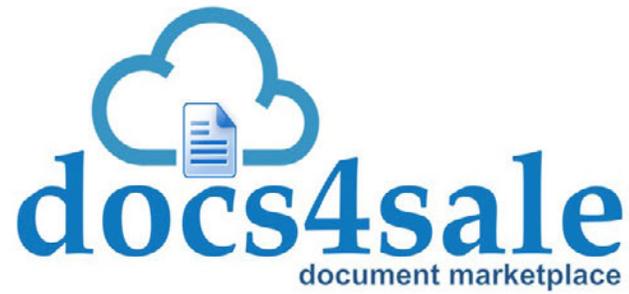


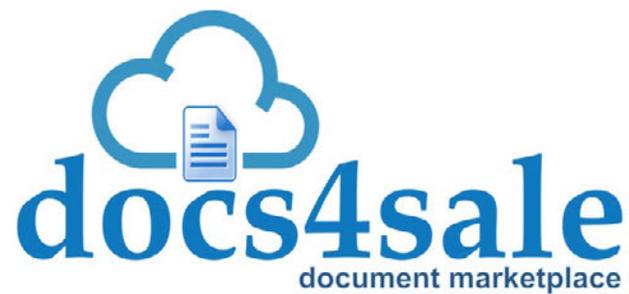
Business Plan for Clothing Buying and Fashion Stylist Services

This Business Plan for a Clothing Buying and Fashion Stylist Services business allows entrepreneurs or business owners to create a comprehensive and professional business plan. This template form allows a business to outline the company's objectives and detail both current company information as well as any past performance. Companies should include a complete market analysis in their plan to help showcase why their business strategy will be effective in the market. Future company plans, including production targets, management strategy, and financial forecasting, should be used to demonstrate and confirm that the company's short-term and long-term objective can and will be met. This model plan can be customized to best fit the unique needs of any entrepreneur or owner that is seeking to create a strong business plan.

[Name], Owner



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Confidentiality Agreement

The undersigned reader acknowledges that the information provided by [Company Name] in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of [Company Name].

It is acknowledged
nature, other than
same by reader

respects confidential in
any disclosure or use of

Upon request,



Signature

Name (typed on)

Date

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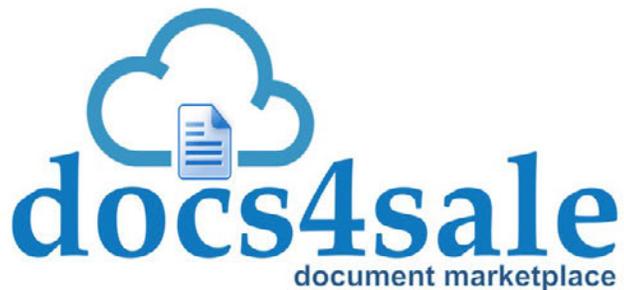
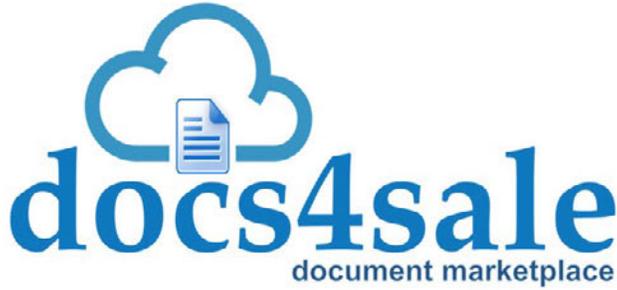


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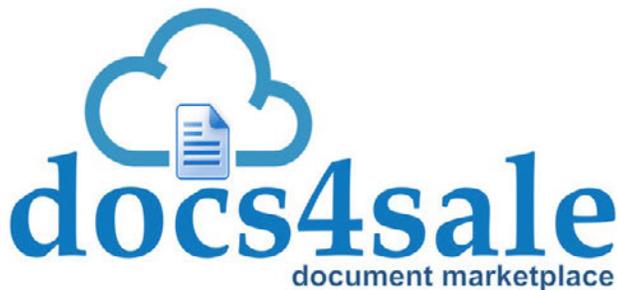


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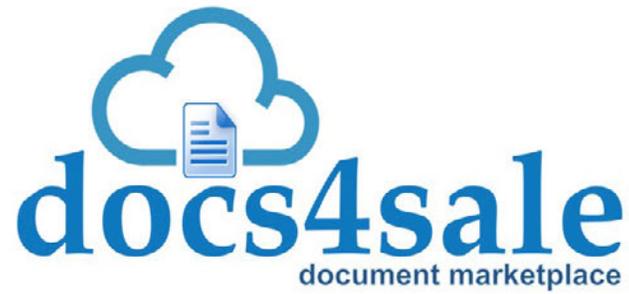
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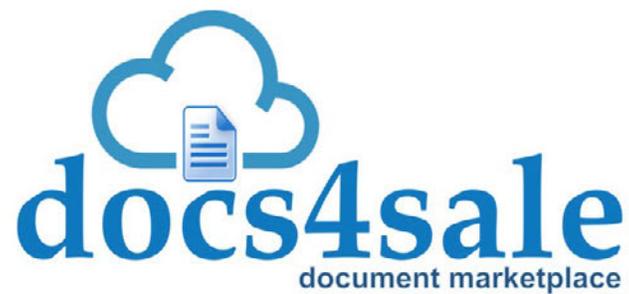
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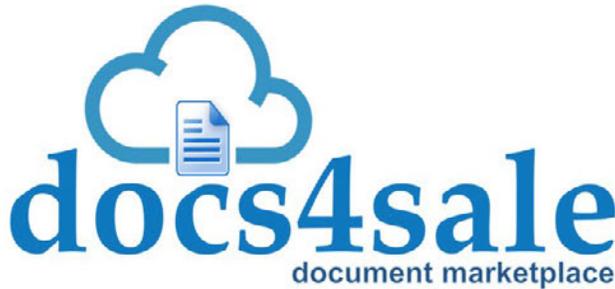
1.0 Executive Summary

Overview

[Company Name] is an upscale casual women's clothing boutique that will open this year. [Company Name] defines the boutique and its essence of inclusion. [Company Name]'s clothing selections and exclusive personal style services, which include a detailed Style Assessment, will ensure that all customers are well dressed. [Company Name] is located in the State of New York.

Clothing f

[Company Name] offers a wide range of clothing for women who are busy professionals and want to look good when they go to work. [Company Name] offers a wide range of clothing for women who are busy professionals and want to look good when they go to work.



[Company Name] will feature other apparel & accessories. [Company Name] is a busy professional who needs the boutique fashions. She also enjoys going to work for business or for a social event or meeting at the

Unique &

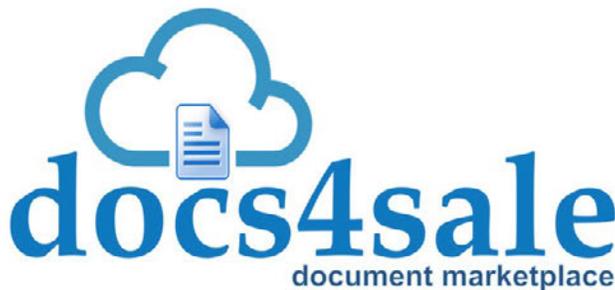
[Company Name] offers a wide range of clothing for women who are busy professionals and want to look good when they go to work. [Company Name] offers a wide range of clothing for women who are busy professionals and want to look good when they go to work.

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[Company Name] offers a wide range of clothing for women who are busy professionals and want to look good when they go to work. [Company Name] offers a wide range of clothing for women who are busy professionals and want to look good when they go to work.

Getting th

[Company Name] offers a wide range of clothing for women who are busy professionals and want to look good when they go to work. [Company Name] offers a wide range of clothing for women who are busy professionals and want to look good when they go to work.



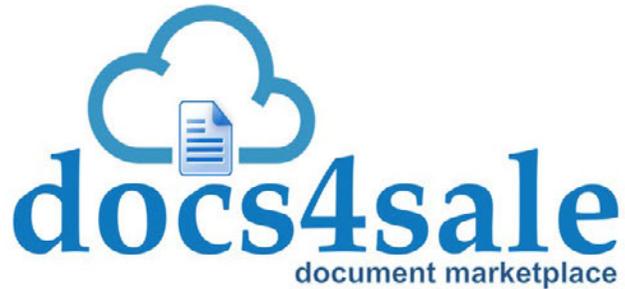
[Company Name] offers a wide range of clothing for women who are busy professionals and want to look good when they go to work. [Company Name] offers a wide range of clothing for women who are busy professionals and want to look good when they go to work.

Managem

[Company Name] offers a wide range of clothing for women who are busy professionals and want to look good when they go to work. [Company Name] offers a wide range of clothing for women who are busy professionals and want to look good when they go to work.

[Company Name] offers a wide range of clothing for women who are busy professionals and want to look good when they go to work. [Company Name] offers a wide range of clothing for women who are busy professionals and want to look good when they go to work.

