Key assumptions and dependencies

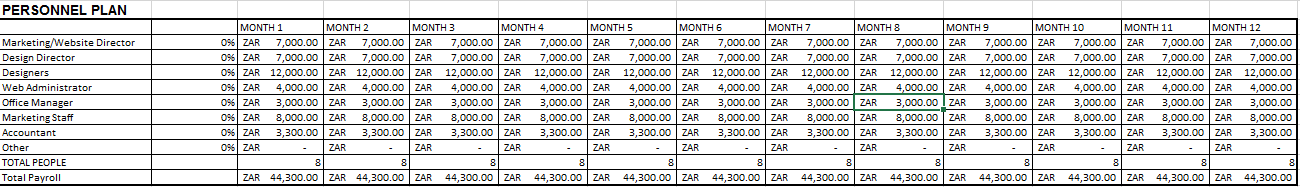
* The target market will have access to online banking, credit cards or debit cards.
* Acess to internet and smart devices to access ecommerce sites and applications.
* Courier and delivery services will guarantee safe deliveries.
* Returns will be minimised through good put togwther products.
* Webservices and applications will be steady to insure that theres no interruptions which will cause loss of potential sales.
* The system will be coss effective overall during development, implementation, maintenance etc.
* Safe and secure database and payment methods is necessity.
* Fast and problem free online service delivery.
* There will always be supplier of goods to ensure products at all times and enough supply to fill the demand.

# Appendix

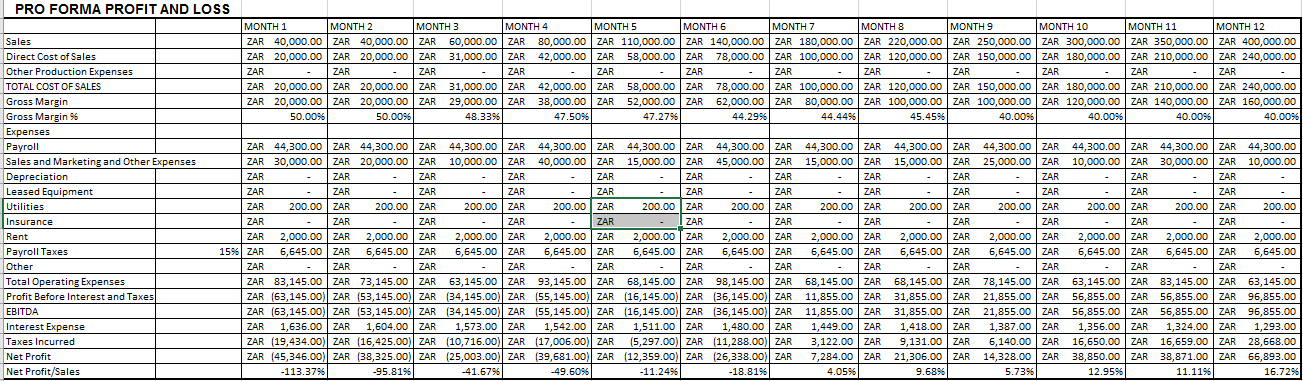
## Calculations

Total sales = clothing + other

Subtotal Direct Cost of Sales = clothing + other



## Calculations

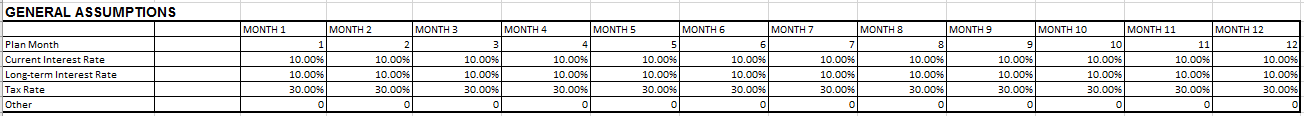
Total Payroll = Marketing/Website Director + Design Director + Designers + Web Administrator + Office Manager + Marketing Staff + Account + Other

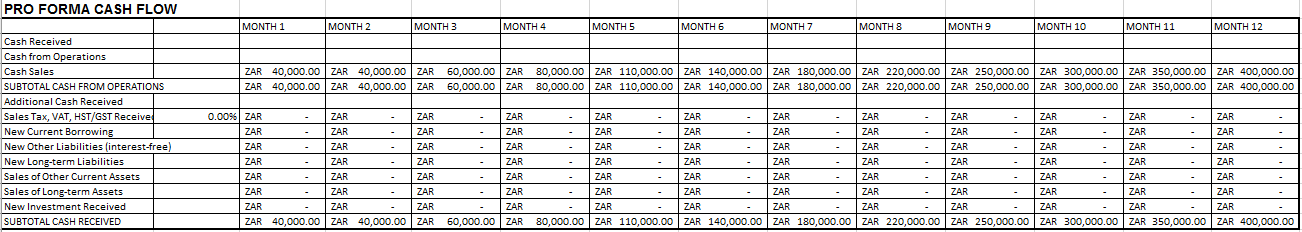
## Calculations

Total Cost of Sales = Direct Cost of Sales - Other Production Expenses

Payroll Taxes = Payroll \* 0.15

Total Operating Expenses = Payroll + Sales and Marketing and Other Expenses + Depreciation + Leased Equipment + Utilities + Insurance + Rent + Payroll Taxes + Other

