BASIN BUSINESS ADVISORS

RUB A DUB HOT TUB - TTM Profit and Loss with ProForma

GL Code	Chart of Accounts	Jan.	Feb.	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL (YTD) Current Year	BEFORE CHANGES	Increase Sales %	Increase Price %	Increase in Sales	Increase in Price	Increase Sales & Price	
	Sales Income (Revenue Centres)																				
4100	**Retail Hot Tub**	$ 82,940	$ 74,230	$ 64,090	$ 59,599	$ 46,783	$ 54,155	$ 52,640	$ 67,760	$ 80,129	$ 115,509	$ 102,862	$ 97,495	**$ 898,193**	**$ 786,499**			$ 898,193	$ 898,193	$ 898,193	**66.5%**
4200	**Part & Accessories**	$ 15,312	$ 13,704	$ 11,832	$ 10,691	$ 8,392	$ 9,715	$ 9,443	$ 11,170	$ 11,751	$ 17,212	$ 16,402	$ 15,119	**$ 150,744**	**$ 145,200**			$ 150,744	$ 150,744	$ 150,744	**11.2%**
4300	**Repairs**	$ 11,484	$ 10,278	$ 8,874	$ 7,785	$ 6,111	$ 7,074	$ 6,876	$ 7,974	$ 8,307	$ 12,168	$ 11,484	$ 10,485	**$ 108,900**	**$ 108,900**			$ 108,900	$ 108,900	$ 108,900	**8.1%**
4400	**Water Care/Maintenance Club**	$ 15,202	$ 14,680	$ 15,230	$ 14,857	$ 13,806	$ 14,548	$ 14,474	$ 15,930	$ 16,755	$ 18,335	$ 18,889	$ 19,369	**$ 192,076**	**$ 169,401**			$ 192,076	$ 192,076	$ 192,076	**14.2%**
	Total Sales	**$ 124,938**	**$ 112,892**	**$ 100,026**	**$ 92,932**	**$ 75,093**	**$ 85,492**	**$ 83,433**	**$ 102,835**	**$ 116,942**	**$ 163,225**	**$ 149,637**	**$ 142,468**	**$ 1,349,912**	**$ 1,210,000**			**$ 1,349,912**	**$ 1,349,912**	**$ 1,349,912**	**100.0%**
	COGS Retail Hot Tub Sales																				
5110	Wholesale Cost of Hot Tub	$ 42,319	$ 37,875	$ 32,701	$ 28,688	$ 22,519	$ 26,068	$ 25,338	$ 32,617	$ 38,571	$ 55,601	$ 49,513	$ 48,297	**$ 440,106**	**$ 401,300**			$ 440,106	$ 440,106	$ 440,106	
5120	Hot Tub Starter Kits	$ 4,922	$ 4,405	$ 3,803	$ 3,336	$ 2,619	$ 3,032	$ 2,947	$ 3,793	$ 4,486	$ 6,466	$ 5,758	$ 5,617	**$ 51,183**	**$ 46,670**			$ 51,183	$ 51,183	$ 51,183	
5130	Freight and Delivery	$ 1,845	$ 1,652	$ 1,426	$ 1,251	$ 982	$ 1,137	$ 1,105	$ 1,422	$ 1,682	$ 2,425	$ 2,159	$ 2,108	**$ 19,192**	**$ 17,500**			$ 19,192	$ 19,192	$ 19,192	
5140	Retail Staff Wages	$ 7,292	$ 7,096	$ 5,668	$ 5,347	$ 4,040	$ 4,677	$ 4,546	$ 5,772	$ 4,992	$ 7,045	$ 8,592	$ 6,932	**$ 72,000**	**$ 72,000**			$ 72,000	$ 72,000	$ 72,000	
5150	Sales Commissions	$ 1,055	$ 944	$ 815	$ 715	$ 561	$ 650	$ 631	$ 857	$ 2,540	$ 3,710	$ 3,480	$ 3,168	**$ 19,124**	**$ 10,000**			$ 19,124	$ 19,124	$ 19,124	
	Total COG Hot Tub Sales	**$ 57,433**	**$ 51,971**	**$ 44,413**	**$ 39,337**	**$ 30,722**	**$ 35,563**	**$ 34,568**	**$ 44,461**	**$ 52,271**	**$ 75,246**	**$ 69,503**	**$ 66,119**	**$ 601,606**	**$ 547,470**			**$ 601,606**	**$ 601,606**	**$ 601,606**	