Chart: Highlights



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1.1 Objectives

- To turn
- To ma
- To driv
magaz

not
nd cost of goods sold
y's top fashion

1.2 Mission

- To pro
- To shc
- To offe
- To hel
- To generate buzz and sales through top-notch exclusive services



ronment
esigners
s

1.3 Keys to Success

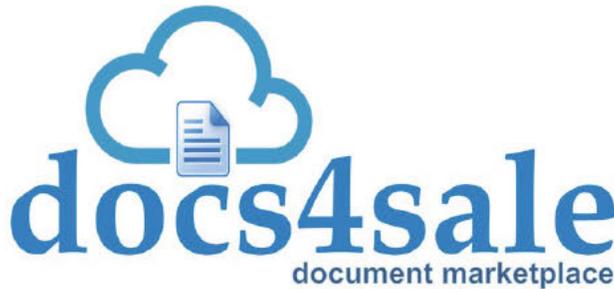
1. Having a good location in a high-traffic area

2. Quality product and good relationships with vendors
3. Outstanding customer service

2.0 Company Summary

[Company Name] will carry handbags. [Company Name]'s cu

ong Island, New York. [Company Name] obscure and luxurious vices, which include a ensure that [Company



2.1 Company Overview

[Company Name] of the structure when not

rmation, and simplicity ming an S Corporation

2.2 Start-up Summary

This business

- To ma
- To pro
- To sec

The Start-up term Assets and a long December

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que

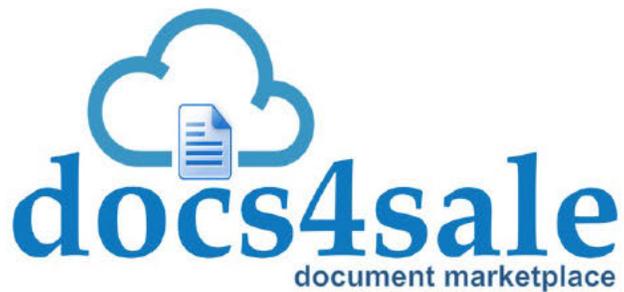
p Inventory and Long- t largely of investment runs from May through

Table: Start-up

Start-up		
Requirements		
Start-up Expenses		
Website E-commerce		\$20,000
Rent for First		\$36,000
Inventory		\$10,000
Professional		\$2,500
Insurance		\$2,400
General Startup Costs		\$6,900
Marketing: Packaging, PR, Design		\$20,000
Total Start-up Expenses		\$97,800
Start-up Assets		

Cash Required	\$7,500
Other Current Assets	\$0
Long-term Assets	\$0
Total Assets	\$7,500
Total Requirements	\$105,300

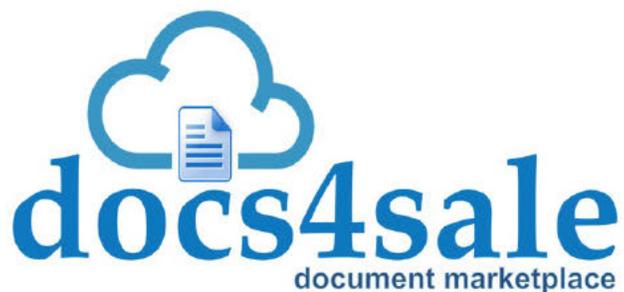
Chart: Star



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3.0 Products a

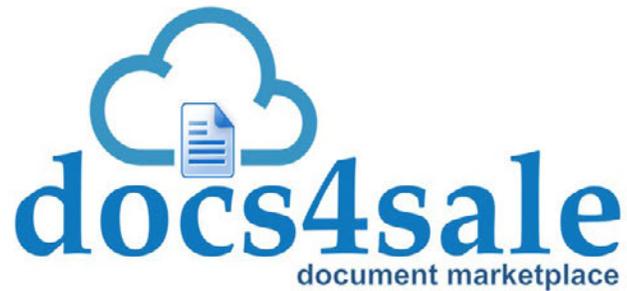
[Company & accessc
American
handbags,
future, vari



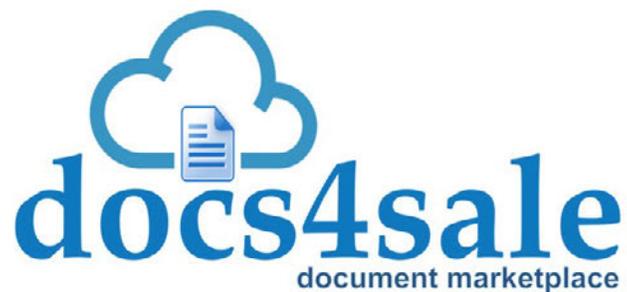
/contemporary apparel
r various independent
accessories such as
nt brushes and, in the

- Wardr
 -
 -
 -
 - Hangers
- Fashion Accessories:
 - Local designer jewelry
 - Handbags
 - Belts, Scarves, Gloves, Hats
 - Lingerie

[Name] wants [Company Name] to feel like the customer is walking into her very own luxurious walk-in closet. Any customer can walk in with confidence knowing that Leni or her assistant stylist will be there to meet all of her needs from styling to make-up to accessories. Word will get around Long Island very quickly about [Company Name].



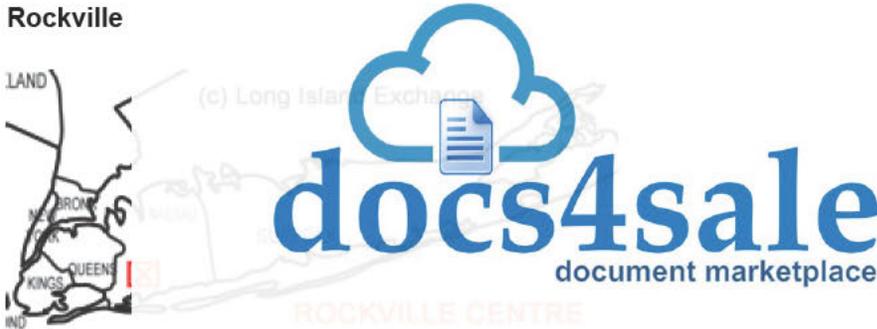
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4.0 Market Analysis Summary

A fashion stylist is someone who selects the clothing for published editorial features, print or television advertising campaigns, music videos, concert performances, and any public appearances made by celebrities, models or other public figures. Stylists are often part of a larger creative team assembled by the client, collaborating with the fashion designer, photographer/director, hair stylist and makeup artist to put together a particular look or theme for the specific project. A fashion stylist can also be referred to as a fashion stylist available to the average consumer;

Rockville



Rockville C
York. It is
the 2000 c
median inc
Males have

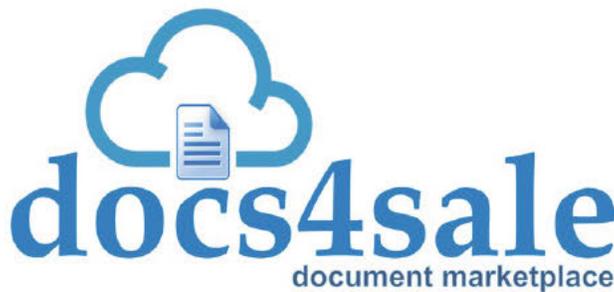
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commercia

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re of Long Island, New
town Manhattan. As of
siding in the area. The
r a family is \$103,315.

ntre's business district
a growing number of
space in the buildings

ortation are key factors
y of municipal services

s willingness to invest
ssued 48 permits for

rvices facilities. At last
net food retailers and

It is the rapid expansion of the restaurant business that prompted the board of trustees early this spring to enact a 90-day moratorium on new food service locations. This gives the town the time needed to assess the impact of future expansion on public parking and the growing need for village services in the downtown area. With an estimated 3,000 residents and visitors shopping, eating or going to the movies on an average day, calls for police and emergency services are increasing and extra time and money are required to maintain and clean the streets and parking fields.

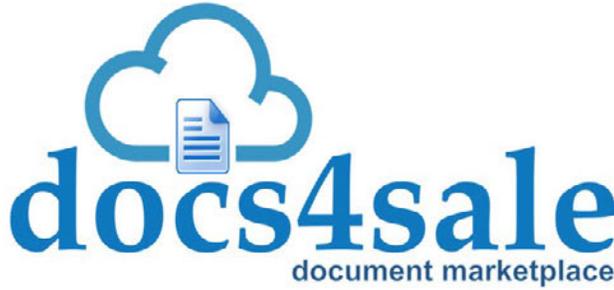
Members of the village staff and traffic engineering specialists are reviewing the village's options and researching actions taken successfully by other communities to meet similar challenges.

Despite the growth of restaurants and the high traffic for the multiplex theatres, downtown remains a diversified and vibrant business district. There are some one-of-a-kind specialty boutiques, yet there are choices galore for stylists and barbers, hardware stores,

The area provides
There are
printing, of

Commercial
the village
operate a lot

Keeping the
commerce
area.



are in retail businesses.
most business needs --

is not just that reason that
and attractive place to
live in.

Working with the chamber of
commerce in a compact commercial

4.1 Market Segments

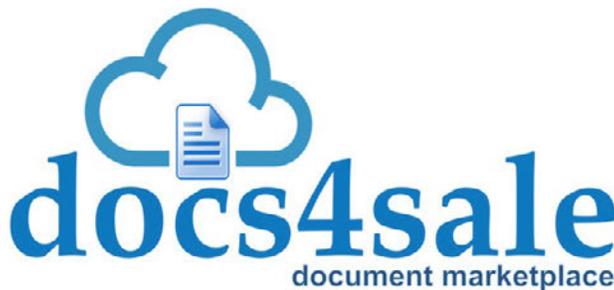
Market Needs

If you were
something
Research
determining
spending on
Television
woman's clothing
helpless and
dressed.

"Within a closet
product and

One gender
million) of
now earning
higher pay
demands for
half "hardly
shopping!

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hear them comment on
to go with in their closet.
Women generally like help in
between the ages of 25-54
to make decisions in clothing choices.
"Clarity" clearly speak to a
professional stylist feel
needing to help them get

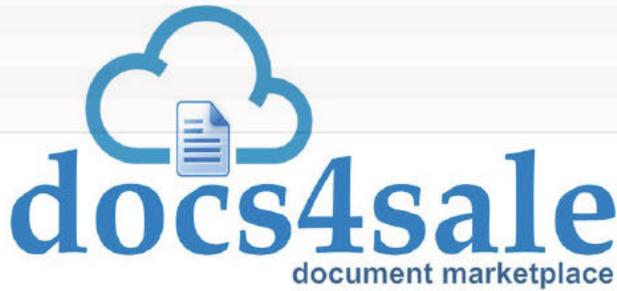
Eliminate every significant

Men comprise 51% (145
decisions. Women are
more senior positions &
that continues to grow,
for women and almost
have time to do a little

Research indicates that women approach retail shopping uniquely by evaluating purchases based on product and company information derived from both personal and expert sources. Additionally, surveys consistently reveal that women buy based on the relationship they forge with a brand. Statistics, studies, and our own personal experiences show us again and again that excellent customer service lowers customer attrition rates, fosters excellent word of mouth and most importantly, increases sales. The table below shows that out of the ten characteristics consumers find important in deciding where to shop, four were attributed to customer service.

