

**Handouts for 5 Year Business Plan
PMA-U 2007
Presenter, Marion Gropen**

Projected P&L

	Last Year	Current Year	Next Year	Year 5
Gross Sales	\$1,200,000	\$1,500,000	\$1,800,000	\$2,800,000
Returns	\$400,000	\$500,000	\$500,000	\$800,000
Net Sales	\$800,000	\$1,000,000	\$1,300,000	\$2,000,000
Subsidiary Rights	\$120,000	\$150,000	\$180,000	\$200,000
Total Revenue	\$920,000	\$1,150,000	\$1,480,000	\$2,200,000
Cost of Goods Sold				
PPB	\$366,000	\$457,500	\$558,000	\$820,000
Plant	\$52,000	\$65,000	\$72,000	\$100,000
Royalties	\$300,000	\$375,000	\$325,000	\$500,000
Total COGS	\$718,000	\$897,500	\$955,000	\$1,420,000
Distribution				
Commission	\$144,000	\$180,000	\$234,000	\$360,000
Fees	\$20,000	\$22,500	\$25,000	\$30,000
Total Distribution	\$164,000	\$202,500	\$259,000	\$390,000
Gross Margin	\$38,000	\$50,000	\$266,000	\$390,000
Marketing				
Publicity	\$36,000	\$40,000	\$43,000	\$75,000
Advertising	\$5,000	\$5,000	\$5,000	\$8,000
Other	\$3,000	\$3,000	\$3,000	\$3,000
Total Marketing	\$44,000	\$48,000	\$51,000	\$86,000
General and Admin	\$150,000	\$150,000	\$155,000	\$165,000
Operating Income	(\$156,000)	(\$148,000)	\$60,000	\$139,000
Extraord. Gain (Loss)				
Interest	\$8,000	\$22,000	\$20,000	\$5,000
Taxes	\$500	\$500	\$20,500	\$28,300
Net Income (Loss)	(\$164,500)	(\$170,500)	\$19,500	\$105,700