

## First Year Financial Plan for Partridge Radiant Heating

Month	1	2	3	4	5	6	7	8	9	10	11	12	Year 1	
	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	Total	
<b>SALES</b>	ASP*													
Units Sales Forecast	\$7,500	0	0	1	2	2	3	3	4	4	4	5	5	33
<b>Total Revenue</b>	\$0	\$0	\$7,500	\$15,000	\$15,000	\$22,500	\$22,500	\$30,000	\$30,000	\$30,000	\$37,500	\$37,500	\$247,500	
<b>COST OF GOODS</b>														
Materials	\$3,300	\$0	\$0	\$3,300	\$6,600	\$6,600	\$9,900	\$9,900	\$13,200	\$13,200	\$13,200	\$16,500	\$16,500	\$108,900
Assembly labor	\$250	0	0	250	500	500	750	750	1,000	1,000	1,000	1,250	1,250	8,250
Installation Labor	\$1,200	0	0	1,200	2,400	2,400	3,600	3,600	4,800	4,800	4,800	6,000	6,000	39,600
Other (permits, subs, etc.)	\$600	0	0	600	1,200	1,200	1,800	1,800	2,400	2,400	2,400	3,000	3,000	19,800
<b>Total COGS</b>	\$5,350	\$0	\$0	\$5,350	\$10,700	\$10,700	\$16,050	\$16,050	\$21,400	\$21,400	\$21,400	\$26,750	\$26,750	\$176,550
<b>GROSS PROFIT</b>	\$0	\$0	\$2,150	\$4,300	\$4,300	\$6,450	\$6,450	\$8,600	\$8,600	\$8,600	\$10,750	\$10,750	\$70,950	
Gross Margin %	na	na	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%	
<b>OPERATING EXPENSE</b>														
<u>Payroll</u>														
Owner	\$25k/year	\$0	\$0	\$0	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$18,900
Operations Manager	\$36k/year	1,500	3,000	1,500	1,500	1,500	1,500	1,500	750	750	750	750	750	15,750
Office Manager	\$16k/year	0	0	0	0	0	0	0	0	0	0	700	700	1,400
Payroll Taxes	10%	150	300	150	360	360	360	360	285	285	285	355	355	3,605
Employee Benefits		0	0	0	0	0	0	0	0	0	0	0	0	0
Payroll Total		\$1,650	\$3,300	\$1,650	\$3,960	\$3,960	\$3,960	\$3,960	\$3,135	\$3,135	\$3,135	\$3,905	\$3,905	\$39,655
<u>General and Administrative</u>														
Rent & Utilities		\$1,100	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$2,200	\$25,300
Communications		100	250	250	250	250	250	250	250	250	250	250	250	2,850
Insurance, Bond		150	150	150	150	150	150	150	150	150	150	150	150	1,800
Maintenance & Repairs		0	250	250	250	250	250	250	250	250	250	250	250	2,750
Professional Services		0	100	100	100	100	100	100	100	100	100	100	100	1,100
Office Supplies		0	150	150	150	150	150	150	150	150	150	150	150	1,650
Equipment Rental		0	350	350	350	350	350	350	350	350	350	350	350	3,850
Business tax & licenses	0.5%	0	0	38	75	75	113	113	150	150	150	188	188	1,238
G&A Total		\$1,350	\$3,450	\$3,488	\$3,525	\$3,525	\$3,563	\$3,563	\$3,600	\$3,600	\$3,600	\$3,638	\$3,638	\$40,538
<u>Sales and Marketing</u>														
Travel & Entertainment	2%	\$200	\$200	\$200	\$300	\$300	\$450	\$450	\$600	\$600	\$600	\$750	\$750	\$5,400
<u>Debt Service</u>														
Principal + Interest	2%	\$0	\$214	\$473	\$640	\$803	\$889	\$937	\$986	\$986	\$975	\$969	\$939	\$8,807
<b>Total Expenses</b>		\$3,200	\$7,164	\$5,811	\$8,425	\$8,588	\$8,861	\$8,909	\$8,321	\$8,316	\$8,310	\$9,262	\$9,232	\$94,399
<b>PROFIT / (LOSS)</b>		(\$3,200)	(\$7,164)	(\$3,661)	(\$4,125)	(\$4,288)	(\$2,411)	(\$2,459)	\$279	\$284	\$290	\$1,488	\$1,518	(\$23,449)
<b>Start-up Costs</b>		\$7,500	\$5,800	\$4,700	\$4,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$22,000
Total Cash In / (Out)		(\$10,700)	(\$12,964)	(\$8,361)	(\$8,125)	(\$4,288)	(\$2,411)	(\$2,459)	\$279	\$284	\$290	\$1,488	\$1,518	(\$45,449)
<b>CUM PROFIT / (LOSS)</b>		(\$10,700)	(\$23,664)	(\$32,025)	(\$40,150)	(\$44,438)	(\$46,850)	(\$49,309)	(\$49,030)	(\$48,746)	(\$48,456)	(\$46,967)	(\$45,449)	

\*ASP - Average Selling Price

↑  
Breakeven Point  
(Maximum cumulative loss)