

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

**Projected Spending**

**Net Copies Sold**

Title	Pub Date	Month 1	Month 2	Month 3	...	Year 5
Bestseller	Month 1	3,000	2,485	1,400		0
.....						

**Royalties Earned**

Title	Pub Date	List Price	Effective Rate	Month 1	Month 2	Month 3	...	Year 5
Bestseller	Month 1	\$24.95	10% then 12.5	\$7,485.00	\$6,502.59	\$4,366.25		\$0.00
.....								

**Plant Amortized**

Title	Pub Date	Total Plant	Projected Life in Months	Month 1	Month 2	Month 3	...	Year 5
Bestseller	Month 1	\$5,000.00	12	\$416.67	\$416.67	\$416.67		\$0.00
.....								

**PPB Expensed from Inventory**

Title	Pub Date	PPB per net copy sold	Month 1	Month 2	Month 3	...	Year 5
Bestseller	Month 1	\$3.25	\$9,750.00	\$8,076.25	\$4,550.00		\$0.00
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