

FORECAST

1. **Sales Revenue.** I get _____ purchasers a day x average sale of _____ x 350 days of business a year. Total sales: _____.
2. **Cost of goods sold.** It costs me _____% of the sale price to produce or buy the products I sell, so cost of goods would be _____ x _____ = _____.
3. **Gross Profit.** My sales revenue – cost of goods sold = _____.
4. **Operating Expenses.** Rent = \$_____. Utilities = \$_____. Marketing = \$_____.
Distribution = \$_____. Payroll = \$_____. Consultant and advising fees = \$_____.
Total = _____.
5. **Operating Income.** Gross profit – operating expenses = _____
6. **Interest expense** = \$_____.
7. **Earnings before taxes** = Operating Income – Interest Expense = _____
8. **Taxes** = earnings before taxes x .25 (or you current taxation rate) = _____ x .25
= \$_____
9. **Net Income** = Earnings before taxes – taxes = _____
10. **Percentage profit** = net income/sales revenue = _____