

## Demographic Profile of Target Market

	Total	Percent
<b>Total population</b>	39700000	100%
Male	21890000	55%
Female	17810005	45%
Under 5 years	<b>2783395</b>	7%
5 to 9 years	<b>884400</b>	2%
10 to 14 years	<b>3187950</b>	8%
15 to 19 years	<b>3898550</b>	10%
20 to 24 years	<b>1637821</b>	4%
25 to 34 years	<b>7530000</b>	19%
35 to 44 years	<b>4293190</b>	11%
45 to 54 years	<b>5728921</b>	14%
55 to 59 years	<b>1127828</b>	3%
60 to 64 years	<b>1737829</b>	4%
65 to 74 years	<b>1937829</b>	5%
75 to 84 years	<b>3382720</b>	9%
85 years and over	<b>1548242</b>	4%
<b>Total housing units</b>	<b>\$211,026</b>	<b>100%</b>

# Financial Projections

## Income Statement

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues					
<b>Total Revenues</b>	<b>\$2,622,105</b>	<b>\$2,936,758</b>	<b>\$3,289,169</b>	<b>\$3,683,869</b>	<b>\$4,125,933</b>
Expenses & Costs					
<b>Cost of goods sold</b>	<b>\$934,200</b>	<b>\$1,046,304</b>	<b>\$1,171,860</b>	<b>\$1,312,484</b>	<b>\$1,469,982</b>
<b>Lease</b>	<b>\$505,000</b>	<b>\$565,600</b>	<b>\$633,472</b>	<b>\$709,489</b>	<b>\$794,627</b>
<b>Marketing</b>	<b>\$50,000</b>	<b>\$56,000</b>	<b>\$62,720</b>	<b>\$70,246</b>	<b>\$78,676</b>
<b>Salaries</b>	<b>\$164,112</b>	<b>\$183,805</b>	<b>\$205,862</b>	<b>\$230,566</b>	<b>\$258,233</b>
<b>Initial expenditure</b>	<b>\$10,000</b>	<b>\$11,200</b>	<b>\$12,544</b>	<b>\$14,049</b>	<b>\$15,735</b>
<b>Total Expenses &amp; Costs</b>	<b>\$1,663,312</b>	<b>\$1,862,909</b>	<b>\$2,086,459</b>	<b>\$2,336,834</b>	<b>\$2,617,254</b>
<b>EBITDA</b>	<b>\$384,850</b>	<b>\$431,032</b>	<b>\$482,756</b>	<b>\$540,687</b>	<b>\$605,569</b>
<b>Depreciation</b>	<b>\$35,110</b>	<b>\$39,323</b>	<b>\$44,042</b>	<b>\$49,327</b>	<b>\$55,246</b>
<b>EBIT</b>	<b>\$165,610</b>	<b>\$185,483</b>	<b>\$207,741</b>	<b>\$232,670</b>	<b>\$260,591</b>
<b>Interest</b>	<b>\$22,412</b>	<b>\$25,101</b>	<b>\$28,114</b>	<b>\$31,487</b>	<b>\$35,266</b>
<b>PRETAX INCOME</b>	<b>\$17,563</b>	<b>\$19,671</b>	<b>\$22,031</b>	<b>\$24,675</b>	<b>\$27,636</b>
<b>Net Operating Loss</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

<b>Use of Net Operating Loss</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>
<b>Taxable Income</b>	<b>\$79,130</b>	<b>\$88,626</b>	<b>\$99,261</b>	<b>\$111,172</b>	<b>\$124,513</b>
<b>Income Tax Expense</b>	<b>\$6,137</b>	<b>\$6,873</b>	<b>\$7,698</b>	<b>\$8,622</b>	<b>\$9,657</b>
<b>NET INCOME</b>	<b>\$72,993</b>	<b>\$81,752</b>	<b>\$91,562</b>	<b>\$102,550</b>	<b>\$114,856</b>

## Projected Balance Sheet

Pro Forma Balance Sheet			
Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$343,421	\$384,632	\$423,095
Accounts Receivable	\$26,117	\$29,251	\$32,878
Inventory	\$7,015	\$7,015	\$7,015
Other Current Assets	\$3,311	\$3,311	\$3,311
<b>TOTAL CURRENT ASSETS</b>	<b>\$379,864</b>	<b>\$424,209</b>	<b>\$466,299</b>
Long-term Assets			
Long-term Assets	\$9,755	\$9,755	\$9,755
Accumulated Depreciation	\$15,232	\$17,060	\$19,192

TOTAL LONG-TERM ASSETS	\$23,320	\$26,118	\$29,383
TOTAL ASSETS	\$403,184	\$450,327	\$495,682
Liabilities and Capital	Year 4	Year 5	Year 6
Current Liabilities			
Accounts Payable	\$19,100	\$21,392	\$24,045
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$18,300	\$20,496	\$23,038
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$20,090	\$22,501	\$25,291
Paid-in Capital	\$21,763	\$32,251	\$33,713
Retained Earnings	\$31,821	\$34,685	\$38,153
Earnings	\$272,020	\$296,502	\$326,152
TOTAL CAPITAL	\$383,094	\$427,826	\$470,391
TOTAL LIABILITIES AND CAPITAL	\$403,184	\$450,327	\$495,682
Net Worth	\$279,220	\$304,350	\$334,785

## Cash Flow Statement

Pro Forma Balance Sheet			
Assets	Year 1	Year 2	Year 3

Current Assets			
Cash	\$343,421	\$384,632	\$423,095
Accounts Receivable	\$26,117	\$29,251	\$32,878
Inventory	\$7,015	\$7,015	\$7,015
Other Current Assets	\$3,311	\$3,311	\$3,311
<b>TOTAL CURRENT ASSETS</b>	<b>\$379,864</b>	<b>\$424,209</b>	<b>\$466,299</b>
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Long-term Assets	\$9,755	\$9,755	\$9,755
Accumulated Depreciation	\$15,232	\$17,060	\$19,192
<b>TOTAL LONG-TERM ASSETS</b>	<b>\$23,320</b>	<b>\$26,118</b>	<b>\$29,383</b>
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<b>TOTAL LIABILITIES</b>	<b>\$20,090</b>	<b>\$22,501</b>	<b>\$25,291</b>
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Net Worth	\$279,220	\$304,350	\$334,785