

ATLANTIC MOTORS LIMITED

A BUSINESS PLAN

AUTOMOBILE RECONDITION AND FABRICATION

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DAR ES SALAAM

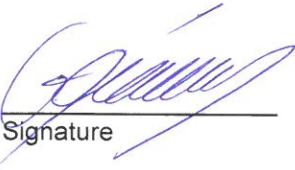
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Upon request, this document is to be immediately returned to ATLANTIC MOTORS LIMITED.



Signature

GOKHAN GULVEN
Name

27TH MAY 2021
Date

This is a business plan. It does not imply an offering of securities.

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Executive Summary

ATLANTIC MOTORS LIMITED
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COCA COLA ROAD

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Introduction

ATLANTIC MOTORS LIMITED will provide vehicle maintenance and repair to DAR ES SALAAM and surrounding areas.

Location

ATLANTIC MOTORS LIMITED is looking to lease 2,000 sq ft shop in Dar es Salaam.

Company

The Company offers vehicle mechanical repair services. ATLANTIC MOTORS LIMITED will be a limited company 50% by Mr. Gokhan Guven and Mr. Mehmet Adnan Sahin. ATLANTIC MOTORS LIMITED will be committed to quality and service. The Company's 100% Satisfaction Guarantee is our personal commitment to creating long-term relationships with our customers.

Services

ATLANTIC MOTORS LIMITED will provide vehicle repair and maintenance such as, Transmission repair, Front-End Alignment, Diesel repair, Differential repair, Air-conditioning/heater repair, Brakes, Struts, Oil & Lube, and Tune-ups. Using the new advance machines that can repair a car that has been in a bad accident within one week as opposed to the opponents who use minimum of two months.

The Market

ATLANTIC MOTORS LIMITED will be located in Dar es Salaam, TANZANIA. The Company will target the surrounding area of Dar es Salaam.

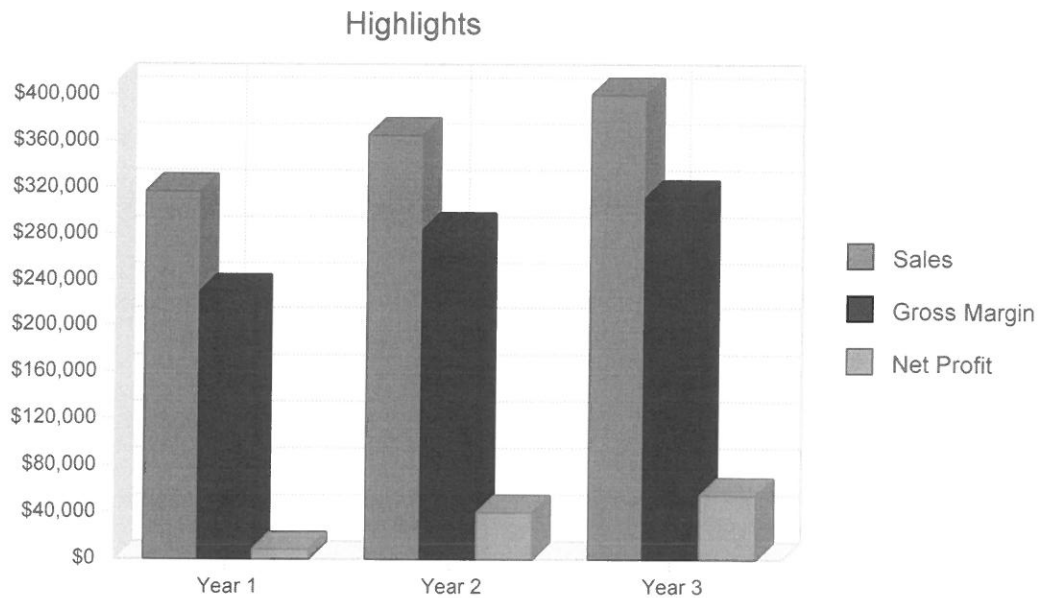
Financial Considerations

The current financial plan for ATLANTIC MOTORS LIMITED is to obtain direct funding in the amount of \$303,000 from the owners. The investment will be used to launch a modern mechanical repair shop including leasehold improvements, purchase equipment, purchase of office furniture, fixtures and equipment, create our website, hiring employees and launching an advertising campaign.

The major focus for grant funding is as follows

1. Launch vehicle maintenance and repair shop.
2. Purchase energy efficient maintenance shop.
3. Purchase recycled materials.
4. Hire employees; the Company will look to hire veterans, minorities, disabled persons and the unemployed.

