

Profit and Loss Year 2

		January	February	March	April	May	June	July	August	Sptmber	October	November	December
Sales													
Mobile Platform Set-Up (OTC)	100	100	90	90	95	100	105	110	125	100	100	100	150
Social Media Presence (MLC)	40	89	144	150	165	175	200	225	250	255	265	275	300
Small Business Package (OTC)	250	52	53	50	30	40	50	60	40	20	40	40	30
Basic CRM (MLC)	75	175	180	200	225	250	250	275	280	290	300	310	350
Forecasting System (MLC)	100	50	75	75	80	80	85	85	90	90	95	95	100
Total Sales		44685	49010	50000	48475	53750	58250	64125	62500	55950	62600	63750	70750
Overhead Costs													
Director	22,000	1	1	1	1	1	1	1	1	1	1	1	1
System Developer	29,000	2	2	2	2	2	2	2	2	2	2	2	2
Mobile Developer	27,000	1	1	1	1	1	1	2	2	2	2	2	2
Support	25,000	3	3	3	3	4	4	4	4	4	4	4	4
Marketing Manager	24,000	1	1	1	1	1	1	1	1	1	1	1	1
Sales Team	15,000	2	3	3	3	3	3	3	3	3	3	3	3
Salaries		19,667	20,917	20,917	20,917	23,000	25,250	25,250	25,250	25,250	25,250	25,250	25,250
On-Costs	15%	2,950	3,138	3,138	3,138	3,450	3,788	3,788	3,788	3,788	3,788	3,788	3,788
Rent	1,500	500	500	500	500	500	500	500	500	500	500	500	500
Telephone	540	45	45	45	45	45	45	45	45	45	45	45	45
ISP	384	32	32	32	32	32	32	32	32	32	32	32	32
Electricity	600	50	50	50	50	50	50	50	50	50	50	50	50
Gas	288	24	24	24	24	24	24	24	24	24	24	24	24
Legal	672	56	56	56	56	56	56	56	56	56	56	56	56
Accountants	486	42	42	42	42	42	42	42	42	42	42	24	42
Bank Charges	600	50	50	50	50	50	50	50	50	50	50	50	50
Travel	2,160	180	180	180	180	180	180	180	180	180	180	180	180
Advertising	5,400	450	450	450	450	450	450	450	450	450	450	450	450
Loans	4,200	350	350	350	350	350	350	350	350	350	350	350	350
Insurance	2,400	200	200	200	200	200	200	200	200	200	200	200	200
Employer Liability	600	50	50	50	50	50	50	50	50	50	50	50	50
Server Rental	1,800	75	75	75	75	150	150	150	150	225	225	225	225
Depreciation (Computer)		2,090											
Depreciation (Mobile Hardware)		1,424											
Depreciation (Software)		1,250											
Total Costs		29,484	26,158	26,158	26,158	28,629	31,217	31,217	31,217	31,292	31,292	31,274	31,292
P/L		-37,179	-14,328	9,514	31,831	56,952	83,986	116,894	148,178	172,836	204,145	236,621	276,080