

Aquatics Wear

Six-Month Financial Projection

	July	August	September
Total Net Revenues	\$23,538,000.00	\$10,781,000.00	\$18,875,345.00
Cost of Goods Sold	8,944,440.00	4,096,780.00	7,172,631.10
Gross Margin	\$14,593,560.00	\$6,684,220.00	\$11,702,713.90
Expenses			
Bonus	\$250,000.00	\$0.00	\$250,000.00
Equipment	1,176,900.00	539,050.00	943,767.25
Marketing	3,295,320.00	1,509,340.00	2,642,548.30
Research and Development	1,588,815.00	727,717.50	1,274,085.79
Selling, General, and Administrative	7,061,400.00	3,234,300.00	5,662,603.50
Total Expenses	\$13,372,435.00	\$6,010,407.50	\$10,773,004.84
Operating Incomes	\$1,221,125.00	\$673,812.50	\$929,709.06

Assumptions

Bonus	250,000.00
Equipment	5.00%
Margin	62.00%
Marketing	14.00%
Research and Development	6.75%
Revenue for Bonus	15,000,000.00
Selling, General, and Administrative	30.00%

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<i>October</i>	<i>November</i>	<i>December</i>	Total
\$11,451,990.00	\$15,109,656.00	\$25,235,860.00	\$104,991,851.00
4,351,756.20	5,741,669.28	9,589,626.80	39,896,903.38
\$7,100,233.80	\$9,367,986.72	\$15,646,233.20	\$65,094,947.62
\$0.00	\$250,000.00	\$250,000.00	\$1,000,000.00
572,599.50	755,482.80	1,261,793.00	5,249,592.55
1,603,278.60	2,115,351.84	3,533,020.40	14,698,859.14
773,009.33	1,019,901.78	1,703,420.55	7,086,949.94
3,435,597.00	4,532,896.80	7,570,758.00	31,497,555.30
\$6,384,484.43	\$8,673,633.22	\$14,318,991.95	\$59,532,956.93
\$715,749.37	\$694,353.50	\$1,327,241.25	\$5,561,990.69