Chart: Highlights



1.1 Objectives

The objectives for ATLANTIC MOTORS LIMITED are outlined below:

1. To create a service-base company whose goal is to exceed customer's expectations and guarantee a return client.
2. Sales increase to over \$350,000 by end of second year and \$400,000 by end of third year.
3. To increase the number of clients services by at least 20% per year through superior performance and word-of mouth referrals.
4. Have a clientele return rate of 90% by end of first year.
5. Become an established community destination by end of first year.
6. To hire local employees to help stimulate the economy.
7. To bring back the community's trust in the auto repair industry.
8. To provide excellent service for domestic and foreign automobiles.

1.2 Mission

ATLANTIC MOTORS LIMITED mission is to help stimulate the economy in Tanzania. They will not only hire up to four full-time employees, but will create business for other companies that are already in business and various auto parts dealerships on the internet. The goal is to give customers quality workmanship at a more reasonable price than that of the competition. Most independent shops operate on a cash basis; ATLANTIC MOTORS LIMITED will be set up to take and clear checks and most credit cards. They will also have experienced technicians to deliver the customers vehicles back repaired faster than our competition.

2.0 Company Summary

ATLANTIC MOTORS LIMITED is the desire of to start vehicle maintenance and repair shop. We have started our company to offer better service to their clients than their competitors.

The company will be a limited company owned 50% by Mr. Gokhan Guven and 50% by Mr. MehmetAdnan Sahin registered in the United Republic of Tanzania. The company will be based in Dar es Salaam. The facility will contain a state of the art two-bay garage, office space and storage space for tools, parts, etc.

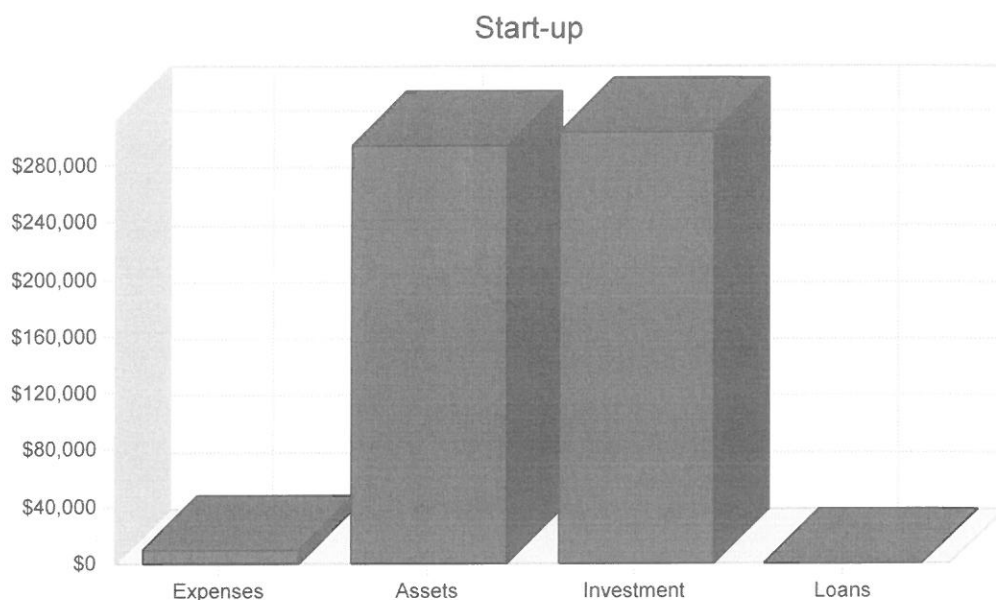
2.1 Start-up Summary

The data obtained for the start-up comes from research done the in Dar es Salaam area with other big mechanic shops who have started their own business. Inflation has been taken into account between the estimates of these fellow business owners (and when they started) and the current prices for expensed items. Much of the equipment to go into the facilities such as tools, air compressors, scanners, etc., will be purchased accordingly.

Table: Start-up

| <i>Start-up</i> | |
|--------------------------------|------------------|
| Requirements | |
| Start-up Expenses | |
| Legal | \$2,000 |
| Stationery etc. | \$1,000 |
| Insurance | \$1,000 |
| Marketing and Advertising | \$500 |
| Office Equipment and Supplies | \$3,500 |
| Other | \$2,000 |
| Total Start-up Expenses | \$10,000 |
| Start-up Assets | |
| Cash Required | \$97,640 |
| Start-up Inventory | \$10,560 |
| Other Current Assets | \$0 |
| Long-term Assets | \$184,800 |
| Total Assets | \$293,000 |
| Total Requirements | \$303,000 |

Chart: Start-up



3.0 Products and Services

ATLANTIC MOTORS LIMITED will offer a wide range of services. It is ultimately the goal of the company to offer a one-stop facility for all auto-servicing needs, including brakes, transmission, wheel alignment, etc. In this way, the company can offer greater perceived value for the customer than many other shops, which specialize in certain areas.

