

Demographic Profile of Target Market

	Total	Percent
Total population	29700000	100%
Male	11880000	40%
Female	17820000	60%
Under 5 years	1783900	6%
5 to 9 years	1883900	6%
10 to 14 years	2187900	7%
15 to 19 years	1898600	6%
20 to 24 years	3637821	12%
25 to 34 years	6534000	22%
35 to 44 years	3289190	11%
45 to 54 years	1728920	6%
55 to 59 years	1127829	4%
60 to 64 years	1737829	6%
65 to 74 years	1537829	5%
75 to 84 years	1382720	5%
85 years and over	948242	3%
Total housing units	250,024	100%

Financial Projections

Income Statement

	FY 1	FY 2	FY 3	FY 4	FY 5
Revenues					
Total Revenues	\$1,922,500	\$2,153,200	\$2,411,584	\$2,700,974	\$3,025,091
Expenses & Costs					
Cost of goods sold	\$639,000	\$715,680	\$801,562	\$897,749	\$1,005,479
Lease	\$505,000	\$565,600	\$633,472	\$709,489	\$794,627
Marketing	\$40,000	\$44,800	\$50,176	\$56,197	\$62,941
Salaries	\$154,015	\$172,497	\$193,196	\$216,380	\$242,346
Initial expenditure	\$10,000	\$11,200	\$12,544	\$14,049	\$15,735

Total Expenses & Costs	\$1,348,015	\$1,509,777	\$1,690,950	\$1,893,864	\$2,121,128
EBITDA	\$384,850	\$431,032	\$482,756	\$540,687	\$605,569
Depreciation	\$37,160	\$41,619	\$46,614	\$52,207	\$58,472
EBIT	\$165,630	\$185,506	\$207,766	\$232,698	\$260,622
Interest	\$23,462	\$26,277	\$29,431	\$32,962	\$36,918
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	\$79,630	\$89,186	\$99,888	\$111,874	\$125,299
Income Tax Expense	\$6,237	\$6,985	\$7,824	\$8,763	\$9,814
NET INCOME	\$73,393	\$82,200	\$92,064	\$103,112	\$115,485

Projected Balance Sheet

Pro Forma Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$371,421	\$415,992	\$457,591
Accounts Receivable	\$26,077	\$29,206	\$32,828
Inventory	\$7,085	\$7,935	\$4,900
Other Current Assets	\$3,315	\$3,315	\$3,315
TOTAL CURRENT ASSETS	\$407,898	\$456,448	\$498,633
Long-term Assets			
Long-term Assets	\$9,755	\$9,755	\$9,755
Accumulated Depreciation	\$15,132	\$16,948	\$19,066
TOTAL LONG-TERM ASSETS	\$28,600	\$32,032	\$36,036
TOTAL ASSETS	\$436,498	\$488,480	\$534,669

Liabilities and Capital	Year 4	Year 5	Year 6
Current Liabilities			
Accounts Payable	\$19,800	\$22,176	\$24,926
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	\$20,100	\$22,512	\$25,303
Paid-in Capital	\$21,767	\$34,074	\$32,718
Retained Earnings	\$64,421	\$70,219	\$77,241
Earnings	\$272,010	\$296,491	\$326,140
TOTAL CAPITAL	\$416,398	\$465,968	\$509,366
TOTAL LIABILITIES AND CAPITAL	\$436,498	\$488,480	\$534,669
Net Worth	\$271,820	\$296,284	\$325,912

Cash Flow Statement

	FY1	FY2	FY3	FY4	FY5
CASH FLOW FROM OPERATIONS					
Net Income (Loss)	\$12,316	\$13,794	\$15,449	\$17,303	\$19,379
Change in working capital	\$19,100	\$21,392	\$23,959	\$26,834	\$30,054
Depreciation	\$27,160	\$30,419	\$34,070	\$38,158	\$42,737
Net Cash Flow from Operations	\$19,276	\$21,589	\$24,180	\$27,081	\$30,331
CASH FLOW FROM INVESTMENTS					
Investment	\$170,950	\$0	\$0	\$0	\$0

Net Cash Flow from Investments	\$170,950	\$0	\$0	\$0	\$0
CASH FLOW FROM FINANCING					
Cash from equity	\$0	\$0	\$0	\$0	\$0
Cash from debt	\$325,831	\$39,000	\$39,000	\$39,000	\$39,000
Net Cash Flow from Financing	\$325,831	\$39,000	\$39,000	\$39,000	\$39,000
Net Cash Flow	\$158,157	\$177,136	\$198,392	\$222,199	\$248,863
Cash at Beginning of Period	\$0	\$143,256	\$347,750	\$579,194	\$838,849
Cash at End of Period	\$143,256	\$348,750	\$579,190	\$838,540	\$1,146,735