

Campus Clothiers

Semiannual Projected Gross Margin, Expenses, and Operating Income

11/8/2010

	January	February	March	April	May	June	Total
Sales	\$3,383,909.82	\$3,383,909.82	\$3,383,909.82	\$3,383,909.82	\$3,383,909.82	\$3,383,909.82	\$3,383,909.82
Cost of Goods Sold	1319724.83	1319724.83	1319724.83	1319724.83	1319724.83	1319724.83	14788764.47
Gross Margin	\$2,064,184.99	\$2,064,184.99	\$2,064,184.99	\$2,064,184.99	\$2,064,184.99	\$2,064,184.99	\$23,131,144.42
Expenses							
Bouns	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$400,000.00
Commission	109,977.07	223,618.72	316,637.83	109,977.07	109,977.07	109,977.07	1,232,397.04
Marketing	304,551.88	619,251.85	876,843.21	304,551.88	304,551.88	304,551.88	3,412,791.80
Research and Development	194,574.81	395,633.13	560,205.39	194,574.81	194,574.81	194,574.81	2,180,394.76
Support General and Administrative	49,066,692.39	1,169,697.95	49,066,692.39	49,066,692.39	49,066,692.39	49,066,692.39	6,446,384.51
Total Expenses	\$49,675,796.16	\$2,408,201.65	\$50,820,378.82	\$49,675,796.16	\$49,675,796.16	\$49,675,796.16	\$13,671,968.11
Operating Income	(\$47,611,611.17)	(\$344,016.66)	(\$48,756,193.83)	(\$47,611,611.17)	(\$47,611,611.17)	(\$47,611,611.17)	\$9,459,176.31

What-if Assumptions

Bouns	100000.00
Commission	3.25%
Margin	61.00%
Marketing	9%
Research and Development	5.75%
Revenue for Bonus	4,750,000.00
Support General and Administrative	1450%

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