Top Ten Factors in Deciding Where to Shop:

<u>Reason</u>	<u>2008</u>	<u>2010</u>	<u>Change</u>
1. Has reasonable prices	78%	85%	+7
2. Treats customers with respect	66	74	+8
3. Carries quality merchandise	66	72	+6
4. Doesn't pres			+9
5. Convenient			+7
6. Handles me			+6
7. I can always			+4
8. Carries a wi			+7
9. Has outstan			+8
10. Makes it qu			+8



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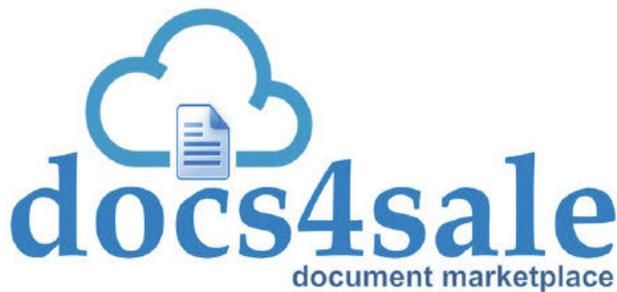
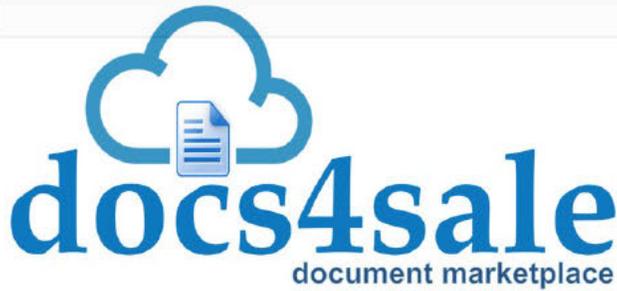


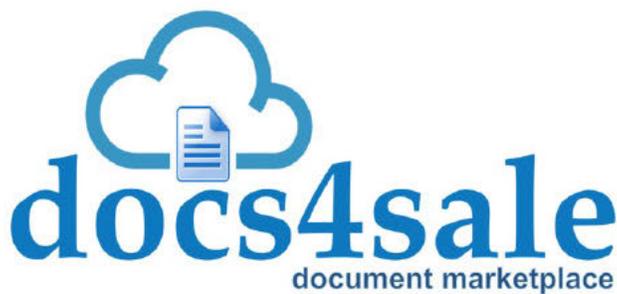
Table: Market Analysis

Market Analysis							
		Year 1	Year 2	Year 3	Year 4	Year 5	
Potential Customers	Growth						CAGR
High-Income Women, 30+, in this area	5%	2,400	2,520	2,646	2,778	2,917	5.00%
Personal Style Customers						29	30.50%
Total						2,946	5.15%

Chart: Mar



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4.2 Target Market Segment Strategy

The Primary Customer

The primary [Company Name] customer is a professional woman with a household income over \$100K. Her main characteristics are listed below:

Demographic

- Profes
- House
- Colleg
- Lives i

Psychographic

- Looks
- Would
- She w impres

Leisure Activities

- Suppo
- Reads
- Watch
- Interne
- Travel
- She en

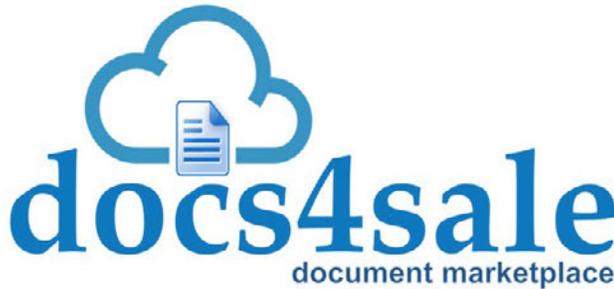
Clothing Shopping

- Spend
- Shops
- Wears
- Buys n
- Looks
- She ca

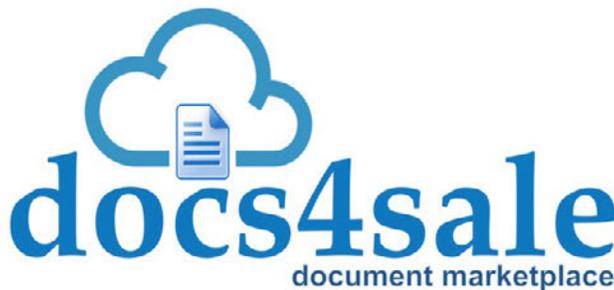
Customer Behavior

The [Com] designer fa basic piece wardrobe

She is used to coming into the store and browsing through the clothing items and trying on what interests her. She expects a warm and comfortable environment and nice dressing rooms. She enjoys being left alone but also enjoys the special touches of personal shopping assistance and having the ability to special order items. She wants fun and catered shopping events in the evening and also enjoys receiving special notices on sales and participating in trunk shows to garner more savings.



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knowledgeable about
up various fashion and
enable accessories and
her wardrobe budget.

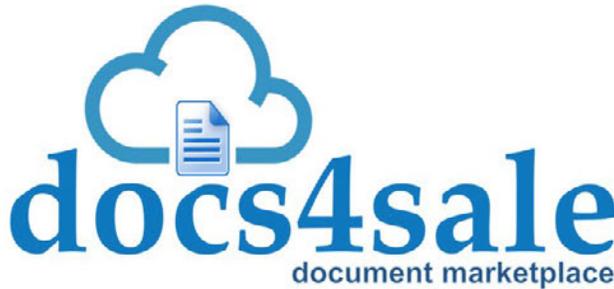
5.0 Web Plan Summary

The website will serve as a source of information for online visitors in addition to being a virtual storefront where clients may place orders for [Company Name] merchandise online. [Company Name] plans to correspond its web site launch with the official launch of the boutique. Plans for year 1 include search engine optimization including e ny Name] will evaluate

5.1 Website M

Because [C endorseme incorporate 2 emails pe

As word-o nature, [Co that the nu provide as utilize the a be provide as direct m



ocus on both celebrity [Company Name] will not receive more than

of [Company Name]'s ons. Research shows Name]'s strategy is to yle tips, as well as to erness of the website will age & receipts as well

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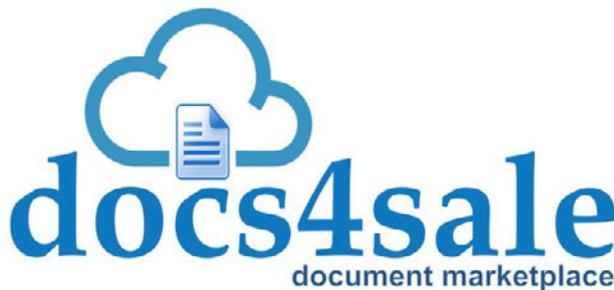
5.2 Developme

Developme

- Site De

Ongoing C

- Domai
- Site Ho
- Search
- Site De shot),



at \$150-\$200 per

6.0 Strategy ar

Based on e research a

ompany Name]'s own od:

- Develop strong relationships with customers by utilizing Style Assessment and offering services to help each woman determine the right clothes for her.
- Provide educational materials and programs that enable customer's greater decision-making confidence.

- Build awareness of brand and services to exemplify strong store reputation.
- Provide customers with a sense of access to "inside information" and harness the power of a woman's personal network by leveraging marketing collateral designed for sharing and encouraging referrals.
- Utilize personal referrals and stylists to build traffic.

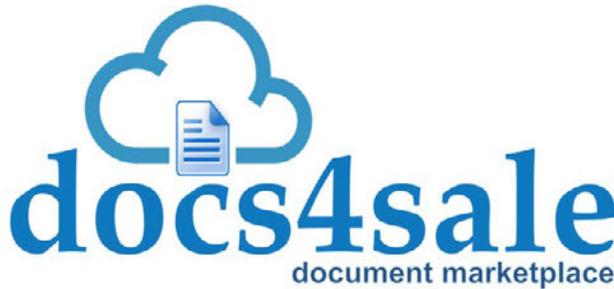
6.1 SWOT Analysis

The SWOT analysis of [Company Name] will as potential

strengths and weaknesses of [Company Name] as

6.1.1 Strengths:

1. **Knowledgeable** with a eager customer base
2. **Upscale** like shops and boutiques
3. **Clear** boutique branding



[Company Name] to find people both knowledgeable and

Every woman will feel confident in her clothing, shoes, accessory,

and will build the service that will

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6.1.2 Weaknesses:

- Access to capital
- Cash flow
- Owner's time
- Location
- Challenges

6.1.3 Opportunities:

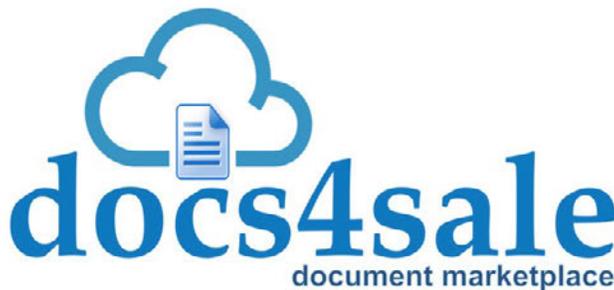
- Growth potential
- Strategic partnerships
- Competitive pricing
- Innovation

including [Company Name]

to extend reach.

to drive sales.

to build communities in the



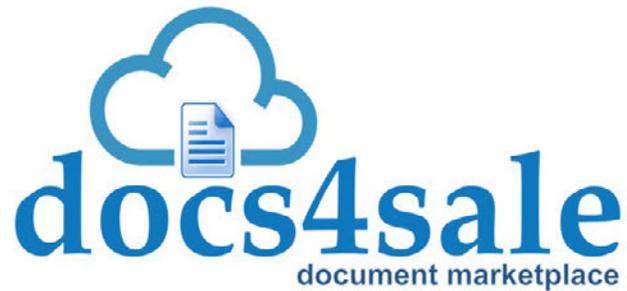
6.1.4 Threats:

- The document marketplace
- Expansion into other markets
- Competition from a national store; or a store with greater financing or product resources could enter the market.