The industry is highly competitive with suppliers having a great deal of power in setting and negotiating the prices of their products and services to repair shops. In addition, because the customers see the service as undifferentiated and a "commodity" with little value separation between competitors, buyer power is also very high. Finally, the barriers to entry are moderately low, and the large number of competitors in this field, including substitutes (such as do-it-yourself work) means that the pricing for such services are very competitive. The only way to have an advantage in this industry is a low cost leadership principal applied aggressively or to create higher switching costs through the building of strong business to customer ties.

ATLANTIC MOTORS LIMITED will hire trained and certified mechanics that are able to prove they have superior customer awareness and interaction. It is the company's professional people who will fulfill the firm's contracts and goals. The largest part of the company's expenses will be in labor costs.

4.0 Market Analysis Summary

Since ATLANTIC MOTORS LIMITED will be able to service any vehicle on the road, including motorcycles and campers, it does not make any sense to segment our market. Our potential customer includes every household in Dar es Salaam that owns one or more vehicles. The industry does not have any seasonality that affects it.

4.1 Target Market Segment Strategy

Our choice of target markets is based on comprehensive experience within the transportation industry coupled with an in-depth understanding of the customer's needs. The company has a modest program of marketing its services that include the following:

1. Word of mouth.
2. Flyers.
3. Direct mailers.
4. Discounts.
5. Newspaper ads.
6. Yellow pages.
7. Referrals through other local businesses.
8. Website

Each of these marketing approaches has the advantage of being low cost and creating service awareness. The company's long-term marketing goals are to use local radio and TV ads. The company is also investigating the possibility of having a grand opening program that would feature discounts, food, a local radio disc jockey, and other promotional ideas.

4.3 Service Business Analysis

This section is covered in the Competitive Comparison section of the Plan.

4.3.1 Competition and Buying Patterns

While many customers looking to purchase automotive repair services are concerned with price, the primary concern is with building a relationship of trust between themselves and their service provider. A large number of people within the country have experienced or heard of bad service encounters within this market. As a person's car is usually connected in one way or another with that individual's livelihood, a dependable automobile is crucial. Therefore, many clients are willing to pay a little more for a mechanic they feel does a quality job and understands their needs.

An automotive repair company that can anticipate, meet, and even exceed customer's needs can build a defensible position within the market place and acquire market share at the expense of other rivals.

5.0 Marketing Strategy

The key element of the marketing strategy for this business is referrals from past and present customers. ATLANTIC MOTORS LIMITED recognizes the need to advertise this new service. Advertising the services is planned to increase business faster than simply relying on word-of-mouth referrals alone. The company's main advertising effort will be newspaper ads in local publications within the surrounding counties. Other advertising, such as creating a website will also be done.

Each of these marketing approaches has the advantage of being low cost and creating service awareness. The company's long-term marketing goals are to use local radio and TV ads.

6.0 Sales Strategy

Since the automotive repair industry is, operationally, a job-shop environment, it is somewhat difficult to estimate sales. For job-shops, each individual product or service is tailored or unique to that job, and is only initiated once an order is made. However, the sales forecast reflect the professional opinion of the management in how much sales he will make based on the following assumptions:

1. The number of clients we can attract from his previous companies.
2. The effect of planned promotions and word-of-mouth marketing.
3. Current prices and costs of doing business.
4. The types of automobiles and jobs that will occur in every month.

For the most part, sales for an automobile repair firm are steady year round and reflect little seasonality. The table and charts below outline the sales forecast. Three years of annual sales and costs of sales are shown. Twelve monthly tallies are included in the appendices.

6.1 Sales Forecast

ATLANTIC MOTORS LIMITED exists in a purely competitive environment where each firm must be a price taker. In other words, the firm has no ability to affect the market price of its services, regardless of how many automobiles it repairs. In this case, therefore, marginal revenue (the revenue incurred by producing or servicing one more unit) is equal to the price charged. Furthermore, because the demand curve is essentially horizontal, ATLANTIC MOTORS LIMITED can service automobiles at total capacity without affecting the price.