	Gross Profit	**$25,507**	**$22,259**	**$19,677**	**$20,261**	**$16,061**	**$18,592**	**$18,072**	**$23,300**	**$27,859**	**$40,263**	**$33,359**	**$31,376**	**$296,587**	**$239,030**			**$296,587**	**$296,587**	**$296,587**	
	Gross Margin	**30.75%**	**29.99%**	**30.70%**	**34.00%**	**34.33%**	**34.33%**	**34.33%**	**34.39%**	**34.77%**	**34.86%**	**32.43%**	**32.18%**	**33.02%**	**30.39%**			**33.02%**	**33.02%**	**33.02%**	
	COGS Accessories																				
5210	Parts/Materials	$ 10,018	$ 6,966	$ 6,241	$ 6,291	$ 4,131	$ 5,371	$ 5,998	$ 5,055	$ 7,464	$ 9,903	$ 9,379	$ 9,604	**$ 86,423**	**$ 85,000**			$ 86,423	$ 86,423	$ 86,423	
5220	Freight and Delivery	$ 1,102	$ 797	$ 724	$ 729	$ 513	$ 637	$ 700	$ 608	$ 849	$ 990	$ 938	$ 1,065	**$ 9,652**	**$ 9,500**			$ 9,652	$ 9,652	$ 9,652	
	Total COG Accessories	**$ 11,120**	**$ 7,763**	**$ 6,965**	**$ 7,020**	**$ 4,644**	**$ 6,008**	**$ 6,698**	**$ 5,663**	**$ 8,314**	**$ 10,894**	**$ 10,317**	**$ 10,669**	**$ 96,075**	**$ 94,500**			**$ 96,075**	**$ 96,075**	**$ 96,075**	
	Gross Profit	**$4,192**	**$5,941**	**$4,867**	**$3,671**	**$3,748**	**$3,707**	**$2,745**	**$5,507**	**$3,437**	**$6,318**	**$6,085**	**$4,450**	**$54,669**	**$50,700**			**$54,669**	**$54,669**	**$54,669**	
	Gross Margin	**27.38%**	**43.35%**	**41.13%**	**34.34%**	**44.66%**	**38.16%**	**29.07%**	**49.30%**	**29.25%**	**36.71%**	**37.10%**	**29.43%**	**36.27%**	**34.92%**			**36.27%**	**36.27%**	**36.27%**	
	COGS Service/Repairs																				
5310	Subcontractors (Electricians)	$ 1,898	$ 1,699	$ 1,467	$ 1,287	$ 1,010	$ 1,169	$ 1,137	$ 1,318	$ 1,373	$ 2,011	$ 1,898	$ 1,733	**$ 18,000**	**$ 18,000**			$ 18,000	$ 18,000	$ 18,000	
5320	Parts and Materials	$ 3,492	$ 3,902	$ 2,645	$ 3,015	$ 3,015	$ 2,336	$ 2,403	$ 2,822	$ 2,709	$ 3,502	$ 4,134	$ 3,023	**$ 36,999**	**$ 36,999**			$ 36,999	$ 36,999	$ 36,999	
5330	Wages - Service Technician	$ 5,141	$ 4,601	$ 3,972	$ 3,485	$ 2,736	$ 3,167	$ 3,078	$ 3,569	$ 3,719	$ 5,447	$ 5,141	$ 4,693	**$ 48,748**	**$ 48,748**			$ 48,748	$ 48,748	$ 48,748	
	Total COG Service Repairs	**$ 10,531**	**$ 10,202**	**$ 8,084**	**$ 7,787**	**$ 6,761**	**$ 6,672**	**$ 6,618**	**$ 7,710**	**$ 7,801**	**$ 10,960**	**$ 11,173**	**$ 9,450**	**$ 103,747**	**$ 103,747**			**$ 103,747**	**$ 103,747**	**$ 103,747**	
	Gross Profit	**$953**	**$76**	**$790**	**-$2**	**-$850**	**$402**	**$258**	**$264**	**$506**	**$1,208**	**$311**	**$1,035**	**$5,153**	**$5,153**			**$5,153**	**$5,153**	**$5,153**	
