

What-If Assumptions










Bonus	200,000.00
Commission	5.75%
Margin	57.50%
Marketing	15.00%
Research and Development	7.50%
Sales Revenue for Bonus	3,500,000.00
Support, General, and Administrative	18.75%

Modern Music Shops

Six-Month Financial Projection

	July	August	September
Revenue	\$3,113,612.16	\$7,962,235.53	\$5,112,268.58
Cost of Goods Sold	1,323,285.17	3,383,950.10	2,172,714.15
Gross Margin	\$1,790,326.99	\$4,578,285.43	\$2,939,554.43
Expenses			
Bonus	\$0.00	\$200,000.00	\$200,000.00
Commission	179,032.70	457,828.54	293,955.44
Marketing	467,041.82	1,194,335.33	766,840.29
Research and Development	233,520.91	597,167.66	383,420.14
Support, General, and Administrative	583,802.28	1,492,919.16	958,550.36
Total Expenses	\$1,463,397.72	\$3,942,250.70	\$2,602,766.23
Operating Income	\$326,929.28	\$636,034.73	\$336,788.20

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October	November	December	Total	Chart
\$2,924,627.87	\$7,630,534.65	\$3,424,270.23	\$30,167,549.02	
1,242,966.84	3,242,977.23	1,455,314.85	12,821,208.33	
\$1,681,661.03	\$4,387,557.42	\$1,968,955.38	\$17,346,340.69	
\$0.00	\$200,000.00	\$0.00	\$600,000.00	
168,166.10	438,755.74	196,895.54	1,734,634.07	
438,694.18	1,144,580.20	513,640.53	4,525,132.35	
219,347.09	572,290.10	256,820.27	2,262,566.18	
548,367.73	1,430,725.25	642,050.67	5,656,415.44	
\$1,374,575.10	\$3,786,351.29	\$1,609,407.01	\$14,778,748.04	
\$307,085.93	\$601,206.14	\$359,548.37	\$2,567,592.65	