

FINANCIAL PROJECTION DETAIL

How much do you expect to sell each month in your business? What operating expenses will you incur and what is their estimated cost? This worksheet will help you estimate your sales and operating expenses and will be the basis for the cash flow projections that the KSBDC will assist you in preparing. *(If you do not believe an item applies to your business, indicate with "NA".)*

REVENUE:	Explanation & Source of Estimate
<p>What days of the week will you be open?</p> <p>Monday _____</p> <p>Tuesday _____</p> <p>Wednesday _____</p> <p>Thursday _____</p> <p>Friday _____</p> <p>Saturday _____</p> <p>Sunday _____</p>	
<p>What will be your hours of operation on these days?</p> <p>Monday _____</p> <p>Tuesday _____</p> <p>Wednesday _____</p> <p>Thursday _____</p> <p>Friday _____</p> <p>Saturday _____</p> <p>Sunday _____</p>	
<p>Total Weekly Hours _____</p>	
<p>How many customers do you expect will make a purchase daily? or _____ weekly? or _____ monthly? _____</p>	
<p>What is the price(s) of your product(s) or service(s)? (attach list if needed)</p>	
<p>Will the expected level of sales be different in some months? If so, in what months and how much more or less will it be?</p>	

PURCHASES:

Explanation & Source of Estimate

Will you have inventory (ie, raw materials used to produce your products, merchandise to be sold, etc.)? How much will you need to begin with? (attach list if available)

When will you have to pay for these purchases?
(ie, upon delivery, within 30 days, etc.)

Do you know the average cost of goods sold (or profit margin) for your industry? If so, please list it and the source from which that information was obtained.

OPERATING EXPENSES:

Will you have employees?

If so, how many hours per week will they be working and what is their rate of pay?

	Hours/week	Rate/hour
Employee A		
Employee B		

How much do you plan to take from the business each month for owner draw?

How much do you expect to spend per month for the following expense items? Explain what will be included in each category.

Supplies - Office & operating

Repairs & Maint
(for building, equipment, etc.)

Advertising
What media will you use--newspaper, flyers, radio, direct mail, etc)? What other methods will you use to promote your business? What will be the cost?

Auto / Travel

Will you need a vehicle in the business?
If so, how many miles do you expect to travel per month?
What is the cost per mile (assume IRS rate)?

What do you expect to spend for repair/maintenance,
tags/taxes, insurance, etc.?

Professional Fees

Do you plan to use the services of any of the
following and what will be the monthly cost?

Attorney/Legal _____

Accounting _____

Consulting Services _____

Other - _____

Payroll Service _____

Telephone

General Phone & Long Distance _____

Pagers/Cell Phone _____

Rent

Will you be renting your facility?
If so, what is the monthly rent? What is
included in this amount? (ie, water, trash
service, etc.)

Utilities

What utilities will be used and what is the estimated
monthly charge?

Gas _____

Electric _____

Water _____

Trash Service _____

Insurance

What type of insurance will you have? What is the
cost per month, quarter or year?

Liability _____

Property _____

Renters _____

Workers Comp _____

Employee Benefits

Will you be offering any employee benefits? If so, what and how much will it cost?

- Health Insurance per Person
- Other per Person(Life, Disability, Etc)
- Retirement/Profit Sharing

Number of People

Officer, Key Employee (per person)

- Officers-Life
- Keyman, Disability, Etc

Number of People

Bank Fees

Will your bank charge you fees for your account with them (ie, per month, per transaction, check processed, etc.)? If so, what do you expect will be the average monthly charge?

Other Bank Fees

Will you accept credit and/or debit cards for payment? If so, what percent of your sales do you expect will involve the use of these cards? What is the fee (% of sale) that will be be charged for processing of the cards?

Equipment Leases (operating Leases only)

Will you be leasing/renting any equipment for use in the business? If so, what is the monthly charge for that equipment?

Taxes-Real Estate

If you own the building, what will the real estate taxes be each year?

What other expenses do you plan to incur?

Association Membership

Trade Shows

Dues & Subscriptions

Meals & Entertainment

Miscellaneous

Other (list)

LOAN INFORMATION

How much money do you plan to borrow? At what interest rate? How many years to pay back the loan?

ANNUAL FINANCIAL PROJECTIONS

(use estimates from "financial projections worksheet")

	Estimated \$
Revenue	
Cash Sales	
Total Revenue	0
Cost of Sales	
Purchases	
Expenses	
Payroll	
Payroll Expense	
Supplies - office & operating	
Repairs & Maintenance	
Advertising	
Auto/Travel	
Professional Fees	
Telephone	
Rent	
Utilities	
Insurance	
Employee Benefits	
Bank Fees	
Other Bank Fees	
Equipment Leases	
Taxes - Real Estate	
Other Expenses (list):	
Total Expenses	0
Operating Income	0
Loan Payment (principal & interest)	
Owner Withdrawal	
Net Income/Loss	0