

Campus Clothiers

Semiannual Projected Gross Margins, Expensed and Operati

~(NONE)

	January	February	March	April	May	June	July
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)	14788764.47
Gross Margin	~B4-B5	~C4-C5	~D4-D5	~E4-E5	~F4-F5	~G4-G5	23131144.42
Expenses							
Bonus	~F(B4>=\$B\$24,\$B\$19,0)	~F(C4>=\$B\$24,\$B\$19,0)	~F(D4>=\$B\$24,\$B\$19,0)	~F(E4>=\$B\$24,\$B\$19,0)	~F(F4>=\$B\$24,\$B\$19,0)	~F(G4>=\$B\$24,\$B\$19,0)	400000
Commission	~B4*\$B\$20	~C4*\$B\$20	~D4*\$B\$20	~E4*\$B\$20	~F4*\$B\$20	~G4*\$B\$20	1222397.04
Marketing	~B4*\$B\$22	~C4*\$B\$22	~D4*\$B\$22	~E4*\$B\$22	~F4*\$B\$22	~G4*\$B\$22	34712791.8
Research and Development	~B4*\$B\$23	~C4*\$B\$23	~D4*\$B\$23	~E4*\$B\$23	~F4*\$B\$23	~G4*\$B\$23	2180394.76
Support, General, and Administrative	~B4*\$B\$25	~C4*\$B\$25	~D4*\$B\$25	~E4*\$B\$25	~F4*\$B\$25	~G4*\$B\$25	6446384.51
Total Expenses	~SUM(B5:B13)	~SUM(C5:C13)	~SUM(D5:D13)	~SUM(E5:E13)	~SUM(F5:F13)	~SUM(G5:G13)	12671898.11
Operating Outcome	~B5-B14	~C5-C14	~D5-D14	~E5-E14	~F5-F14	~G5-G14	\$459176.31

What-If Assumptions

Bonus	100000
Commission	0.0325
Margin	0.61
Marketing	0.08
Research and Development	0.0575
Revenue for Bonus	4700000
Support, General, and Administrative	0.17