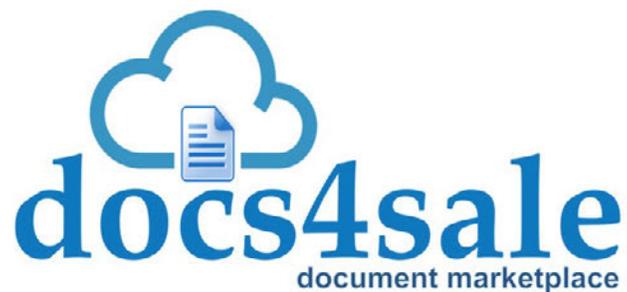
6.2 Competitive Edge

Although [Company Name] will bring high-quality clothing and value to Long Island women, the most significant competitive advantage [Company Name] will have over all competitors is dedication to providing an

approachable retail atmosphere with top-notch customer service. [Company Name]'s unique selling proposition is the integrated concept of personal style services: from events and bios that educate shoppers on designers, to personalized Style Assessments, on-site alterations, and the Company's own unique Style Concierges and wardrobe accessories. In contrast to many other boutiques, [Company Name] will become a corporate member of the Association of Image Consultants so that any stylist will learn from the nation's best on image consulting.



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6.3 Marketing Strategy

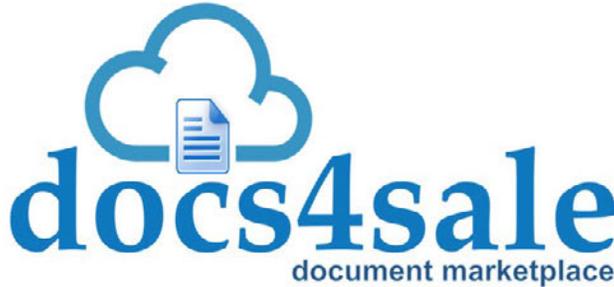
Positioning Statement

[Company Name] provides professional women with upscale designer clothing and exclusive personal services. The main competitive advantage is the unique Style Assessment and education emphasis in helping women develop their personal style.

BRAND POSITIONING

Innovative

The overall brand is refreshing, with beautiful designs that determine [Company Name] will be. The Competitive Advantage of these items are their thoughts.



customer-oriented, innovative, services that help them transform themselves that educates. [Company Name] during the process. Our customers maintain that encapsulates these

Promotional Strategy

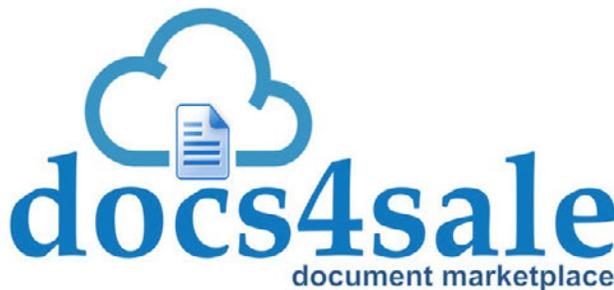
The following promotional strategies will be implemented:

- Personalized
- Unique
- PR (Influencers)
- Boutique
- Direct
- Sales
- [Company Name]
- Advertising

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[Company Name] will be

Other important factors to consider are a different



USE Magazine

is (retention), will utilize

6.4 Sales Strategy

Product/Service Selection

To overcome seasonality concerns, [Company Name] will carry 20 percent of merchandise in fashion and wardrobe accessories. Additionally, [Company Name] will provide alterations, personal shopping services and special ordering for our customers. Special Orders are a huge benefit as [Company Name] obtains full-price sell-through

Pricing

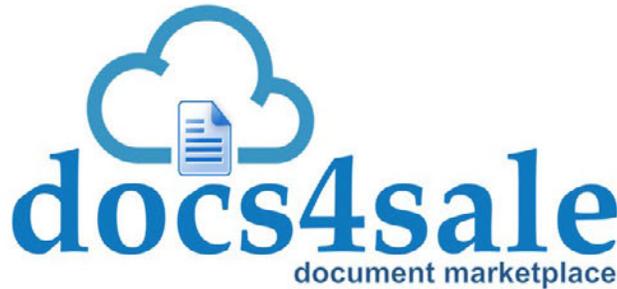
42% of the
[Company Name]
will reflect
of 20%, [Company Name]
merchandise

Location

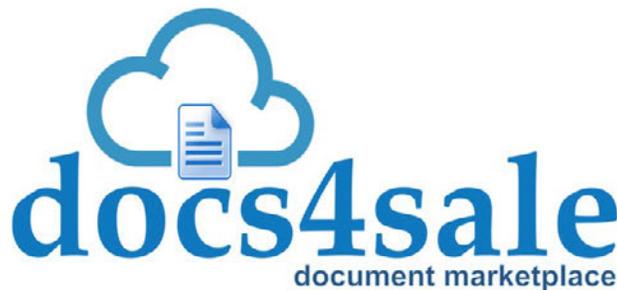
[Company Name]
market live
publication
from town to
customers
wear certain

Stylist

Most women
and snobbish
as it does
[Company Name]
will
and very a



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price is no object." At
women and the prices
maintain profit margins
retail markup for all

proportion of the target
population as well as local
will also attract women
to Long Island from out
of town where fashionable
clothing. Assessment, how to
implement.

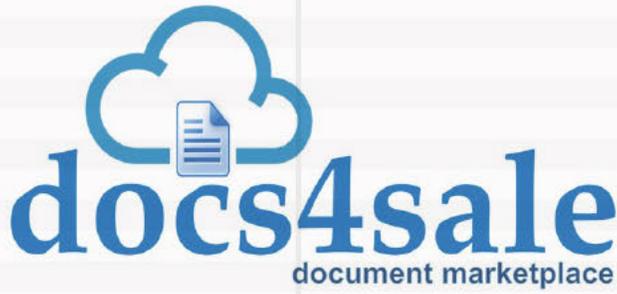
can come across rude
to a potential customer
own pace. [Company Name]
operated in their professions

6.4.1 Sales Forecast

See Sales Strategy.

Table: Sales Forecast

<i>Sales Forecast</i>				Year 3
Sales				
Casual Tops				\$55,841
Blouses				\$48,519
Sweaters				\$44,377
Knits				\$46,534
Pants				\$51,737
Skirts				\$40,703
Dresses				\$31,017
Denim				\$36,451
Separates				\$24,301
Jackets/Blaze				\$31,292
Coats/Outerw				\$27,050
Fashion Acce				\$63,799
Jewelry				\$27,238
Personal Care				\$14,306
Wardrobe Acc				\$21,243
Style Assessr				\$3,036
Special Order				\$40,316
Alterations				\$1,643
Total Sales				\$609,402
Direct Cost of				Year 3
Casual Tops				\$24,012
Blouses				\$20,378
Sweaters				\$18,455
Knits				\$19,163
Pants				\$20,491
Skirts				\$16,362
Dresses				\$11,787
Denim				\$14,296
Separates				\$9,531
Jackets/Blaze				\$12,886
Coats/Outerw				\$9,548
Fashion Acce				\$21,681
Jewelry				\$9,440
Personal Care				\$5,722
Wardrobe Acc				\$8,497
Style Assessr				\$1,191
Special Order				\$15,812
Alterations				\$644
Subtotal Direct Cost of Sales		\$204,820	\$237,520	\$239,896



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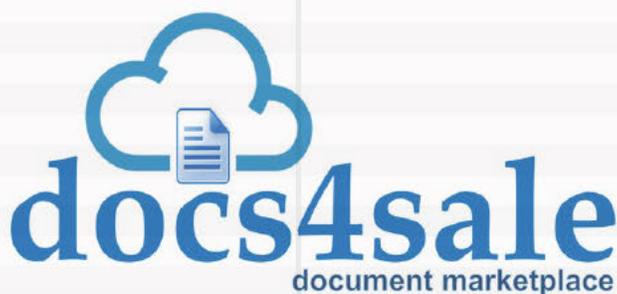


Chart: Sales Monthly

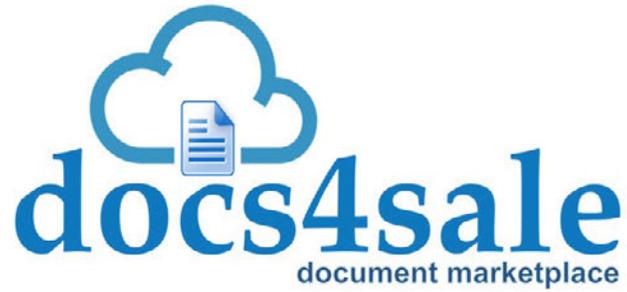
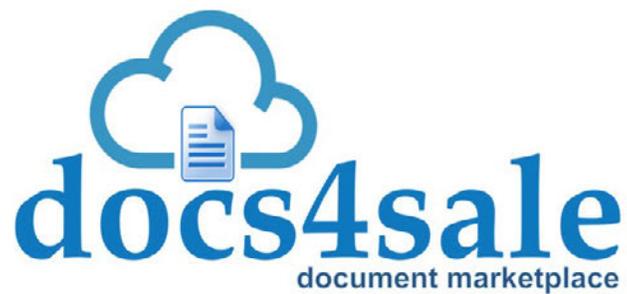


Chart: Sale

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D

7.0 Management Summary

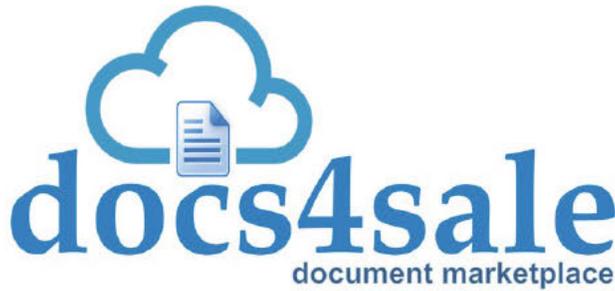
Management Expertise

[Name] | Owner

[Name] has many years of work experience that is directly relevant to managing and operating a successful clothing business, a business, and these experiences include: retail sales and management, NYPD. The sum of these experiences include: sales, finance, and

7.1 Personnel

As the Personnel Manager for [Company Name].

