Cash Paid Out	27,400	51,585	79,310	61,300	219,595
Net Cash Available	2,515	(3,985)	6,705	10,405	10,405

	1st qtr	2nd qtr	3rd qtr	4th qtr	Total
Beginning Cash	\$4,885	(2,515)	(3,985)	6,705	
Add:					
Cash sales	20,000	50,000	90,000	65,000	235,000
Collection on receivables					



	1st qtr	2nd qtr	3rd qtr	4th qtr	Total
Loan/other cash injection					
Total Cash Available	24,885	47,600	86,015	71,705	
Deduct:					
Advertising	600	1,800	2,400	1,200	6,000
Bad debts					
Credit card service charges	150	400	700	450	1,700
Dues and subscriptions	250	250	250	250	1,000
Insurance	200	200	200	200	800
Interest	1,800	1,800	1,800	1,800	7,200
Maintenance and repairs	125	125	125	125	500
Postage and supplies	500	500	500	500	2,000
Professional services	300	800	600	300	2,000
Rent	4,050	4,050	4,050	4,050	16,200
Salaries/wages		1,100	5,500		6,600
Taxes		120	730		850
Telephone	300	300	300	300	1,200
Travel and entertainment	2,500	500	500	500	4,000
Utilities	225	240	255	225	945
Capital expenditures					
Loan principal payment	2,400	2,400	2,400	2,400	9,600
Owner's draw	9,000	9,000	9,000	9,000	36,000
Purchases (merchandise)	5,000	28,000	50,000	40,000	123,000
Total Cash Paid Out	27,400	51,585	79,310	61,300	219,595
Net Cash Available	2,515	(3,985)	6,705	10,405	10,405



Projected Balance Sheets

	Start-Up	End Yr 1	End Yr 2
Assets			
Current Assets			
Cash	\$31,000	\$4,885	\$10,405
Accounts receivable			
Inventory	50,000	70,000	70,000
Prepaid expenses			
Total Current Assets	81,000	74,885	80,405
Fixed Assets			
Land			
Building			
Equipment	14,000	14,000	14,000
Less accumulated depreciation	0	900	1,800
Net Fixed Assets		13,100	12,200
Total Assets	\$95,000	\$87,985	\$92,605
Liabilities			
Current Liabilities			
Accrued expenses			
Taxes payable			
Short-term notes payable (Credit Line)	25,000	15,000	
Current portion long-term debt			
Total Current Liabilities	25,000	15,000	
Long-term debt	70,000	62,000	54,000
Total Liabilities	95,000	77,000	54,000
Total Equity		10,985	38,605
Total Liabilities and Equity (Net Worth)	\$95,000	\$87,985	\$92,605

Start-Up End Yr 1 End Yr 2

Assets

Current Assets

Cash	\$31,000	\$4,885	\$10,405
Accounts receivable			
Inventory	50,000	70,000	70,000
Prepaid expenses			
Total Current Assets	81,000	74,885	80,405

Fixed Assets

Land			
Building			
Equipment	14,000	14,000	14,000
Less accumulated depreciation	0	900	1,800
Net Fixed Assets		13,100	12,200

Total Assets	\$95,000	\$87,985	\$92,605
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Liabilities

Current Liabilities

Accrued expenses	
Taxes payable	



	Start-Up	End Yr 1	End Yr 2
Short-term notes payable (Credit Line)	25,000	15,000	
Current portion long-term debt			
Total Current Liabilities	25,000	15,000	
Long-term debt	70,000	62,000	54,000
Total Liabilities	95,000	77,000	54,000
Total Equity		10,985	38,605
Total Liabilities and Equity (Net Worth)	\$95,000	87,985	92,605