## Demographic Profile of Target Market

	Total	Percent
Total population	39700000	100%
Male	16190005	41%
Female	23510005	59%
Under 5 years	2353395	6%
5 to 9 years	884400	2%
10 to 14 years	3587956	9%
15 to 19 years	3898550	10%
20 to 24 years	1637825	4%
25 to 34 years	7580006	19%
35 to 44 years	4293191	11%
45 to 54 years	5728921	14%
55 to 59 years	1124828	3%
60 to 64 years	1737826	4%
65 to 74 years	1937821	5%
75 to 84 years	3382721	9%
85 years and over	1548246	4%
Total housing units	\$375,525	100%

## Financial Projections

Income Statement

Revenues					
Total Revenues	\$2,562,305	\$2,869,782	\$3,214,155	\$3,599,854	\$4,031,837

Expenses & Costs					
Cost of goods sold	\$956,200	\$1,070,944	\$1,199,457	\$1,343,392	\$1,504,599
Lease	\$505,000	\$565,600	\$633,472	\$709,489	\$794,627
Marketing	\$56,000	\$62,720	\$70,246	\$78,676	\$88,117
Salaries	\$153,112	\$171,485	\$192,064	\$215,111	\$240,925
Initial expenditure	\$10,000	\$11,200	\$12,544	\$14,049	\$15,735
Total Expenses & Costs	\$1,680,312	\$1,881,949	\$2,107,783	\$2,360,717	\$2,644,003
EBITDA	\$384,850	\$431,032	\$482,756	\$540,687	\$605,569
Depreciation	\$35,113	\$39,327	\$44,046	\$49,331	\$55,251
EBIT	\$153,610	\$172,043	\$192,688	\$215,811	\$241,708
Interest	\$22,312	\$24,989	\$27,988	\$31,347	\$35,108
PRETAX INCOME	\$17,563	\$19,671	\$22,031	\$24,675	\$27,636
Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Use of Net Operating Loss	\$0	\$0	\$0	\$0	\$0
Taxable Income	\$74,430	\$83,362	\$93,365	\$104,569	\$117,117
Income Tax Expense	\$6,137	\$6,873	\$7,698	\$8,622	\$9,657
NET INCOME	\$68,293	\$76,488	\$85,667	\$95,947	\$107,460

## Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$344,121	\$385,416	\$423,957

Accounts Receivable	\$24,617	\$27,571	\$30,990
Inventory	\$7,055	\$7,015	\$7,015
Other Current Assets	\$3,461	\$3,391	\$3,391
TOTAL CURRENT ASSETS	\$379,254	\$423,393	\$465,353
Long-term Assets			
Long-term Assets	\$9,755	\$9,755	\$9,755
Accumulated Depreciation	\$15,642	\$17,519	\$19,709
TOTAL LONG-TERM ASSETS	\$24,520	\$27,462	\$30,895
TOTAL ASSETS	\$403,774	\$450,855	\$496,248
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	\$25,190	\$28,213	\$31,711
Paid-in Capital	\$11,453	\$20,592	\$20,599
Retained Earnings	\$61,541	\$67,080	\$73,788
Earnings	\$243,000	\$264,870	\$291,357
TOTAL CAPITAL	\$378,584	\$422,642	\$464,537
TOTAL LIABILITIES AND CAPITAL	\$403,774	\$450,855	\$496,248
Net Worth	\$279,220	\$304,350	\$334,785

## Cash Flow Statement

CASH FLOW FROM OPERATIONS					
Net Income (Loss)	\$24,616	\$27,570	\$30,878	\$34,584	\$38,734
Change in working capital	\$14,609	\$16,362	\$18,326	\$20,525	\$22,988
Depreciation	\$24,290	\$27,205	\$30,469	\$34,126	\$38,221
Net Cash Flow from Operations	\$14,276	\$15,989	\$17,908	\$20,057	\$22,464
CASH FLOW FROM INVESTMENTS					
Investment	\$150,919	\$0	\$0	\$0	\$0
Net Cash Flow from Investments	\$150,919	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING					
Cash from equity	\$0	\$0	\$0	\$0	\$0
Cash from debt	\$416,891	\$32,509	\$32,509	\$32,509	\$32,509
Net Cash Flow from Financing	\$416,891	\$32,509	\$32,509	\$32,509	\$32,509
Net Cash Flow	\$158,157	\$177,136	\$198,392	\$222,199	\$248,863
Cash at Beginning of Period	\$0	\$141,196	\$348,796	\$579,196	\$8,388,996
Cash at End of Period	\$141,196	\$348,796	\$579,196	\$838,596	\$1,146,736