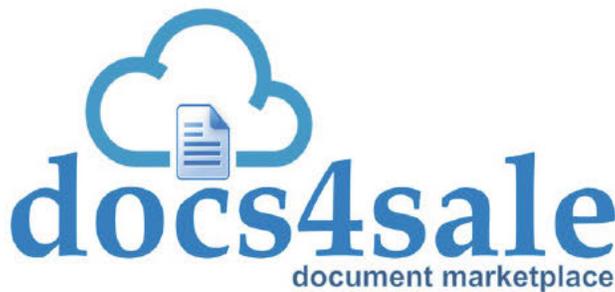


client care personnel
of care at [Company Name]

Table: Personnel

Personnel Plan	Year 2	Year 3
Owner	000	\$90,000
Assistant Manager	000	\$43,500
Keyholder (Part-time)	320	\$20,286
Make-up Artist	320	\$20,286
Assistant Stylist	200	\$26,460
Total People	6	7
Total Payroll	840	\$200,532

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8.0 Financial Plan

The business of [Company Name] does not require substantial outlays for inventory and virtually all sales are on a cash basis, so increases in sales will not be accompanied by initial cash-flow deficits.

8.1 Important Assumptions

Payables :
have been

ong-term interest rates

8.2 Break-ever

The Break
operating
conservati

sales by units, and by
id fixed costs. These

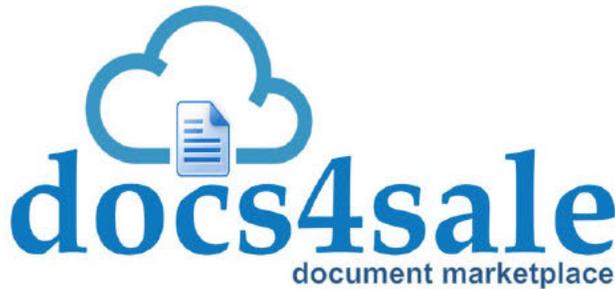
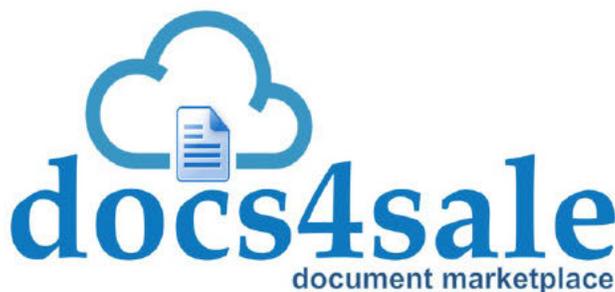


Table: Break-e

Break-even A		
Monthly Reve		\$39,517
Assumptions:		
Average Perc		40%
Estimated Mo		\$23,755

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Chart: Bre:



8.3 Projected Profit and Loss

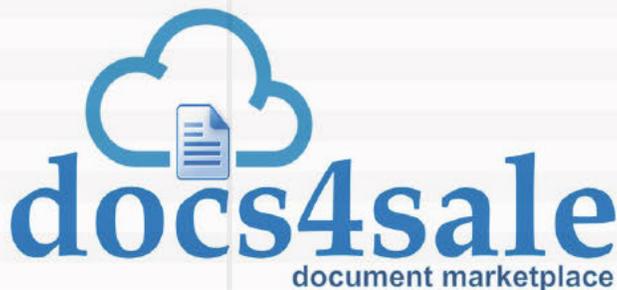
The projected Profit and Loss for three years is detailed in the table and charts following. Some assumptions and inclusions to be noted are included in the Appendix.

Table: Profit and Loss

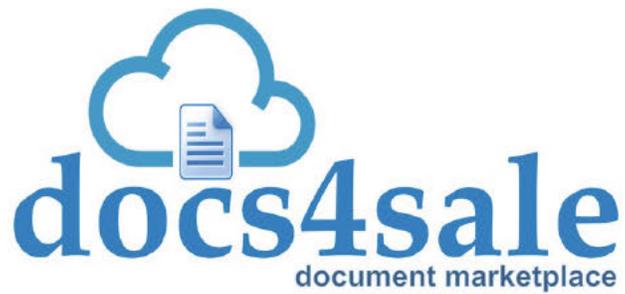
Pro Forma Pro			Year 3	
Sales			\$609,402	
Direct Cost of			\$239,896	
Other Costs of			\$0	
Total Cost of			\$239,896	
Gross Margin			\$369,507	
Gross Margin			60.63%	
Expenses				
Payroll			\$200,532	
Advertising			\$4,800	
Depreciation			\$4,889	
Bank Service			\$480	
Dues & Subsc			\$600	
Education & T			\$2,000	
Insurance - W			\$3,600	
Insurance - pr			\$6,300	
Interest Expe			\$4,716	
License & Per			\$0	
Maintenance -			\$2,400	
Marketing and			\$10,000	
Miscellaneous			\$3,600	
Payroll - Char			\$800	
Postage & De			\$600	
Printing & rep			\$1,200	
Prof Fees - Ac			\$1,500	
Prof Fees - Le			\$500	
Rent			\$36,000	
Repairs			\$600	
Security			\$350	
Supplies - Off			\$4,200	
Travel & Ente			\$10,000	
Telephone / In			\$1,440	
Utilities			\$2,100	
Payroll Taxes			\$10,890	
Employee Ben			\$9,100	
Other			\$2,400	
Total Operating Expenses		\$285,056	\$305,830	\$325,597



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Profit Before Interest and Taxes	\$23,626	\$56,053	\$43,910
EBITDA	\$28,516	\$60,942	\$48,799
Interest Expense	\$7,200	\$7,200	\$7,200
Taxes Incurred	\$4,928	\$14,656	\$11,013
Net Profit	\$11,498	\$34,197	\$25,697
Net Profit/Sale			4.22%



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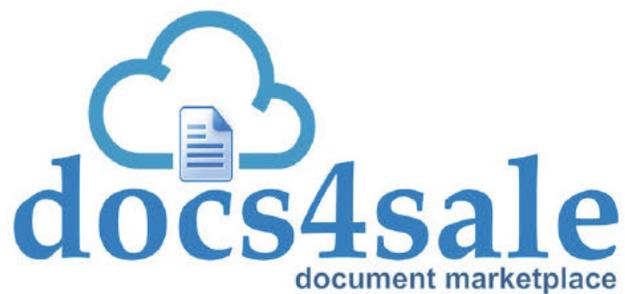
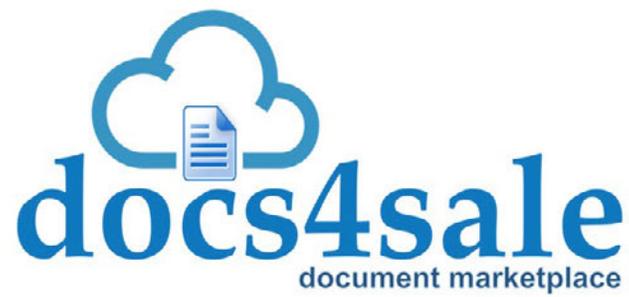


Chart: Profit Yearly



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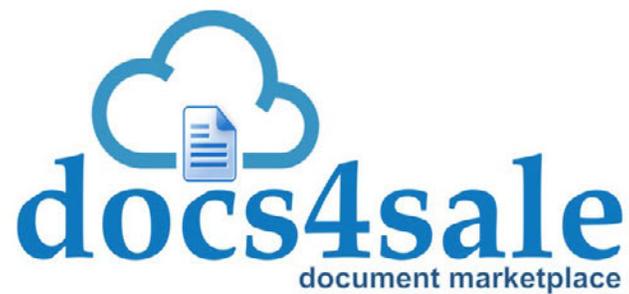


Chart: Gross Margin Monthly

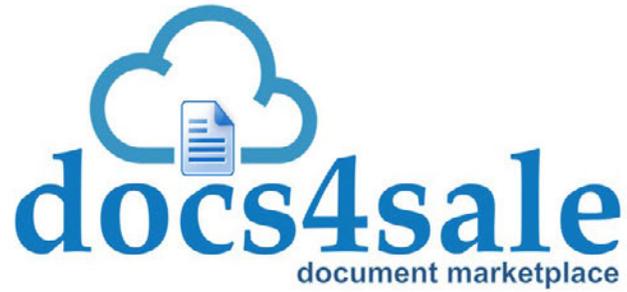
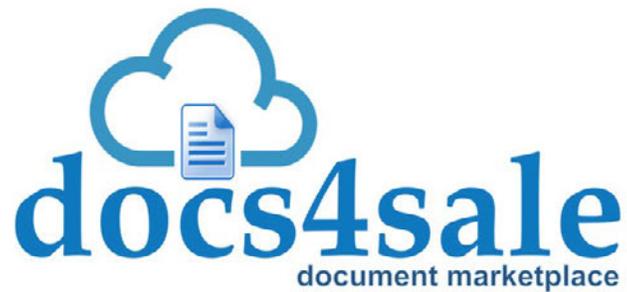


Chart: Gro

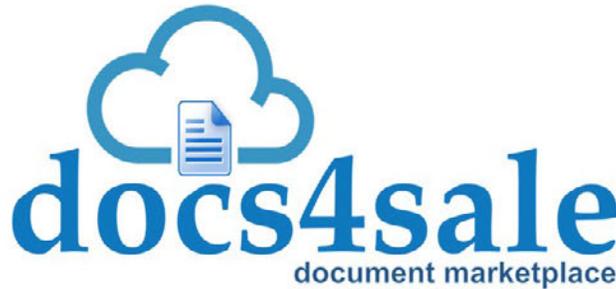
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8.4 Projected Cash Flow

The projected Cash Flow for three years is detailed in the table and chart following. In addition, it should be noted that [Company Name] will establish relationships with vendors and/or representatives to determine the following to maintain cash flow:

- Average price points – this will help ensure that a good mix of prices is maintained.
- Deliveries during the key shopping periods for being late in delivery and also ensure they will be open during the key shopping periods.
- Shipping costs and be able to determine how much to charge for shipping.
- Market share is appropriate and be able to determine how much to charge for shipping.
- Payment terms and Net 30 days vendors to ensure [Company Name] to get the store.



