

Aquatics Wear

Six-Month Financial Projection

5/2/2008

	July	August	September	October	November	December	Total	
Total Net Revenues	\$23,538,000.00	\$10,781,000.00	\$18,875,345.00	\$11,451,990.00	\$15,109,656.00	\$25,235,860.00	\$104,991,851.00	
Cost of Goods Sold	8,944,440.00	4,096,780.00	7,172,631.10	4,351,756.20	5,741,669.28	9,589,626.80	39896903.38	
Gross Margin	\$14,593,560.00	\$6,684,220.00	\$11,702,713.90	\$7,100,233.80	\$9,367,986.72	\$15,646,233.20	\$65,094,947.62	
Expenses								
Bonus	\$250,000.00	\$0.00	\$250,000.00	\$0.00	\$250,000.00	\$250,000.00	\$1,000,000.00	
Equipment	1,176,900.00	539,050.00	943,767.25	572,599.50	755,482.80	1,261,793.00	5249592.55	
Marketing	3295320	1509340	2642548.3	1603278.6	2115351.84	3533020.4	14698859.14	
Research and Development	1588815	727717.5	1274085.788	773009.325	1019901.78	1703420.55	7086949.943	
Selling, General, and Administrative	7,061,400.00	3,234,300.00	5,662,603.50	3,435,597.00	4,532,896.80	7,570,758.00	31497555.3	
Total Expenses	\$13,372,435.00	\$6,010,407.50	\$10,773,004.84	\$6,384,484.43	\$8,673,633.22	\$14,318,991.95	\$59,532,956.93	
Operating Income	\$1,221,125.00	\$673,812.50	\$929,709.06	\$715,749.37	\$694,353.50	\$1,327,241.25	\$5,561,990.69	

Assumptions

Bonus	250,000.00
Equipment	5.00%
Margin	62.00%
Marketing	14.00%
Research and Development	6.75%
Revenue for Bonus	15,000,000.00
Selling, General, and Administrative	30.00%

Six-Month Projected Operating Income

