



# 12 Month Forecast

Your forecast is not set in stone. Once you develop your own, the next step will be to review, revise, and test your assumptions. Inevitably, questions and problems will surface.

## 12 Month Forecast

Income Statement		unit factor	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Year
Revenue assumptions															
# cups per hour			40	40	40	40	40	40	40	40	40	40	40	40	
# hours open/day			5	5	5	5	5	5	5	5	5	5	5	5	
# cups per day			200	200	200	200	200	200	200	200	200	200	200	200	2,400
# pitchers per day	10		20	20	20	20	20	20	20	20	20	20	20	20	
Price per cup			\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	-
# days in month			31	28	31	30	31	30	31	31	30	31	30	31	365
# days closed			9	8	9	8	9	8	9	9	8	9	9	9	104
Number of days open			22	20	22	22	22	22	22	22	22	22	21	22	261
# cups sold per month			4,400	4,000	4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,400	4,200	4,400	52,200
# pitchers sold per month			440	400	440	440	440	440	440	440	440	440	420	440	5,220
# hours labor per month	3.00		176	160	176	176	176	176	176	176	176	176	168	176	2,088
Revenue			\$ 4,400	\$ 4,000	\$ 4,400	\$ 4,400	\$ 4,400	\$ 4,400	\$ 4,400	\$ 4,400	\$ 4,400	\$ 4,400	\$ 4,200	\$ 4,400	\$ 52,200
Cost of Revenue															
Lemons	\$ 0.50		\$ 220	\$ 200	\$ 220	\$ 220	\$ 220	\$ 220	\$ 220	\$ 220	\$ 220	\$ 220	\$ 210	\$ 220	\$ 2,611
Sugar	\$ 0.25		110	100	110	110	110	110	110	110	110	110	105	110	1,305
Ice	\$ 0.75		330	300	330	330	330	330	330	330	330	330	315	330	3,916
Lemonade costs	\$ 1.50		660	600	660	660	660	660	660	660	660	660	630	660	7,832
Cups	\$ 0.50		220	200	220	220	220	220	220	220	220	220	210	220	2,611
Total cost of goods	\$ 2.00		\$ 880	\$ 800	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 880	\$ 840	\$ 880	\$ 10,442
Gross Profit			\$ 3,520	\$ 3,200	\$ 3,520	\$ 3,520	\$ 3,520	\$ 3,520	\$ 3,520	\$ 3,520	\$ 3,520	\$ 3,520	\$ 3,360	\$ 3,520	\$ 41,760
Gross Margin			80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%
Operating expenses															
Labor	\$ 10.00		\$ 1,760	\$ 1,600	\$ 1,760	\$ 1,760	\$ 1,760	\$ 1,760	\$ 1,760	\$ 1,760	\$ 1,760	\$ 1,760	\$ 1,680	\$ 1,760	\$ 20,880
Other operating	\$ 10.00		220	200	220	220	220	220	220	220	220	220	210	220	2,610
Marketing	\$ 300.00		300	300	300	300	300	300	300	300	300	300	300	300	3,600
Rent	\$ 500.00		500	500	500	500	500	500	500	500	500	500	500	500	6,000
License & Insurance	\$ 41.67		42	42	42	42	42	42	42	42	42	42	42	42	500
Depreciation	\$ 34.03		34	34	34	34	34	34	34	34	34	34	34	34	408
Total operating exp			\$ 2,856	\$ 2,676	\$ 2,856	\$ 2,856	\$ 2,856	\$ 2,856	\$ 2,856	\$ 2,856	\$ 2,856	\$ 2,856	\$ 2,766	\$ 2,856	33,998
Operating income			\$ 664	\$ 524	\$ 664	\$ 664	\$ 664	\$ 664	\$ 664	\$ 664	\$ 664	\$ 664	\$ 594	\$ 664	\$ 7,762
Operating margin			15.1%	13.1%	15.1%	15.1%	15.1%	15.1%	15.1%	15.1%	15.1%	15.1%	14.2%	15.1%	14.9%
Interest expense			14	13	12	10	9	8	7	6	5	3	2	1	91
Income taxes	15%		98	77	98	98	98	98	99	99	99	99	89	99	1,151
Net income			\$ 567	\$ 448	\$ 566	\$ 566	\$ 566	\$ 566	\$ 566	\$ 566	\$ 565	\$ 565	\$ 506	\$ 565	\$ 6,611
Net margin			12.9%	11.2%	12.9%	12.9%	12.9%	12.9%	12.9%	12.9%	12.8%	12.8%	12.0%	12.8%	12.7%
EBITDA			698	558	698	698	698	698	698	698	698	698	628	698	8,170
Balance Sheet															
Cash		Inception	-	835	1,286	1,896	2,224	2,825	3,425	3,731	4,331	4,932	5,236	5,761	6,367
Inventories			200	220	200	220	220	220	220	220	220	220	220	210	220
Prepaid expenses			500	458	417	375	333	292	250	208	167	125	83	42	(0)
Total current assets			700	1,514	1,903	2,491	2,778	3,337	3,895	4,159	4,718	5,277	5,539	6,013	6,587
Equipment			1,150	1,150	1,150	1,150	1,150	1,150	1,150	1,150	1,150	1,150	1,150	1,150	1,150
Accumulated depreciation			-	(34)	(68)	(102)	(136)	(170)	(204)	(238)	(272)	(306)	(340)	(374)	(408)
Net equipment			1,150	1,116	1,082	1,048	1,014	980	946	912	878	844	810	776	742
Total assets			1,850	2,630	2,984	3,539	3,792	4,316	4,841	5,071	5,596	6,121	6,349	6,789	7,328
Accounts payable			75	330	300	330	330	330	330	330	330	330	330	315	330
Accrued income taxes			-	98	174	272	98	196	295	99	197	296	99	188	287
Loan			1,675	1,535	1,396	1,256	1,117	977	838	698	558	419	279	140	-
Total liabilities			1,750	1,963	1,870	1,858	1,545	1,503	1,462	1,127	1,086	1,045	708	643	617
Retained earnings			-	567	1,014	1,581	2,147	2,713	3,279	3,845	4,410	4,976	5,541	6,046	6,611
Paid in capital			100	100	100	100	100	100	100	100	100	100	100	100	100
Total equity			100	667	1,114	1,681	2,247	2,813	3,379	3,945	4,510	5,076	5,641	6,146	6,711
Total liabilities and equity			1,850	2,630	2,984	3,539	3,792	4,316	4,841	5,071	5,596	6,121	6,349	6,789	7,328