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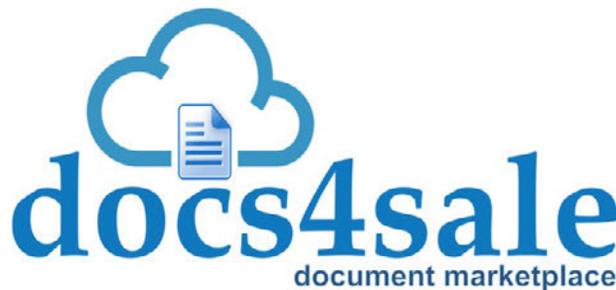
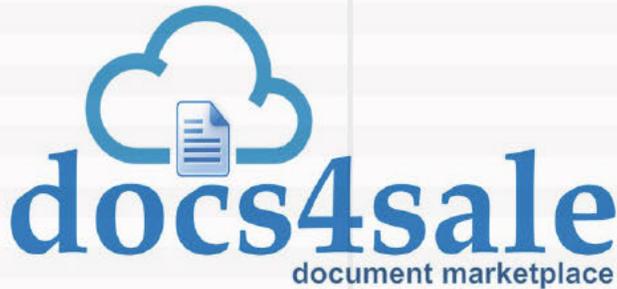


Table: Cash Flow

<i>Pro Forma Cash Flow</i>		Year 1	Year 2	Year 3
Cash Received				
Cash from Operations				
Cash Sales			403	\$609,402
Subtotal Cash			403	\$609,402
Additional Cash				
Sales Tax, VA			\$0	\$0
New Current Liab			\$0	\$0
New Other Liab			\$0	\$0
New Long-term			\$0	\$0
Sales of Other			\$0	\$0
Sales of Long			\$0	\$0
New Investme			\$0	\$0
Subtotal Cash			403	\$609,402
Expenditures			Year 2	Year 3
Expenditures				
Cash Spendin			440	\$200,532
Bill Payments			86	\$378,300
Subtotal Sper			026	\$578,832
Additional Ca				
Sales Tax, VA			\$0	\$0
Principal Rep			\$0	\$0
Other Liabilit			\$0	\$0
Long-term Lia			\$0	\$0
Purchase Oth			\$0	\$0
Purchase Lon			\$0	\$0
Dividends			\$0	\$0
Subtotal Cash			026	\$578,832
Net Cash Flow			377	\$30,570
Cash Balance			788	\$221,358



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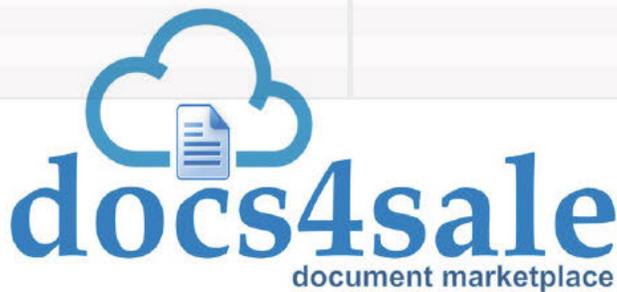
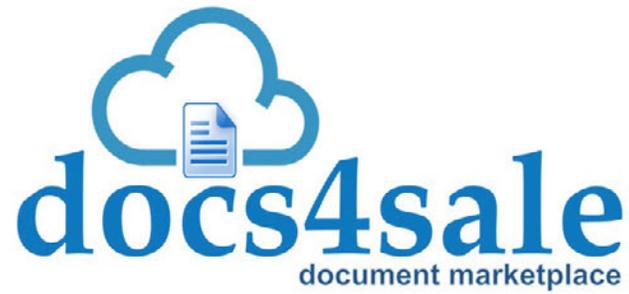
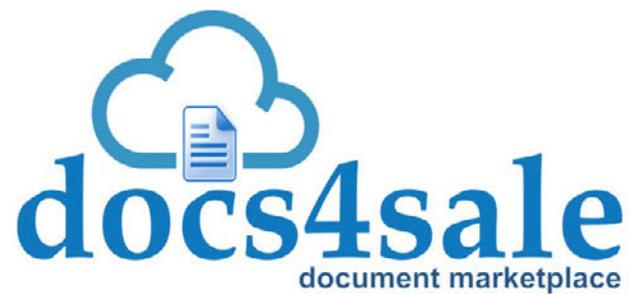


Chart: Cash



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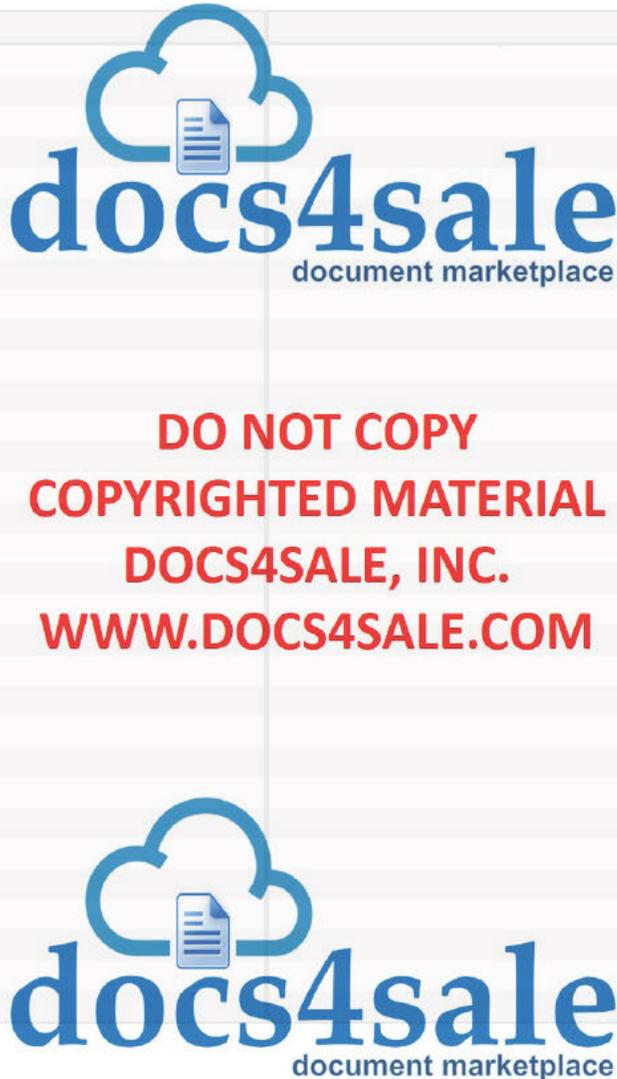


8.5 Projected Balance Sheet

All financials will be updated monthly to reflect past performance and future assumptions. Future assumptions will be based on inventory plans from Retail Merchandising Service Automation (RMSA), economic cycle activity, regional retail indicators, apparel trends, and future cash flow. [Company Name] works with both an Accountant and CPA whom both have personal and professional experience in retail operations. The Company expects solid growth in net worth beyond the first fiscal year of operation.

Table: Balance

Pro Forma Balance Sheet		Year 3
Assets		
Current Assets		
Cash		\$221,358
Other Current		\$0
Total Current		\$221,358
Long-term Assets		
Long-term Assets		\$36,000
Accumulated		\$14,667
Total Long-term		\$21,333
Total Assets		\$242,691
Liabilities and		Year 3
Current Liabilities		
Accounts Payable		\$31,092
Current Borrowings		\$0
Other Current		\$0
Subtotal Current		\$31,092
Long-term Liabilities		\$90,000
Total Liabilities		\$121,092
Paid-in Capital		\$148,007
Retained Earnings		(\$52,105)
Earnings		\$25,697
Total Capital		\$121,599
Total Liabilities		\$242,691
Net Worth		\$121,599

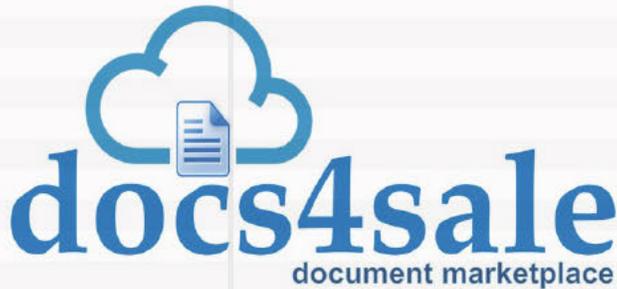


8.6 Business Ratios

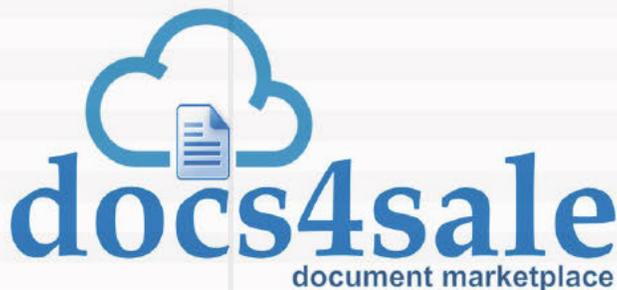
Standard business ratios are included in the following table. The ratios show a plan for balanced, healthy growth. Industry profile ratios based on the Standard Industrial Classification (SIC) code 5621, Women's Clothing Stores, are shown for comparison.

