

# Campus Clothiers

## Semiannual Projected Gross Margin, Expenses, and Operating Income

	January	February	March
<b>Sales</b>	\$3,383,909.82	\$6,880,576.15	\$9,742,702.37
<b>Cost of Goods Sold</b>	1,319,724.83	2,683,424.70	3,799,653.92
<b>Gross Margin</b>	<b>\$2,064,184.99</b>	<b>\$4,197,151.45</b>	<b>\$5,943,048.45</b>
<b>Expenses</b>			
<b>Bonus</b>	\$0.00	\$100,000.00	\$100,000.00
<b>Commision</b>	109,977.07	223,618.72	316,637.83
<b>Marketing</b>	304,551.88	619,251.85	876,843.21
<b>Research and Development</b>	194,574.81	395,633.13	560,205.39
<b>Support, General, and Administrative</b>	575,264.67	1,169,697.95	1,656,259.40
<b>Total Expenses</b>	<b>\$1,184,368.44</b>	<b>\$2,508,201.65</b>	<b>\$3,509,945.83</b>
<b>Operating Income</b>	<b>\$879,816.55</b>	<b>\$1,688,949.80</b>	<b>\$2,433,102.62</b>

### What-if Assumptions

Bonus	100,000.00
Commision	3.25%
Margin	61.00%
Marketing	9.00%
Research and Development	5.75%
Revenue for Bonus	4,750,000.00
Support, General, and Administrative	17.00%

April	May	June	Total
\$4,818,493.53	\$4,566,722.63	\$8,527,504.39	\$37,919,908.89
1,879,212.48	1,781,021.83	3,325,726.71	14,788,764.47
<b>\$2,939,281.05</b>	<b>\$2,785,700.80</b>	<b>\$5,201,777.68</b>	<b>\$23,131,144.42</b>

\$100,000.00	\$0.00	\$100,000.00	\$400,000.00
156,601.04	148,418.49	277,143.89	1,232,397.04
433,664.42	411,005.04	767,475.40	3,412,791.80
277,063.38	262,586.55	490,331.50	2,180,394.76
819,143.90	776,342.85	1,449,675.75	6,446,384.51
<b>\$1,786,472.74</b>	<b>\$1,598,352.92</b>	<b>\$3,084,626.54</b>	<b>\$13,671,968.11</b>

<b>\$1,152,808.32</b>	<b>\$1,187,347.88</b>	<b>\$2,117,151.14</b>	<b>\$9,459,176.31</b>
-----------------------	-----------------------	-----------------------	-----------------------