

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	39,896,903.38
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	5,249,592.55
Marketing	3,295,320.00	1,509,340.00	2,642,548.30	1,603,278.60	2,115,351.84	3,533,020.40	14,698,859.14
Research and Development	1,588,815.00	727,717.50	1,274,085.79	773,009.33	1,019,901.78	1,703,420.55	7,086,949.94
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	31,497,555.30
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%