	Gross Margin	**8.30%**	**0.74%**	**8.90%**	**-0.02%**	**-10.63%**	**5.68%**	**3.75%**	**3.31%**	**6.09%**	**9.93%**	**2.71%**	**9.88%**	**4.73%**	**4.73%**			**4.73%**	**4.73%**	**4.73%**	
	COGS Water Care/Maintenance Contracts																				
5410	Parts and Materials	$ 2,600	$ 2,692	$ 2,583	$ 2,497	$ 2,553	$ 2,467	$ 2,627	$ 2,753	$ 3,141	$ 3,068	$ 3,325	$ 3,451	**$ 33,757**	**$ 30,000**			$ 33,757	$ 33,757	$ 33,757	
5420	Wages - Service Technician	$ 2,692	$ 2,600	$ 2,697	$ 2,631	$ 2,445	$ 2,576	$ 2,563	$ 2,821	$ 2,967	$ 3,247	$ 3,345	$ 3,430	**$ 34,016**	**$ 30,000**			$ 34,016	$ 34,016	$ 34,016	
5430	Vehicles - Payments	$ 754	$ 728	$ 699	$ 737	$ 622	$ 650	$ 665	$ 681	$ 704	$ 745	$ 743	$ 739	**$ 8,467**	**$ 8,400**			$ 8,467	$ 8,467	$ 8,467	
5440	Vehicles - Insurance	$ 188	$ 182	$ 175	$ 184	$ 156	$ 162	$ 166	$ 170	$ 176	$ 186	$ 186	$ 185	**$ 2,117**	**$ 2,100**			$ 2,117	$ 2,117	$ 2,117	
5450	Vehicles - Repairs and Maintenance	$ 193	$ 186	$ 179	$ 189	$ 159	$ 166	$ 170	$ 174	$ 180	$ 191	$ 190	$ 189	**$ 2,167**	**$ 2,150**			$ 2,167	$ 2,167	$ 2,167	
5460	Fuel	$ 1,089	$ 1,051	$ 1,091	$ 1,064	$ 989	$ 1,042	$ 1,036	$ 1,141	$ 1,200	$ 1,313	$ 1,353	$ 1,387	**$ 13,754**	**$ 12,130**			$ 13,754	$ 13,754	$ 13,754	
	Total COG Water Care Contracts	**$ 7,516**	**$ 7,440**	**$ 7,424**	**$ 7,302**	**$ 6,924**	**$ 7,064**	**$ 7,227**	**$ 7,741**	**$ 8,368**	**$ 8,750**	**$ 9,142**	**$ 9,381**	**$ 94,277**	**$ 84,780**			**$ 94,277**	**$ 94,277**	**$ 94,277**	
	Gross Profit	**$7,686**	**$7,241**	**$7,806**	**$7,555**	**$6,882**	**$7,484**	**$7,247**	**$8,190**	**$8,387**	**$9,585**	**$9,747**	**$9,988**	**$97,798**	**$84,621**			**$97,798**	**$97,798**	**$97,798**	
	Gross Margin	**50.56%**	**49.32%**	**51.25%**	**50.85%**	**49.85%**	**51.44%**	**50.07%**	**51.41%**	**50.06%**	**52.28%**	**51.60%**	**51.57%**	**50.92%**	**49.95%**			**50.92%**	**50.92%**	**50.92%**	
	TOTAL COGS	**$ 86,600**	**$ 77,374**	**$ 66,886**	**$ 61,446**	**$ 49,050**	**$ 55,307**	**$ 55,111**	**$ 65,574**	**$ 76,753**	**$ 105,850**	**$ 100,135**	**$ 95,619**	**$ 895,706**	**$ 830,497**			**$ 895,706**	**$ 895,706**	**$ 895,706**	
	GROSS PROFIT	**$ 38,338**	**$ 35,518**	**$ 33,140**	**$ 31,486**	**$ 26,042**	**$ 30,185**	**$ 28,322**	**$ 37,261**	**$ 40,189**	**$ 57,375**	**$ 49,503**	**$ 46,849**	**$ 454,207**	**$ 379,503**			**$ 454,207**	**$ 454,207**	**$ 454,207**	
	GROSS MARGIN	**30.69%**	**31.46%**	**33.13%**	**33.88%**	**34.68%**	**35.31%**	**33.95%**	**36.23%**	**34.37%**	**35.15%**	**33.08%**	**32.88%**	**33.65%**	**31.36%**			**33.65%**	**33.65%**	**33.65%**	
