

Comparison of First Year Actual Performance versus Plan for PRH

	Month	1	2	3	4	5	6	7	8	9	10	11	12	Year 1	Year 1	VARIANCE
		June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	ACTUAL	PLAN	
SALES	Act. ASP															
Units Sold	\$7,430	0	1	0	1	2	4	3	4	6	4	5	5	35	33	2
Total		\$0	\$7,850	\$0	\$7,475	\$14,470	\$29,800	\$23,055	\$30,700	\$41,316	\$29,960	\$37,625	\$37,800	\$260,051	\$247,500	\$12,551
COST OF GOODS	Act. Avg.															
Materials	\$3,952	\$0	\$4,325	\$0	\$3,925	\$7,425	\$15,824	\$11,868	\$15,824	\$23,736	\$15,824	\$19,780	\$19,780	\$138,311	\$108,900	
Assembly labor	\$284	0	375	0	325	570	1,080	870	1,050	1,816	1,125	1,350	1,375	9,936	\$8,250	
Installation Labor	\$1,189	0	1,380	0	1,135	2,350	5,135	4,025	5,030	5,450	4,625	6,345	6,125	41,600	\$39,600	
Other (permits, subs, etc.)	\$493	0	465	0	525	850	2,125	1,425	2,085	2,430	1,875	2,675	2,810	17,265	\$19,800	
Total	\$5,917	\$0	\$6,545	\$0	\$5,910	\$11,195	\$24,164	\$18,188	\$23,989	\$33,432	\$23,449	\$30,150	\$30,090	\$207,112	\$176,550	(\$30,562)
GROSS PROFIT		\$0	\$1,305	\$0	\$1,565	\$3,275	\$5,636	\$4,867	\$6,711	\$7,884	\$6,511	\$7,475	\$7,710	\$52,939	\$70,950	(\$18,011)
Gross Margin %		na	17%	na	21%	23%	19%	21%	22%	19%	22%	20%	20%	20%	29%	-8%
Operating Expenses																
Payroll																
Owner		\$0	\$0	\$0	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$2,100	\$18,900	\$18,900	
Operations Manager		2,250	1,500	3,000	1,500	800	400	800	400	400	400	400	400	12,250	\$15,750	
Office Manager		0	0	0	0	0	0	0	0	700	700	700	700	2,800	\$1,400	
Payroll Taxes		225	150	300	360	290	250	290	250	320	320	320	320	3,395	\$3,605	
Employee Benefits		0	0	0	0	0	0	0	0	0	0	0	0	0	\$0	
Payroll Total		\$2,475	\$1,650	\$3,300	\$3,960	\$3,190	\$2,750	\$3,190	\$2,750	\$3,520	\$3,520	\$3,520	\$3,520	\$37,345	\$39,655	\$2,310
General and Administrative																
Rent & Utilities		\$1,947	\$2,175	\$2,250	\$2,105	\$2,075	\$2,185	\$2,280	\$2,275	\$2,305	\$2,225	\$2,150	\$2,085	\$26,057	\$25,300	
Communications		350	175	198	215	202	255	182	218	205	224	218	233	2,675	\$2,850	
Insurance, Bond		525	525	525	525	525	525	525	525	525	525	525	525	6,300	\$1,800	
Maintenance & Repairs		275	55	78	225	155	187	195	68	45	378	115	85	1,861	\$2,750	
Professional Services		0	0	275	50	0	0	225	0	0	225	0	100	875	\$1,100	
Office Supplies		130	45	260	55	24	83	68	97	245	125	140	138	1,410	\$1,650	
Equipment Rental		0	160	325	325	325	325	325	325	325	325	325	325	3,410	\$3,850	
Business tax & licenses		0	39	0	37	72	149	115	154	207	150	188	189	1,300	\$1,238	
Bad Debt		0	0	0	0	0	0	0	0	0	0	10,500	10,500	\$0		
G&A Total		\$3,227	\$3,174	\$3,911	\$3,537	\$3,378	\$3,709	\$3,915	\$3,662	\$3,857	\$4,177	\$3,661	\$14,180	\$54,388	\$40,538	(\$13,851)
Sales and Marketing																
Advertising		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,218	\$1,218	\$1,218	\$1,218	\$1,218	\$6,090	\$5,400	
Tradeshows		0	0	0	0	1,375	1,114	0	1,220	1,175	1,075	1,125	1,050	8,134	\$0	
Travel & Entertainment		250	104	250	99	191	393	304	405	545	395	497	499	3,933	\$0	
S&M Total		\$250	\$104	\$250	\$99	\$1,566	\$1,507	\$304	\$2,843	\$2,938	\$2,688	\$2,840	\$2,767	\$18,157	\$5,400	(\$12,757)
Debt Service																
Principal + Interest		\$0	\$310	\$545	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$9,855	\$8,807	(\$1,048)
Total Expenses		\$5,952	\$5,238	\$8,006	\$8,596	\$9,134	\$8,966	\$8,410	\$10,255	\$11,315	\$11,385	\$11,021	\$21,467	\$119,745	\$94,399	(\$25,346)
PROFIT / (LOSS)		(\$5,952)	(\$3,933)	(\$8,006)	(\$7,031)	(\$5,859)	(\$3,330)	(\$3,543)	(\$3,544)	(\$3,431)	(\$4,874)	(\$3,546)	(\$13,757)	(\$66,806)	(\$23,449)	(\$43,357)
Start-up Costs		\$9,540	\$7,825	\$3,140	\$993	\$6,145	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$27,643	\$22,000	(\$5,643)
Total Cash In / (Out)		(\$15,492)	(\$11,758)	(\$11,146)	(\$8,024)	(\$12,004)	(\$3,330)	(\$3,543)	(\$3,544)	(\$3,431)	(\$4,874)	(\$3,546)	(\$13,757)	(\$94,449)	(\$45,449)	(\$49,000)
CUM PROFIT / (LOSS)		(\$15,492)	(\$27,250)	(\$38,396)	(\$46,420)	(\$58,424)	(\$61,754)	(\$65,297)	(\$68,841)	(\$72,272)	(\$77,146)	(\$80,692)	(\$94,449)			

Debt Service factor	2.00%
Travel & Entertainment factor	1.32%
Business taxes	0.50%
Payroll Taxes	10.00%