Table: Ratios

Ratio Analysis			Year 3	Industry Profile
Sales Growth			57%	1.66%
Percent of Total Current Assets			00%	42.35%
Other Current Assets			21%	90.33%
Total Current Assets			79%	9.67%
Long-term Assets			00%	100.00%
Total Assets				
Current Liabilities			31%	43.98%
Long-term Liabilities			08%	52.16%
Total Liabilities			00%	96.15%
Net Worth			10%	3.85%
Percent of Sales			00%	100.00%
Gross Margin			53%	31.76%
Selling, General & Administrative Expenses			07%	11.41%
Advertising Expense			00%	0.81%
Profit Before Taxes			21%	3.19%
Main Ratios				
Current Ratio			7.12	1.85
Quick Ratio			7.12	1.17
Total Debt to Capitalization			00%	96.15%
Pre-tax Return on Assets			19%	405.20%
Pre-tax Return on Equity			13%	15.62%
Additional Ratios			Year 3	
Net Profit Margin			22%	n.a
Return on Equity			13%	n.a
Activity Ratios				
Accounts Payable			2.17	n.a
Payment Days			30	n.a
Total Asset Turnover			2.51	n.a
Debt Ratios				
Debt to Net Worth	1.97	1.26	1.00	100.00%
Current Liab. to Liab.	0.26	0.26	0.26	n.a
Liquidity Ratios				
Net Working Capital	\$120,595	\$159,681	\$190,266	n.a
Interest Coverage	3.28	7.79	6.10	n.a



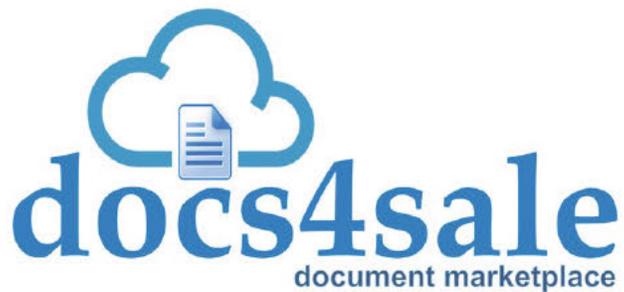
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Additional Ratios				
Assets to Sales	0.36	0.36	0.40	n.a
Current Debt/Total Assets	17%	14%	13%	n.a
Acid Test	4.79	6.13	7.12	n.a
Sales/Net Worth	8.32	6.25	5.01	n.a
Dividend Payout	0.00	0.00	0.00	n.a



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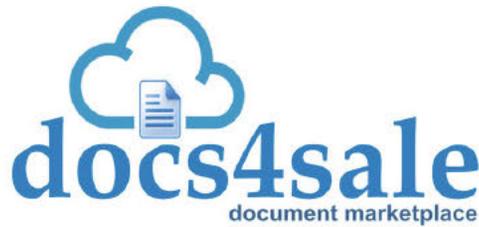
Appendix

Table: Sales Forecast

<i>Sales Forecast</i>		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales													
Casual Tops	0%	\$0	\$3						\$3,650	\$4,300	\$4,800	\$4,888	\$4,950
Blouses	0%	\$0	\$2						\$3,150	\$3,700	\$4,300	\$4,237	\$4,300
Sweaters	0%	\$0	\$2						\$2,800	\$3,350	\$3,600	\$3,853	\$3,900
Knits	0%	\$0	\$2						\$2,950	\$3,500	\$3,800	\$4,000	\$4,100
Pants	0%	\$0	\$3						\$3,100	\$3,900	\$4,300	\$4,492	\$4,550
Skirts	0%	\$0	\$2						\$2,350	\$3,000	\$3,285	\$3,499	\$3,550
Dresses	0%	\$0	\$1						\$1,800	\$2,400	\$2,550	\$2,720	\$2,775
Denim	0%	\$0	\$2						\$2,025	\$2,750	\$3,000	\$3,134	\$3,200
Separates	0%	\$0	\$1						\$1,350	\$1,800	\$2,000	\$2,089	\$2,200
Jackets/Blazers	0%	\$0	\$1						\$1,600	\$2,300	\$2,500	\$2,690	\$2,750
Coats/Outerwear	0%	\$0	\$1						\$1,600	\$2,000	\$2,200	\$2,325	\$2,375
Fashion Accessories	0%	\$0	\$3						\$3,950	\$4,800	\$5,300	\$5,432	\$5,480
Jewelry	0%	\$0	\$1						\$1,350	\$2,000	\$2,200	\$2,365	\$2,400
Personal Care	0%	\$0	\$0						\$900	\$1,100	\$1,150	\$1,253	\$1,350
Wardrobe Accessories	0%	\$0	\$1						\$1,200	\$1,600	\$1,700	\$1,862	\$1,900
Style Assessments	0%	\$0	\$0						\$282	\$230	\$264	\$261	\$265
Special Orders	0%	\$0	\$2						\$2,000	\$3,950	\$3,300	\$4,000	\$4,500
Alterations	0%	\$0	\$0						\$151	\$145	\$144	\$136	\$155
Total Sales		\$0	\$36						\$36,208	\$46,825	\$50,393	\$53,236	\$54,700

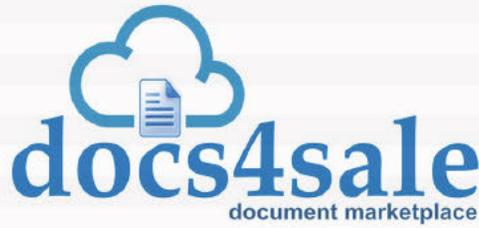


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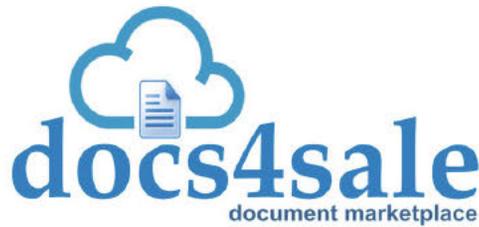


Appendix

Direct Cost of Sales	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Casual Tops	\$0	\$1,445	\$1,785	\$2,000	\$1,892	\$2,207	\$1,548	\$1,570	\$1,849	\$2,064	\$2,102	\$2,129
Blouses	\$0	\$1,224	\$1,499	\$1,695	\$1,554	\$1,869	\$1,260	\$1,323	\$1,554	\$1,806	\$1,780	\$1,806
Sweaters	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Knits	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Pants	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Skirts	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Dresses	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Denim	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Separates	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Jackets/Blazers	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Coats/Outerwear	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Fashion Accessories	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Jewelry	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Personal Care	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Wardrobe Accessories	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Style Assessment	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Special Orders	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Alterations	\$0	\$1,113	\$1,352	\$1,541	\$1,428	\$1,806	\$1,092	\$1,176	\$1,407	\$1,512	\$1,618	\$1,638
Subtotal Direct Cost of Sales	\$0	\$14,461	\$18,678	\$20,104	\$21,234	\$21,821						



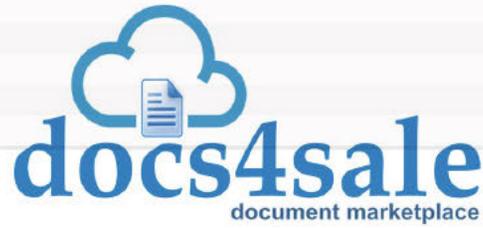
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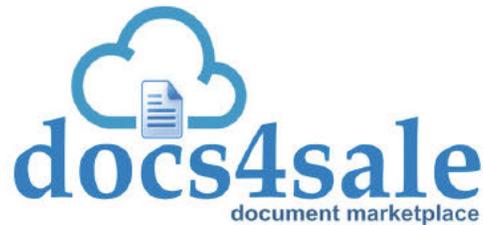
Appendix

Table: Personnel

<i>Personnel Plan</i>		Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Owner	0%	\$0	\$2,500	\$3,500	\$7,000	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Assistant Manager	0%	\$3,200	\$3,200						\$3,400	\$3,400	\$3,400	\$3,400	\$3,400
Keyholder (Part Time)	0%	\$1,440	\$1,440						\$1,440	\$1,440	\$1,440	\$2,000	\$2,000
Make-up Artist	0%	\$1,440	\$1,440						\$1,440	\$1,440	\$1,440	\$2,000	\$2,000
Assistant Stylist	0%	\$2,000	\$2,000						\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Total People		2							5	5	5	5	5
Total Payroll		\$8,080	\$10,080						\$15,780	\$15,780	\$15,780	\$16,900	\$16,900



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Appendix

Table: Profit and Loss

<i>Pro Forma Profit and Loss</i>	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Sales	\$0	\$36,450						\$36,208	\$46,825	\$50,393	\$53,236	\$54,700
Direct Cost of Sales	\$0	\$14,538						\$14,461	\$18,678	\$20,104	\$21,234	\$21,821
Other Costs of Goods	\$0	\$0						\$0	\$0	\$0	\$0	\$0
Total Cost of Sales	\$0	\$14,538						\$14,461	\$18,678	\$20,104	\$21,234	\$21,821
Gross Margin	\$0	\$21,912						\$21,747	\$28,147	\$30,289	\$32,002	\$32,880
Gross Margin %	0.00%	60.12%						60.06%	60.11%	60.11%	60.11%	60.11%
Expenses												
Payroll	\$8,080	\$10,580						\$15,780	\$15,780	\$15,780	\$16,900	\$16,900
Advertising	\$400	\$400						\$400	\$400	\$400	\$400	\$400
Depreciation	\$407	\$407						\$407	\$407	\$407	\$407	\$407
Bank Service Charges	\$40	\$40						\$40	\$40	\$40	\$40	\$40
Dues & Subscriptions	\$50	\$50						\$50	\$50	\$50	\$50	\$50
Education & Training	\$100	\$100						\$100	\$100	\$100	\$100	\$100
Insurance - Workman's Comp	\$281	\$281						\$281	\$281	\$281	\$281	\$281
Insurance - property & liability	\$517	\$517						\$517	\$517	\$517	\$517	\$517
Interest Expense - LT Loan	\$417	\$413						\$386	\$382	\$377	\$373	\$370
License & Permits	\$110	\$0						\$0	\$0	\$0	\$0	\$0
Maintenance - Office	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Marketing and PR	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800
Miscellaneous	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300

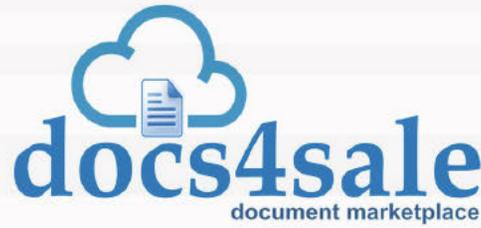


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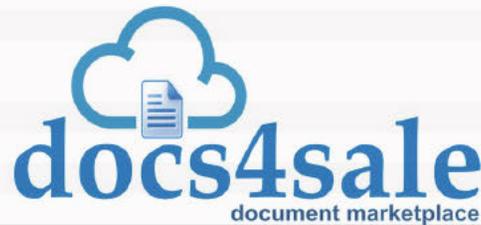


