

Campus Clothiers

Semiannual Projected Gross Margin, Expenses, and Operating Income

Sales

Cost of Goods Sold

Gross Margin

Expenses

Bonus

Commission

Marketing

Research and Development

Support, General, and Administrative

Total Expenses

Operating Income

What-if Assumptions

Bonus

Commission

Margin

Marketing

Research and Development

Revenue for Bonus

Support, General, and Administrative



<i>January</i>	<i>February</i>	<i>March</i>
3383909.82	6880576.15	9742702.37
=B4*(1-\$B\$21)	=C4*(1-\$B\$21)	=D4*(1-\$B\$21)
=B4-B5	=C4-C5	=D4-D5

=IF(B4>=\$B\$24, \$B\$19, 0)	=IF(C4>=\$B\$24, \$B\$19, 0)	=IF(D4>=\$B\$24, \$B\$19, 0)
=B4*\$B\$20	=C4*\$B\$20	=D4*\$B\$20
=B4*\$B\$22	=C4*\$B\$22	=D4*\$B\$22
=B4*\$B\$23	=C4*\$B\$23	=D4*\$B\$23
=B4*\$B\$25	=C4*\$B\$25	=D4*\$B\$25
=SUM(B9:B13)	=SUM(C9:C13)	=SUM(D9:D13)

=B6-B14	=C6-C14	=D6-D14
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75000
0.0225
0.61
0.09
0.0575
4750000
0.145



<i>April</i>	<i>May</i>	<i>June</i>
4818493.53	4566722.63	8527504.39
=E4*(1-\$B\$21)	=F4*(1-\$B\$21)	=G4*(1-\$B\$21)
=E4-E5	=F4-F5	=G4-G5

=IF(E4>=\$B\$24, \$B\$19, 0)	=IF(F4>=\$B\$24, \$B\$19, 0)	=IF(G4>=\$B\$24, \$B\$19, 0)
=E4*\$B\$20	=F4*\$B\$20	=G4*\$B\$20
=E4*\$B\$22	=F4*\$B\$22	=G4*\$B\$22
=E4*\$B\$23	=F4*\$B\$23	=G4*\$B\$23
=E4*\$B\$25	=F4*\$B\$25	=G4*\$B\$25
=SUM(E9:E13)	=SUM(F9:F13)	=SUM(G9:G13)

=E6-E14	=F6-F14	=G6-G14
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=NOW()

Total

=SUM(B4:G4)

=SUM(B5:G5)

=SUM(B6:G6)

=SUM(B9:G9)

=SUM(B10:G10)

=SUM(B11:G11)

=SUM(B12:G12)

=SUM(B13:G13)

=SUM(B14:G14)

=H6-H14
