

## GARRETT'S BIKE SHOP 2018

	FY2019	FY2020	FY2021
<b>Total Revenue</b>	<b>\$1,006,800</b>	<b>\$908,800</b>	<b>\$1,062,705</b>
<b>Total Direct Costs</b>	<b>\$446,323</b>	<b>\$421,830</b>	<b>\$495,023</b>
Gross Margin	\$560,477	\$486,970	\$567,682
<b>Gross Margin %</b>	<b>56%</b>	<b>54%</b>	<b>53%</b>
<b>Operating Expenses</b>			
Salaries and Wages	\$155,400	\$160,210	\$165,182
Employee Related Expenses	\$38,850	\$40,053	\$41,295
Insurance	\$4,260	\$4,260	\$4,260
Leased Equipment	\$1,800	\$1,800	\$1,800
Marketing	\$100,680	\$90,880	\$106,271
Lease	\$56,400	\$56,400	\$56,400
Utilities	\$3,600	\$3,600	\$3,600
Office Expenses	\$50,340	\$45,440	\$53,135
Amortization of Other Current Assets	\$10,000		
<b>Total Operating Expenses</b>	<b>\$421,330</b>	<b>\$402,643</b>	<b>\$431,943</b>
<b>Operating Income</b>	<b>\$139,147</b>	<b>\$84,327</b>	<b>\$135,739</b>
Interest Incurred	\$8,941	\$7,962	\$5,961
Depreciation and Amortization	\$1,131	\$1,907	\$1,906
Income Taxes	\$19,361	\$11,169	\$19,181
<b>Total Expenses</b>	<b>\$897,086</b>	<b>\$845,510</b>	<b>\$954,016</b>
<b>Net Profit</b>	<b>\$109,714</b>	<b>\$63,290</b>	<b>\$108,689</b>
<b>Net Profit / Sales</b>	<b>11%</b>	<b>7%</b>	<b>10%</b>

**CONFIDENTIAL - DO NOT DISSEMINATE.** This business plan contains confidential, trade-secret information and is shared only with the understanding that you will not share its contents or ideas with third parties without the express written consent of the plan author.