

Campus Clothiers

Semiannual Projected Gross Margin, Expenses, and Operating Income

12/11/2008

	January	February	March	April	May	June	Total
Sales	3,383,909.82	6,880,576.15	9,742,702.37	4,818,493.53	4,566,722.63	8,527,504.39	37,919,908.89
Cost of Goods Sold	1,319,724.83	2,683,424.70	3,799,653.92	1,879,212.48	1,781,021.83	3,325,726.71	14,788,764.47
Gross Margin	2,064,184.99	4,197,151.45	5,943,048.45	2,939,281.05	2,785,700.80	5,201,777.68	23,131,144.42
Expenses							
Bonus	0.00	100,000.00	100,000.00	100,000.00	0.00	100,000.00	400,000.00
Commission	109,977.07	223,618.72	316,637.83	156,601.04	148,418.49	277,143.89	1,232,397.04
Marketing	304,551.88	619,251.85	876,843.21	433,664.42	411,005.04	767,475.40	3,412,791.80
Research and Development	194,574.81	395,633.13	560,205.39	277,063.38	262,586.55	490,331.50	2,180,394.76
Support, General, and Administrative	575,264.67	1,169,697.95	1,656,259.40	819,143.90	776,342.85	1,449,675.75	6,446,384.51
Total Expenses	1,184,368.44	2,508,201.65	3,509,945.83	1,786,472.74	1,598,352.92	3,084,626.54	13,671,968.11
Operating Income	\$ 879,816.55	\$ 1,688,949.80	\$ 2,433,102.62	\$ 1,152,808.32	\$ 1,187,347.88	\$ 2,117,151.14	\$ 9,459,176.31

What-if Assumptions

Bonus	100,000.00
Commission	3.25%
Margin	61.00%
Marketing	9.00%
Research and Development	5.75%
Revenue for Bonus	4,750,000.00
Support, General, and Administrative	17.00%