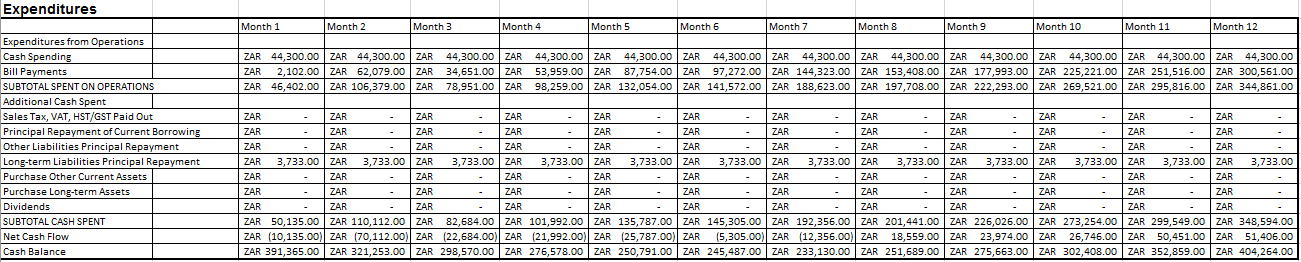
Profit Before Taxes and Interest = Gross Margin + Total Operating Expenses



## Calculations

Subtotal Cash from Operations = Cash Received + Additional Cash Received

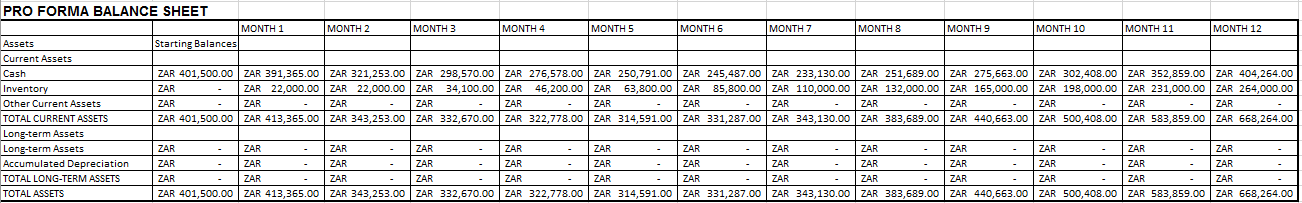
Subtotal Cash Received = Subtotal Cash from Operations + Additional Cash Received + Sales Tax, VAT, HST/GST Received + New Current Borrowing + New Other Liabilities (interest-free) + New Long-term Liabilities + Sales of Other Current Assets + Sales of Long-term Assets + New Investment Received



## Calculations

Subtotal Spent on Operations = Cash Spending + Bill Payments

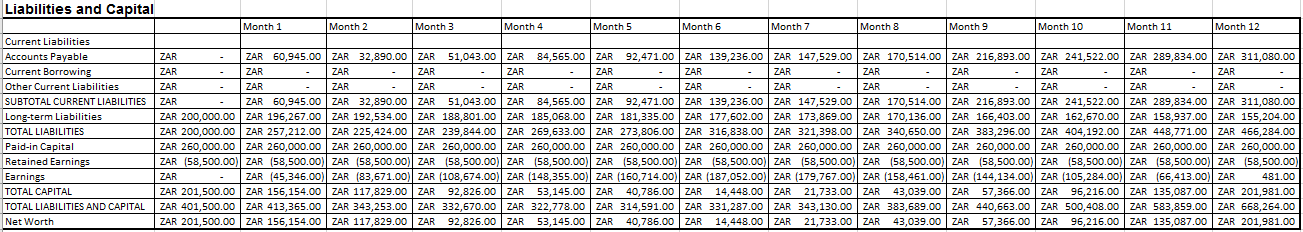
Subtotal Cash Spent = Sales Tax, VAT, HST/GST Paid Out + Principal Repayment of Current Borrowing + Other Liabilities Principal Repayment + Long-term Liabilities Principal Repayment + Purchase Other Current Assets + Purchase Long-term Assets + Dividends



## Calculations

Total Current Assets = Cash + Inventory + Other

Total Long-term Assets = Long-term Assets + Accumulated Depreciation

Total Assets = Total Current Assets + Total Long-term Assets

## Calculations

Subtotal Current Liabilities = Account Payable + Current Borrowing + Other Current Liabilities

Total Liabilities = Subtotal Current Liabilities + Long-term Liabilities

Total Capital = Paid-in Capital + Retained Earnings + Earnings

Total Liabilities and Capital = Total Liabilities + Total Capital