	Expenses (Fixed Costs)																				
6110	Rent	$ 3,667	$ 3,667	$ 3,667	$ 3,667	$ 3,667	$ 3,667	$ 3,667	$ 3,667	$ 3,667	$ 3,667	$ 3,667	$ 3,667	**$ 44,004**	**$ 44,004**			$ 44,004	$ 44,004	$ 44,004	
6120	Storage & Warehousing	$ 910	$ 280	$ 560	$ 350	$ 280	$ 350	$ 490	$ 700	$ 420	$ 1,190	$ 1,120	$ 350	**$ 7,000**	**$ 7,000**			$ 7,000	$ 7,000	$ 7,000	
6130	Marketing	$ 120	$ 160	$ 230	$ 270	$ 290	$ 350	$ 470	$ 1,050	$ 1,540	$ 4,340	$ 2,982	$ 2,842	**$ 14,644**	**$ 11,000**			$ 14,644	$ 14,644	$ 14,644	
6140	Insurance	$ 1,083	$ 1,083	$ 1,083	$ 1,083	$ 1,083	$ 1,083	$ 1,083	$ 1,083	$ 1,083	$ 1,083	$ 1,083	$ 1,087	**$ 13,000**	**$ 13,000**			$ 13,000	$ 13,000	$ 13,000	
6150	Utilities	$ 1,250	$ 1,150	$ 1,150	$ 850	$ 700	$ 1,050	$ 1,300	$ 1,350	$ 1,000	$ 900	$ 1,100	$ 1,200	**$ 13,000**	**$ 13,000**			$ 13,000	$ 13,000	$ 13,000	
6160	Accounting	$ 1,200	$ 800	$ 900	$ 1,100	$ 500	$ 1,500	$ 1,000	$ 1,000	$ 700	$ 1,300	$ 1,100	$ 900	**$ 12,000**	**$ 12,000**			$ 12,000	$ 12,000	$ 12,000	
6170	Credit Card Processing Fees	$ 2,470	$ 760	$ 1,520	$ 950	$ 760	$ 950	$ 1,330	$ 1,900	$ 1,140	$ 3,230	$ 3,040	$ 950	**$ 19,000**	**$ 19,000**			$ 19,000	$ 19,000	$ 19,000	
6180	Phones	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	**$ 3,000**	**$ 3,000**			$ 3,000	$ 3,000	$ 3,000	
6190	Internet	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	$ 250	**$ 3,000**	**$ 3,000**			$ 3,000	$ 3,000	$ 3,000	
6200	Owner Salary	$ 4,167	$ 4,167	$ 4,167	$ 4,167	$ 4,167	$ 4,167	$ 4,167	$ 4,167	$ 4,167	$ 4,167	$ 4,167	$ 4,167	**$ 50,000**	**$ 50,000**			$ 50,000	$ 50,000	$ 50,000	
6210	Payroll & Benefits	$ 1,684	$ 1,632	$ 1,447	$ 1,384	$ 1,200	$ 1,294	$ 1,282	$ 1,436	$ 1,369	$ 1,666	$ 1,816	$ 1,623	**$ 17,833**	**$ 17,833**			$ 17,833	$ 17,833	$ 17,833	
6220	Vehicles - Payments	$ 1,550	$ 1,550	$ 1,550	$ 1,550	$ 1,550	$ 1,550	$ 1,550	$ 1,550	$ 1,550	$ 1,550	$ 1,550	$ 1,550	**$ 18,600**	**$ 18,600**			$ 18,600	$ 18,600	$ 18,600	
6230	Vehicles - Insurance	$ 225	$ 225	$ 225	$ 225	$ 225	$ 225	$ 225	$ 225	$ 225	$ 225	$ 225	$ 225	**$ 2,700**	**$ 2,700**			$ 2,700	$ 2,700	$ 2,700	
6240	Vehicles - Repairs and Maintenance	$ -	$ -	$ 1,200	$ 450	$ -	$ 600	$ -	$ -	$ 1,600	$ -	$ -	$ -	**$ 3,850**	**$ 3,850**			$ 3,850	$ 3,850	$ 3,850	
6250	Fuel	$ 910	$ 180	$ 360	$ 150	$ 250	$ 250	$ 220	$ 325	$ 130	$ 900	$ 1,020	$ 175	**$ 4,870**	**$ 4,870**			$ 4,870	$ 4,870	$ 4,870	
6260	Administration/Office	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	**$ 15,000**	**$ 15,000**			$ 15,000	$ 15,000	$ 15,000	
