

Campus Clothiers

Semiannual Projected Gross Margin, Expenses, and Operativ

~NOW~

	January	February	March	April	May	June	Total
Sales	3383909.82	6880676.15	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	23131144.42
Expenses							
Bonus	0	100000	100000	100000	0	100000	400000
Commission	=B4*\$B\$20	=C4*\$B\$20	=D4*\$B\$20	=E4*\$B\$20	=F4*\$B\$20	=G4*\$B\$20	1232397.039
Marketing	=B4*\$B\$22	=C4*\$B\$22	=D4*\$B\$22	=E4*\$B\$22	=F4*\$B\$22	=G4*\$B\$22	3412791.8
Research and Development	=B4*\$B\$23	=C4*\$B\$23	=D4*\$B\$23	=E4*\$B\$23	=F4*\$B\$23	=G4*\$B\$23	2180394.761
Support, General, and Administrative	=B4*\$B\$25	=C4*\$B\$25	=D4*\$B\$25	=E4*\$B\$25	=F4*\$B\$25	=G4*\$B\$25	6440384.511
Total Expenses	=SUM(B6:B13)	=SUM(C6:C13)	=SUM(D6:D13)	=SUM(E6:E13)	=SUM(F6:F13)	=SUM(G6:G13)	13671966.11
Operating Income	=B5-B14	=C5-C14	=D5-D14	=E5-E14	=F5-F14	=G5-G14	9489176.311
What-If Assumptions							
Bonus	100000						
Commission	0.035						
Margin	0.61						
Marketing	0.08						
Research and Development	0.0075						
Revenue for Bonus	4700000						
Support, General, and Administrative	0.17						