

What-If Assumptions

Bonus	\$200,000.00
Commission	5.75%
Margin	57.50%
Marketing	15.00%
Research and Development	7.50%
Sales Revenue for Bonus	\$3,500,000.00
Support, General, and Administrative	18.75%

Modern Music Shops

Six-Month Financial Projection

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	July	August	September	October	November	December	Total	Chart
Revenue	\$3,113,612.16	\$7,962,235.53	\$5,112,268.58	\$2,924,627.87	\$7,630,534.65	\$3,424,270.23	\$30,167,549.02	
Cost of Goods Sold	1,323,285.17	3,383,950.10	2,172,714.15	1,242,966.84	3,242,977.23	1,455,314.85	12,821,208.33	
Gross Margin	\$1,790,326.99	\$4,578,285.43	\$2,939,554.43	\$1,681,661.03	\$4,387,557.42	\$1,968,955.38	\$17,346,340.69	
Expenses								
Bonus	\$0.00	\$200,000.00	\$200,000.00	\$0.00	\$200,000.00	\$0.00	\$600,000.00	
Commission	179,032.70	457,828.54	293,955.44	168,166.10	438,755.74	196,895.54	1,734,634.07	
Marketing	467,041.82	1,194,335.33	766,840.29	438,694.18	1,144,580.20	513,640.53	4,525,132.35	
Research and Development	233,520.91	597,167.66	383,420.14	219,347.09	572,290.10	256,820.27	2,262,566.18	
Support, General, and Administrative	583,802.28	1,492,919.16	958,550.36	548,367.73	1,430,725.25	642,050.67	5,656,415.44	
Total Expenses	\$1,463,397.72	\$3,942,250.70	\$2,602,766.23	\$1,374,575.10	\$3,786,351.29	\$1,609,407.01	\$14,778,748.04	
Operating Income	\$326,929.28	\$636,034.73	\$336,788.20	\$307,085.93	\$601,206.14	\$359,548.37	\$2,567,592.65	

Six-Month Financial Projection

