

Campus Clothiers

Semiannual Projected Gross Margin, Expenses, and Operating Income

	January	February	March	April	May	June	Total
Sales	3383909.82	688057.15	9742702.37	4818493.53	4566722.63	8527504.39	=SUM(B4:G4)
Cost of Goods Sold	=B4*(1-\$B\$21)	=C4*(1-\$B\$21)	=D4*(1-\$B\$21)	=E4*(1-\$B\$21)	=F4*(1-\$B\$21)	=G4*(1-\$B\$21)	=SUM(B5:G5)
Gross Margin	=B4-B5	=C4-C5	=D4-D5	=E4-E5	=F4-F5	=G4-G5	=SUM(B6:G6)
Expenses							
Bonus	=IF(B4>=\$B\$24, \$B\$19,0)	=IF(C4>=\$B\$24, \$B\$19,0)	=IF(D4>=\$B\$24, \$B\$19,0)	=IF(E4>=\$B\$24, \$B\$19,0)	=IF(F4>=\$B\$24, \$B\$19,0)	=IF(G4>=\$B\$24, \$B\$19,0)	=SUM(B9:G9)
Commission	=B4*\$B\$20	=C4*\$B\$20	=D4*\$B\$20	=E4*\$B\$20	=F4*\$B\$20	=G4*\$B\$20	=SUM(B10:G10)
Marketing	=B4*\$B\$22	=C4*\$B\$22	=D4*\$B\$22	=E4*\$B\$22	=F4*\$B\$22	=G4*\$B\$22	=SUM(B11:G11)
Research and Development	=B4*\$B\$23	=C4*\$B\$23	=D4*\$B\$23	=E4*\$B\$23	=F4*\$B\$23	=G4*\$B\$23	=SUM(B12:G12)
Support, General, and Administrative	=B4*\$B\$25	=C4*\$B\$25	=D4*\$B\$25	=E4*\$B\$25	=F4*\$B\$25	=G4*\$B\$25	=SUM(B13:G13)
Total Expenses	=SUM(B9:B13)	=SUM(C9:C13)	=SUM(D9:D13)	=SUM(E9:E13)	=SUM(F9:F13)	=SUM(G9:G13)	=SUM(B14:G14)
Operating Income		=C6-C14	=D6-D14	=E6-E14	=F6-F14	=G6-G14	9459176.311

What-if Assumptions

Bonus	75000
Commission	0.0225
Marketing	0.61
Marketing	0.09
Research and Development	0.0575
Revenue for Bonus	4750000
Support, General, and Administrative	0.1426