

***Market Share: Greene County (Primary)

Income Statement	0	1	2	3	4	5
Calendar Year	2024	2025	2026	2027	2028	2029
Market Opportunity	\$ 1,500,000.00	\$ 1,600,000.00	\$ 1,648,000.00	\$ 1,697,440.00	\$ 1,748,363.20	\$ 1,800,814.10
Market Penetration	1%	56%	72%	82%	87%	96%
Units	278	722	944	1111	1222	1389
Revenue (Projected Plan)	\$250,000	\$650,000	\$850,000	\$1,000,000	\$1,100,000	\$1,250,000
Cost of Goods Sold	\$180,000	\$468,000	\$612,000	\$720,000	\$792,000	\$900,000
Contribution Margin (Gross Margin)	\$70,000	\$182,000	\$238,000	\$280,000	\$308,000	\$350,000
Other Expenses*	\$53,976	\$45,024	\$43,172	\$46,947	\$49,750	\$53,573
Marketing Investments (includes coop earnings deduction)	\$7,500	\$5,460	\$7,140	\$8,400	\$9,240	\$10,500
EBIT (Earnings Before Interest & Taxes)	\$8,524	\$131,516	\$187,688	\$224,653	\$249,010	\$285,927
Distributions (Salaries, Profit Distributions)	\$0	\$81,000	\$81,000	\$81,000	\$81,000	\$81,000
Net Income (before taxes)	\$8,524	\$50,516	\$106,688	\$143,653	\$168,010	\$204,927

*assumed annual market growth rate of 3%

Average Annual Market Opportunity 2025-2029 \$ 1,698,923

Other Expenses	Per	Annually	Annually	Annually	Annually	Annually
Rent (Retail Space)	\$0.00	\$14,400.00	\$14,832.00	\$15,276.96	\$15,735.27	\$16,207.33
Utilities (Gas, Electricity, Water)	\$0.00	\$3,960.00	\$4,078.80	\$4,201.16	\$4,327.20	\$4,457.01
Insurance (fully loaded)	\$0.00	\$4,800.00	\$4,944.00	\$5,092.32	\$5,245.09	\$5,402.44
Vehicles	\$0.00	\$6,000.00	\$0.00	\$0.00	\$0.00	\$0.00
Maintenance	\$0.00	\$2,916.00	\$2,385.48	\$2,457.04	\$2,530.76	\$2,606.68
Inventory	\$648.00	\$78,000.00	\$102,000.00	\$120,000.00	\$132,000.00	\$150,000.00
Marketing	3%	3%	3%	3%	3%	3%
Total Retail Space	2500					
Total # of Vehicles		1	1	1	1	1
Total # of Employees (Excluding one manager)		2	2	2	2	2
Employee Salary	\$0.00	\$36,000.00	\$36,000.00	\$36,000.00	\$36,000.00	\$36,000.00
Manager Salary	\$0.00	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00	\$45,000.00

Calendar Year	0	1	2	3	4	5
Calendar Year	2024	2025	2026	2027	2028	2029
Revenue	\$250,000	\$650,000	\$850,000	\$1,000,000	\$1,100,000	\$1,250,000
Gross Margin	\$70,000	\$182,000	\$238,000	\$280,000	\$308,000	\$350,000
Growth Rate %	0%	160%	31%	18%	10%	14%
Contribution Margin %	N/A	28.00%	28.00%	28.00%	28.00%	28.00%
EBIT	\$40,000	\$131,516	\$187,688	\$224,653	\$249,010	\$285,927
EBIT % of Revenue	N/A	20.23%	22.08%	22.47%	22.64%	22.87%
Inventory (assuming 6 turns annually)	\$30,000	\$78,000	\$102,000	\$120,000	\$132,000	\$150,000
Cash Flow	\$40,000	\$104,000	\$136,000	\$160,000	\$176,000	\$200,000

Average earnings before interest and taxes (EBIT) 2025-2029 \$215,758
 Average annual revenue 2025-2029 \$970,000

Retail	\$1,200,000
Wholesale	<u>\$864,000</u>
Gross Margin	\$336,000
Net Margin	\$42,000

Assuming 28% gross profit (wages, rent/mortgage, utilities, trucks, insurance all as deductions from gross profit)
Assuming 3.5% as net profit with reinvestment back into the business for a minimum of three years

Floor Display	\$64,800
Inventory	<u>\$48,600</u>
Total Inventory	\$113,400

Estimated at 20 pieces per thousand square feet @ \$648/unit (5000 sq ft = 100)
Estimated at 75 pieces @ \$648/unit

Needed Working Capital	\$108,000
	\$144,000
	\$216,000

8	Based on \$2.50M wholesale with a target of 8 inventory turns
6	Based on \$2.50M wholesale with a target of 6 inventory turns
4	Based on \$2.50M wholesale with a target of 4 inventory turns

Start Up Costs

Floor Display	\$32,400
Inventory	\$9,720
Marketing	\$4,488
POS System	<u>\$2,388</u>
Total Investments	\$48,996

Estimated at 20 pieces per thousand square feet @ \$648/unit (2500 sq ft = 115)
Estimated at 15 pieces @ \$648/unit
Website fees of \$499/month & Marketing investments of \$500/month
\$199/month