6270	Medical	$ 667	$ 667	$ 667	$ 667	$ 667	$ 667	$ 667	$ 667	$ 667	$ 667	$ 667	$ 667	**$ 8,004**	**$ 8,004**			$ 8,004	$ 8,004	$ 8,004	
6280	Training (First Aid, Water Care)	$ -	$ -	$ 1,700	$-	$ -	$ 2,800	$ -	$ -	$ 2,500	$ -	$ -	$ -	**$ 7,000**	**$ 7,000**			$ 7,000	$ 7,000	$ 7,000	
	Total Expenses (Fixed Costs)	**$ 21,652**	**$ 18,071**	**$ 22,176**	**$ 18,613**	**$ 17,089**	**$ 22,252**	**$ 19,201**	**$ 20,870**	**$ 23,507**	**$ 26,635**	**$ 25,287**	**$ 21,153**	**$ 256,505**	**$ 252,861**			**$ 256,505**	**$ 256,505**	**$ 256,505**	
	Other Expenses																				
6310	Depreciation	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	$ 1,250	**$ 15,000**	**$ 15,000**			$ 15,000	$ 15,000	$ 15,000	
6320	Taxes	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	$ 2,500	**$ 30,000**	**$ 30,000**			$ 30,000	$ 30,000	$ 30,000	
6330	Interest Expense	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	$ 1,000	**$ 12,000**	**$ 12,000**			$ 12,000	$ 12,000	$ 12,000	
	Total Other Expenses	**$ 4,750**	**$ 4,750**	**$ 4,750**	**$ 4,750**	**$ 4,750**	**$ 4,750**	**$ 4,750**	**$ 4,750**	**$ 4,750**	**$ 4,750**	**$ 4,750**	**$ 4,750**	**$ 57,000**	**$ 57,000**			**$ 57,000**	**$ 57,000**	**$ 57,000**	
	TOTAL EXPENSES	**$ 26,402**	**$ 22,821**	**$ 26,926**	**$ 23,363**	**$ 21,839**	**$ 27,002**	**$ 23,951**	**$ 25,620**	**$ 28,257**	**$ 31,385**	**$ 30,037**	**$ 25,903**	**$ 313,505**	**$ 309,861**			**$ 313,505**	**$ 313,505**	**$ 313,505**	
	NET PROFIT	**$11,936**	**$12,697**	**$6,213**	**$8,123**	**$4,204**	**$3,182**	**$4,371**	**$11,641**	**$11,932**	**$25,990**	**$19,466**	**$20,947**	**$140,702**	**$69,642**			**$140,702**	**$140,702**	**$140,702**	
	PROFIT MARGIN	**9.55%**	**11.25%**	**6.21%**	**8.74%**	**5.60%**	**3.72%**	**5.24%**	**11.32%**	**10.20%**	**15.92%**	**13.01%**	**14.70%**	**10.42%**	**5.76%**			**10.42%**	**10.42%**	**10.42%**	
	BREAK EVEN	**$86,040**	**$72,535**	**$81,272**	**$68,956**	**$62,972**	**$76,479**	**$70,556**	**$70,707**	**$82,223**	**$89,287**	**$90,795**	**$78,770**	**$931,744**	**$987,955**			**$931,744**	**$931,744**	**$931,744**	

Disclaimer: The data presented in this spreadsheet is for demonstration purposes only. The business and all related information are entirely fictional.

Gross Profit formula is:
(Total Sales - Total Cost of Goods Sold)

Gross Margin formula is:
(Gross Profit / Total Revenue) * 100

Net Profit formula is:
(Gross Profit - Total Expenses)

Net Profit Margin Percentage formula is:
(Net Profit / Total Sales) * 100