Appendix

Payroll - Charges	\$66	\$66	\$66	\$66	\$66	\$66	\$66	\$66	\$66	\$66	\$66	\$66	\$66
Postage & Delivery	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Printing & reproduction	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Prof Fees - Accounting	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125
Prof Fees - Legal	\$500	\$0						\$0	\$0	\$0	\$0	\$0	\$0
Rent	\$3,000	\$3,000						\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Repairs	\$50	\$50						\$50	\$50	\$50	\$50	\$50	\$50
Security	\$29	\$29						\$29	\$29	\$29	\$29	\$29	\$29
Supplies - Office & Store	\$350	\$350						\$350	\$350	\$350	\$350	\$350	\$350
Travel & Entertainment	\$500	\$2,500						\$500	\$500	\$2,000	\$500	\$500	\$500
Telephone / Internet Access	\$120	\$120						\$120	\$120	\$120	\$120	\$120	\$120
Utilities	\$175	\$175						\$175	\$175	\$175	\$175	\$175	\$175
Payroll Taxes	15%	\$0	\$0					\$0	\$0	\$0	\$0	\$0	\$0
Employee Benefits	15%	\$750	\$750					\$750	\$750	\$750	\$750	\$750	\$750
Other	\$200	\$200						\$200	\$200	\$200	\$200	\$200	\$200
Total Operating Expenses	\$17,718	\$21,603						\$24,777	\$24,773	\$26,268	\$25,884	\$25,881	\$25,881
Profit Before Interest and Taxes	(\$17,718)	\$309						\$3,030	\$3,374	\$4,021	\$6,118	\$6,999	\$6,999
EBITDA	(\$17,310)	\$716						\$2,623	\$3,782	\$4,429	\$6,525	\$7,406	\$7,406
Interest Expense	\$600	\$600						\$600	\$600	\$600	\$600	\$600	\$600
Taxes Incurred	(\$5,495)	(\$87)						\$1,089	\$832	\$1,026	\$1,655	\$1,920	\$1,920
Net Profit	(\$12,823)	(\$204)						\$2,541	\$1,942	\$2,395	\$3,862	\$4,479	\$4,479
Net Profit/Sales	0.00%	-0.56%						-7.02%	4.15%	4.75%	7.26%	8.19%	8.19%



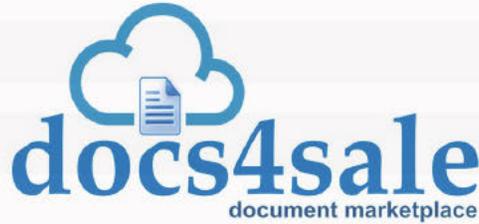
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Appendix

Table: Cash Flow

<i>Pro Forma Cash Flow</i>	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Cash Received												
Cash from Operations												
Cash Sales	\$0	\$36,208						\$36,208	\$46,825	\$50,393	\$53,236	\$54,700
Subtotal Cash from Operations	\$0	\$36,208						\$36,208	\$46,825	\$50,393	\$53,236	\$54,700
Additional Cash Received												
Sales Tax, VAT, HST/GST Received	0.00%	\$0						\$0	\$0	\$0	\$0	\$0
New Current Borrowing		\$0						\$0	\$0	\$0	\$0	\$0
New Other Liabilities (interest-free)		\$0						\$0	\$0	\$0	\$0	\$0
New Long-term Liabilities		\$0						\$0	\$0	\$0	\$0	\$0
Sales of Other Current Assets		\$0						\$0	\$0	\$0	\$0	\$0
Sales of Long-term Assets		\$0						\$0	\$0	\$0	\$0	\$0
New Investment Received		\$105,300						\$0	\$0	\$0	\$0	\$0
Subtotal Cash Received		\$105,300	\$36,208					\$36,208	\$46,825	\$50,393	\$53,236	\$54,700
Expenditures	Month 1	Month 2						Month 8	Month 9	Month 10	Month 11	Month 12
Expenditures from Operations												
Cash Spending	\$8,080	\$10,000						\$15,780	\$15,780	\$15,780	\$16,900	\$16,900
Bill Payments	\$145	\$5,000						\$21,362	\$22,766	\$28,800	\$31,819	\$32,094
Subtotal Spent on Operations	\$8,225	\$15,626	\$37,331	\$43,349	\$46,102	\$44,591	\$52,094	\$37,142	\$38,546	\$44,580	\$48,719	\$48,994

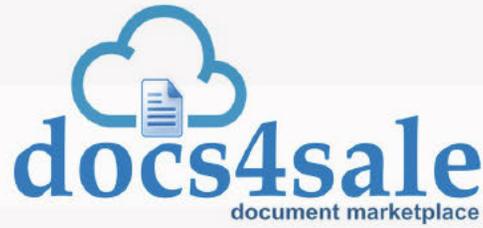


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Additional Cash Spent													
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0							\$0	\$0	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0							\$0	\$0	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0							\$0	\$0	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0							\$0	\$0	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$36,						\$0	\$0	\$0	\$0	\$0
Dividends	\$0	\$0							\$0	\$0	\$0	\$0	\$0
Subtotal Cash Spent	\$8,225	\$15,626	\$73,						,142	\$38,546	\$44,580	\$48,719	\$48,994
Net Cash Flow	\$97,075	\$20,824	(\$29,5						934)	\$8,279	\$5,813	\$4,517	\$5,706
Cash Balance	\$131,982	\$152,806	\$123,						,096	\$136,375	\$142,189	\$146,706	\$152,411

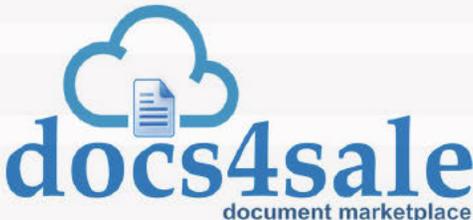
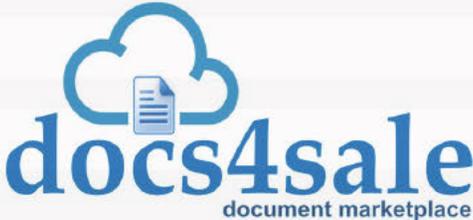


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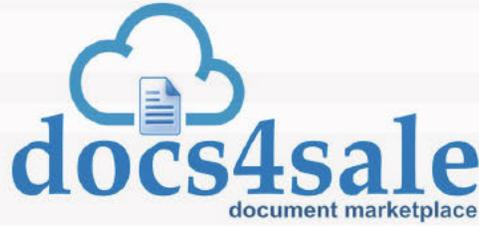
Appendix

Table: Balance Sheet

<i>Pro Forma Balance Sheet</i>	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	
Assets	Starting Balances												
Current Assets													
Cash	\$34,907	\$131,982	\$152,806					\$128,096	\$136,375	\$142,189	\$146,706	\$152,410	
Other Current Assets	\$0	\$0	\$0					\$0	\$0	\$0	\$0	\$0	
Total Current Assets	\$34,907	\$131,982	\$152,806					\$128,096	\$136,375	\$142,189	\$146,706	\$152,410	
Long-term Assets	<p style="text-align: center;">DO NOT COPY COPYRIGHTED MATERIAL DOCS4SALE, INC. WWW.DOCS4SALE.COM</p> 												
Long-term Assets	\$0	\$0	\$0					\$36,000	\$36,000	\$36,000	\$36,000	\$36,000	
Accumulated Depreciation	\$0	\$407	\$815					\$3,260	\$3,667	\$4,074	\$4,482	\$4,889	
Total Long-term Assets	\$0	(\$407)	(\$815)					\$32,740	\$32,333	\$31,926	\$31,518	\$31,111	
Total Assets	\$34,907	\$131,575	\$151,991					\$160,837	\$168,708	\$174,114	\$178,224	\$183,521	
Liabilities and Capital	Month 1	Month 2						Month 8	Month 9	Month 10	Month 11	Month 12	
Current Liabilities													
Accounts Payable	\$0	\$4,191	\$24,811					\$21,810	\$27,739	\$30,750	\$30,997	\$31,810	
Current Borrowing	\$0	\$0	\$0					\$0	\$0	\$0	\$0	\$0	
Other Current Liabilities	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Subtotal Current	\$0	\$4,191	\$24,811	\$27,250	\$29,564	\$27,783	\$35,603	\$20,610	\$21,810	\$27,739	\$30,750	\$30,997	\$31,810

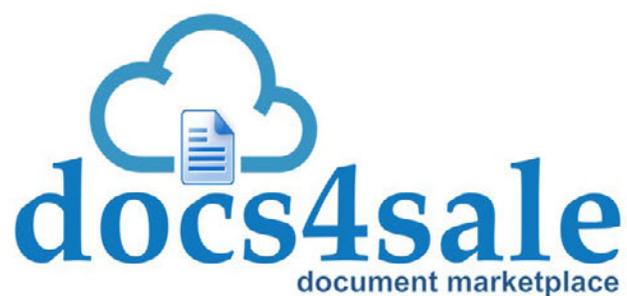
Appendix

Liabilities													
Long-term Liabilities	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000
Total Liabilities	\$90,000	\$94,191	\$114,811	\$117,250	\$119,564	\$117,783	\$125,603	\$110,610	\$111,810	\$117,739	\$120,750	\$120,997	\$121,810
Paid-in Capital	\$42,707	\$148,007	\$148,007						\$148,007	\$148,007	\$148,007	\$148,007	\$148,007
Retained Earnings	(\$97,800)	(\$97,800)	(\$97,800)						(\$97,800)	(\$97,800)	(\$97,800)	(\$97,800)	(\$97,800)
Earnings	\$0	(\$12,823)	(\$13,026)						(\$1,180)	\$762	\$3,157	\$7,019	\$11,499
Total Capital	(\$55,093)	\$37,384	\$37,181						\$49,027	\$50,969	\$53,364	\$57,226	\$61,700
Total Liabilities and Capital	\$34,907	\$131,575	\$151,991						\$160,837	\$168,708	\$174,114	\$178,224	\$183,520
Net Worth	(\$55,093)	\$37,384	\$37,181						\$49,027	\$50,969	\$53,364	\$57,226	\$61,700



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