

Keeping Your Eyes on the Numbers

Make Sure You Are Tracking Them Weekly / Monthly / Yearly

COGS (Cost of Goods Sold)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Sales:	95,278	73,281	108,421	78,406	100,043	114,670	83,978	151,182	114,312	96,909	73,274	93,671	1,183,425
COGS:													
Raw Materials	22,390	17,221	25,479	18,425	23,510	26,947	19,735	35,528	26,863	22,774	17,219	22,013	278,104
Wages	9,433	7,255	10,734	7,762	9,904	11,352	8,314	14,967	11,317	9,594	7,254	9,273	117,159
Freight In	3,906	3,005	4,445	3,215	4,102	4,701	3,443	6,198	4,687	3,973	3,004	3,841	48,520
Freight Out	4,097	3,151	4,662	3,371	4,302	4,931	3,611	6,501	4,915	4,167	3,151	4,028	50,887
Misc	762	586	867	627	800	917	672	1,209	914	775	586	749	9,464
Total COGS	40,588	31,218	46,187	33,400	42,618	48,848	35,775	64,403	48,696	41,283	31,214	39,904	504,134
Gross Profit	54,690	42,063	62,234	45,006	57,425	65,822	48,203	86,779	65,616	55,626	42,060	53,767	679,291
EXPENSES:													
Personnel	18,960	14,583	21,576	15,603	19,909	22,819	16,712	30,085	22,748	19,285	14,582	18,641	235,503
Building/Lease	8,003	6,156	9,107	6,586	8,404	9,632	7,054	12,699	9,602	8,140	6,155	7,868	99,406
Promotion (Sales Rep)	8,099	6,229	9,216	6,665	8,504	9,747	7,138	12,850	9,717	8,237	6,228	7,962	100,592
Communications	2,191	1,685	2,494	1,803	2,301	2,637	1,931	3,477	2,629	2,229	1,685	2,154	27,216
Xerox	858	660	976	706	900	1,032	756	1,361	1,029	872	659	843	10,652
Product Development	667	513	759	549	700	803	588	1,058	800	678	513	656	8,284
All Other	6,193	4,763	7,047	5,096	6,503	7,454	5,459	9,827	7,430	6,299	4,763	6,089	76,923
Total Expenses	44,971	34,589	51,175	37,008	47,221	54,124	39,638	71,357	53,955	45,740	34,585	44,213	558,576
Net Ordinary Income	9,719	7,474	11,059	7,998	10,204	11,698	8,565	15,422	11,661	9,886	7,475	9,554	120,715
Interest Expense	1,048	806	1,193	862	1,100	1,261	924	1,663	1,257	1,066	806	1,030	13,016
Net Income	8,671	6,668	9,866	7,136	9,104	10,437	7,641	13,759	10,404	8,820	6,669	8,524	107,699
Sales	95,278	73,281	108,421	78,406	100,043	114,670	83,978	151,182	114,312	96,909	73,274	93,671	1,183,425
Net Income	8,671	6,668	9,866	7,136	9,194	10,437	7,641	13,759	10,404	8,820	6,669	8,524	107,699
% Income vs Gross	9.10%	9.10%	9.10%	9.10%	9.19%	9.10%	9.10%	9.10%	9.10%	9.10%	9.10%	9.10%	9.10%

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Wood Chopping Your Business Plan

Xtra Lite Display Systems Inc Non-Profit Sales 3 Yr Average

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2000	706	122	1,895	1,258	4,566	9,219	2,393	3,466	13,205	4,114	2,186	6,335	49,465
2001	19,611	3,389	7,558	6,983	6,705	5,319	9,471	18,820	5,209	9,500	4,281	928	97,774
2002	17,143	5,762	2,488	1,775	5,336	4,424	4,361	4,264	10,576	7,427	9,955	1,728	75,239
Avg	12,487	3,091	3,980	3,339	5,536	6,321	5,408	8,850	9,663	7,014	5,474	2,997	74,159

Make Sure You Are Understanding Your Monthly Averages to Project Future Performance

