



Hudson Hustles

Financial Report - July 2023

Month	Total Revenue	Total Expenses	Net Income
July	\$73,800	\$42,500	\$31,300

****Income Statement:****

Total Revenue:	\$73,800
- Rental Revenue:	\$68,000
- Other Revenue:	\$5,800

Total Expenses:	\$42,500
- Cost of Goods Sold:	\$15,000
- Operating Expenses:	\$24,500
- Depreciation:	\$3,000

Net Income Before Tax: \$31,300

****Balance Sheet:****

Assets:

- Cash and Cash Equivalents:	\$50,000
- Accounts Receivable:	\$10,200
- Jet Ski Inventory:	\$80,000
- Other Assets:	\$5,000
Total Assets:	\$145,200

Liabilities and Equity:

- Accounts Payable:	\$15,000
- Short-term Debt:	\$0

- Long-term Debt:	\$25,000
- Equity (Owner's Capital):	\$105,200
Total Liabilities and Equity:	\$145,200

****Key Financial Ratios:****

Gross Profit Margin:	45.6%
Net Profit Margin:	42.4%
Return on Equity (ROE):	29.8%
Current Ratio:	4.68

****Business Insights:****

- July saw strong revenue growth due to increased rental activity.
- Operational expenses were well managed, contributing to healthy net income.
- The balance sheet reflects a strong financial position with adequate liquidity.
- Due to reports of a tiger shark sighting in the Hudson River late July near our flagship station in Chelsea, our business suffered for a few days.