

Business Plan Master
 Historical Financial Data
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INCOME STATEMENT

(000's)
 My Company

| | Year 1 | Year 2 |
|--------------------------|--------|--------|
| Revenue: | | |
| Gross Sales: | 100.00 | 100.00 |
| Less returns, discounts | 5.00 | 5.00 |
| Net Sales | 95.00 | 95.00 |
| Cost of Goods Sold: | | |
| Beginning inventory | 25.00 | 5.00 |
| Purchases | 50.00 | 50.00 |
| Freight | 1.00 | 1.00 |
| Total goods available | 76.00 | 56.00 |
| Ending inventory | 5.00 | 5.00 |
| Total Cost of Goods Sold | 71.00 | 51.00 |
| Gross Profit | 24.00 | 44.00 |
| Operating Expenses: | | |
| Selling Expenses | | |
| Advertising | 0.50 | 0.50 |
| Commissions | 0.00 | 0.00 |
| T & E | 0.00 | 0.00 |
| Total | 0.50 | 0.50 |

| | | |
|--------------------------|--------|---------|
| Administrative | | |
| Salaries | 10.00 | 10.00 |
| Payroll | 0.00 | 0.00 |
| Withholding | 0.00 | 0.00 |
| Insurance | 0.00 | 0.00 |
| Total | 10.00 | 10.00 |
| General | | |
| Rent | 0.50 | 0.50 |
| Utilities | 0.00 | 0.00 |
| Telephone | 0.00 | 0.00 |
| Supplies | 0.00 | 0.00 |
| Postage | 0.00 | 0.00 |
| Professionals | 0.00 | 0.00 |
| Research | 0.00 | 0.00 |
| Misc. | 0.00 | 0.00 |
| Total | 0.50 | 0.50 |
| Total Operating Expenses | 11.00 | 11.00 |
| Total Operating Income | 13.00 | 33.00 |
| State Taxes | 0.65 | 1.65 |
| Pretax Income | 12.35 | 31.35 |
| Federal Taxes | 3.71 | 9.41 |
| Net Income | \$8.65 | \$21.95 |

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Statement Variables

| | |
|-----------|--------|
| Returns | 5.00% |
| State Tax | 5.00% |
| Fed Tax | 30.00% |

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BALANCE SHEET
(000's)
My Company

| | Year 1 | Year 2 |
|-------------------------------|--------|--------|
| ASSETS | | |
| Cash | 15.00 | 15.00 |
| Accounts Receivable | 0.00 | 0.00 |
| Notes Receivable | 0.00 | 0.00 |
| Inventory | 5.00 | 5.00 |
| Total Current Assets | 20.00 | 20.00 |
| Equipment | 0.00 | 0.00 |
| Less: accum. deprec. | 0.00 | 0.00 |
| Net Fixed assets | 0.00 | 0.00 |
| Intangible Assets | 0.00 | 0.00 |
| Total Assets | 20.00 | 20.00 |
| LIABILITIES | | |
| Accounts payable | 0.00 | 0.00 |
| Bank notes | 0.00 | 0.00 |
| Notes payable | 0.00 | 0.00 |
| CPLTD | 0.00 | 0.00 |
| Total Current Liabilities | 0.00 | 0.00 |
| Deferred Credits | 0.00 | 0.00 |
| Total non-current liabilities | 0.00 | 0.00 |
| Total Liabilities | 0.00 | 0.00 |
| NET WORTH | | |
| Paid in Capital | 0.00 | 0.00 |

| | | |
|----------------------------------|-------|--------|
| Retained Earnings | 8.65 | 30.59 |
| Other | 11.36 | -10.59 |
| Total Net Worth | 20.00 | 20.00 |
| TOTAL LIABILITIES & NET WORTH | 20.00 | 20.00 |

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RATIO ANALYSIS
My Company

| | Year 1 | Year 2 |
|------------------------------|---------|---------|
| Current Ratio | #DIV/0! | #DIV/0! |
| Acid Ratio | #DIV/0! | #DIV/0! |
| Debt Ratio | #DIV/0! | #DIV/0! |
| TIE | | |
| Inventory Turnover | 25.35 | 35.29 |
| Average Collection Period | 0.00 | 0.00 |
| Total Asset Turnover | 4.75 | 4.75 |
| Gross Margin | 25.26% | 46.32% |
| Net Margin | 9.10% | 23.10% |
| Return on Assets | 43.23% | 109.73% |
| Return on Equity | 43.23% | 109.73% |
| Off. Comp./Sales | 10.53% | 10.53% |

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| | * | |
| | * | |
| | * | |
| | * | |
| Year 3 | * | |
| | * | |
| | * | CASH |
| | * | ACCOUNTS RECEIVABLE |
| 15.00 | * | NOTES RECEIVABLE |
| 0.00 | * | INVENTORY |
| 0.00 | * | OTHER CURRENT |
| 5.00 | * | |
| | * | TOTAL CURRENT |
| 20.00 | * | |
| | * | FIXED ASSETS |
| 0.00 | * | OTHER NON-CURRENT |
| 0.00 | * | |
| | * | TOTAL ASSETS |
| 0.00 | * | |
| 0.00 | * | ACCOUNTS PAYABLE |
| | * | BANK LOANS |
| 20.00 | * | NOTES PAYABLE |
| | * | OTHER CURRENT |
| | * | |
| | * | TOTAL CURRENT |
| 0.00 | * | |
| 0.00 | * | OTHER LONG TERM |
| 0.00 | * | DEFERRED CREDITS |
| 0.00 | * | NET WORTH |
| | * | |
| 0.00 | * | TOTAL LIAB&NET WORTH |
| 0.00 | * | |
| | * | NET SALES |
| 0.00 | * | GROSS PROFIT |
| | * | NET PROFIT AFTER TAX |
| 0.00 | * | WORKING CAPITAL |
| | * | |
| | * | RATIOS |
| | * | |
| 0.00 | * | SOLVENCY |

| | | | |
|----|---------|-----|------------------------|
| | 52.54 | * | QUICK RATIO (TIMES) |
| | -32.54 | * | CURRENT RATIO (TIMES) |
| | | * | CURR LIAB TO NW (%) |
| | 20.00 | * | CURR LIAB TO INV (%) |
| | | * | TOTAL LIAB TO NW (%) |
| | | * | FIXED ASSETS TO NW (%) |
| | 20.00 | * | |
| | | * | EFFICIENCY |
| | | * | COLL PERIOD (DAYS) |
| | | * | SALES TO INV (TIMES) |
| * | * | * | ASSETS TO SALES (%) |
| | | * | SALES TO NWC (TIMES) |
| | | * | ACCTS PAY TO SALES (%) |
| IS | | * | |
| | | * | PROFITABILITY |
| | | * | RETURN ON SALES (%) |
| | Year 3 | * | RETURN ON ASSETS (%) |
| | | * | RETURN ON NW (%) |
| | #DIV/0! | * | |
| | #DIV/0! | * | |
| | | * | |
| | #DIV/0! | * * | * |
| | | * | |
| | | * | |
| | 35.29 | * | |
| | | * | |
| | 0.00 | * | |
| | 4.75 | * | |
| | | * | |
| | 46.32% | * | |
| | 23.10% | * | |
| | 109.73% | * | |
| | 109.73% | * | |
| | | * | |
| | 10.53% | * | |
| | | * | |
| * | * | * | |

Dun & Bradstreet
Industry Norms

| Year1 | | Year2 | | Year3 | |
|-------|-------|-------|--------|-------|-------|
| \$ | % | \$ | % | \$ | % |
| \$15 | 75.0 | \$15 | 75.0 | \$15 | 75.0 |
| \$0 | 0.0 | \$0 | 0.0 | \$0 | 0.0 |
| \$0 | 0.0 | \$0 | 0.0 | \$0 | 0.0 |
| \$5 | 25.0 | \$5 | 25.0 | \$5 | 25.0 |
| | 0.0 | | 0.0 | | 0.0 |
| \$20 | 100.0 | \$20 | 100.0 | \$20 | 100.0 |
| \$0 | 0.0 | \$0 | 0.0 | \$0 | 0.0 |
| \$0 | 0.0 | \$0 | 0.0 | \$0 | 0.0 |
| \$20 | 100.0 | \$20 | 100.0 | \$20 | 100.0 |
| \$0 | 0.0 | \$0 | 0.0 | \$0 | 0.0 |
| \$0 | 0.0 | \$0 | 0.0 | \$0 | 0.0 |
| \$0 | 0.0 | \$0 | 0.0 | \$0 | 0.0 |
| \$0 | 0.0 | \$0 | 0.0 | \$0 | 0.0 |
| \$0 | 0.0 | \$0 | 0.0 | \$0 | 0.0 |
| \$0 | 0.0 | \$0 | 0.0 | \$0 | 0.0 |
| \$0 | 0.0 | \$0 | 0.0 | \$0 | 0.0 |
| \$0 | 0.0 | \$0 | 0.0 | \$0 | 0.0 |
| \$20 | 176.1 | \$20 | -188.9 | \$20 | -61.5 |
| \$11 | 100.0 | -\$11 | 100.0 | -\$33 | 100.0 |
| \$95 | 100.0 | \$95 | 100.0 | \$95 | 100.0 |
| \$0 | 0.0 | \$0 | 0.0 | \$0 | 0.0 |
| \$9 | 9.1 | \$22 | 23.1 | \$22 | 23.1 |
| \$20 | NA | \$20 | NA | \$20 | NA |

| | | |
|---------|---------|---------|
| #DIV/0! | #DIV/0! | #DIV/0! |
| #DIV/0! | #DIV/0! | #DIV/0! |
| 0.00% | 0.00% | 0.00% |
| 0.00% | 0.00% | 0.00% |
| 0.00% | 0.00% | 0.00% |
| 0.00% | 0.00% | 0.00% |

| | | |
|--------|--------|--------|
| 0.00 | 0.00 | 0.00 |
| 19.00 | 19.00 | 19.00 |
| 21.05% | 21.05% | 21.05% |
| 4.75 | 4.75 | 4.75 |
| 0.00% | 0.00% | 0.00% |

| | | |
|--------|---------|---------|
| 9.10% | 23.10% | 23.10% |
| 43.23% | 109.73% | 109.73% |
| 43.23% | 109.73% | 109.73% |

* * * * *

| | | | | |
|---|---------|---------|---------|---|
| | 0.0 | 0.0 | 0.0 | * |
| | 0.0 | 0.0 | 0.0 | * |
| | | | | * |
| | 61.75% | 156.75% | 156.75% | * |
| | | | | * |
| | 61.75% | 156.75% | 156.75% | * |
| | #DIV/0! | #DIV/0! | #DIV/0! | * |
| | 4.8 | 4.8 | 4.8 | * |
| | 0.00% | 0.00% | 0.00% | * |
| | 10.53% | 10.53% | 10.53% | * |
| | | | | * |
| * | | * | | * |
| | * | | * | * |
| | | * | | * |
| | | | * | * |