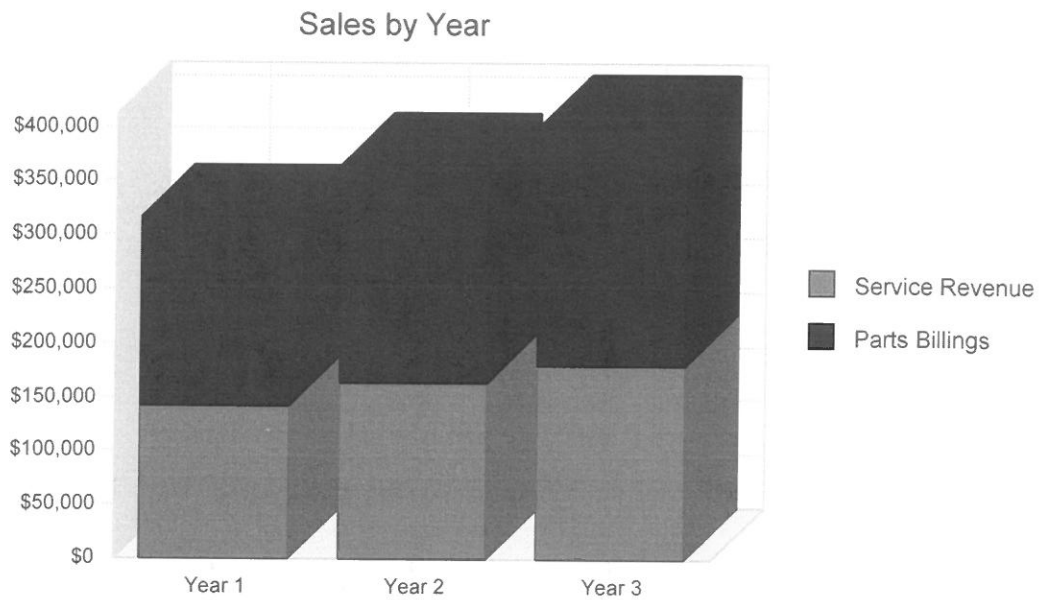
What all of this means for ATLANTIC MOTORS LIMITED is that the company must seek to charge its clients at the market price (or lower). Research has shown that the average price is approximately \$400 per vehicle. As long as marginal costs do not exceed revenues, the method to maximize short run profits is to service automobiles at maximum capacity. This means that ATLANTIC MOTORS LIMITED can expect an ORA of approximately 4.5%

The sales for year one, year two and year three are projected to be \$316,800.00, \$364,320.00, and \$400,752.00, respectively. The cost of sales for year one, year two and year three are projected to be, \$87,120.00, \$81,972.00, and \$90,169.00, respectively. Direct Cost of Sales is made up of parts.

Table: Sales Forecast

| <i>Sales Forecast</i> | | | |
|--------------------------------------|-----------------|-----------------|-----------------|
| | Year 1 | Year 2 | Year 3 |
| Sales | | | |
| Service Revenue | \$142,560 | \$163,944 | \$180,338 |
| Parts Billings | \$174,240 | \$200,376 | \$220,414 |
| Total Sales | \$316,800 | \$364,320 | \$400,752 |
| Direct Cost of Sales | | | |
| | Year 1 | Year 2 | Year 3 |
| Parts Costs | \$87,120 | \$81,972 | \$90,169 |
| | \$0 | \$0 | \$0 |
| Subtotal Direct Cost of Sales | \$87,120 | \$81,972 | \$90,169 |

Chart: Sales by Year



6.2 Milestones

In order to achieve the growth and marketing goals that have been outlined in this business plan, the Company has the following deadlines to meet and ideas to implement. The plan will take effect on date of grant funding. Some of these are outlined below:

1. Construction/Leasehold Improvements in the Company's retail location.
2. Purchase four bay lifts.
3. Purchase computers, office equipment, office furniture and fixtures.
4. Purchase mechanical equipment, such as, scanners, parts, and tools.
5. Hire employees, the Company will look to hire minorities, veterans, disabled persons and the unemployed.
6. Update our website and social media.
7. Launch an advertising campaign.
8. Working Capital to support operation until cash flow profitability.

7.0 Financial Plan

The current financial plan for ATLANTIC MOTORS LIMITED is to start with the investment in the amount of \$303,000. The money will be used to launch our repair shop, including leasehold improvements, equipment, purchase of office furniture, fixtures and equipment, creating our website, hiring employees and launching an advertising campaign.

In the coming years ATLANTIC MOTORS LIMITED will expand to major cities of Tanzania such as Arusha, Mwanza, Mbeya and Dodoma. Therefore we expect to grow our capital to almost 1,200,000\$ for the next ten years as we spread and expand throughout Tanzania.

The following sections of this plan will serve to describe the Company's financial plan in more detail:

- General Assumptions
- Break-even Analysis
- Profit and Loss
- Cash Flow
- Balance Sheet
- Ratios

| | |
|---|--------------------|
| Capital | |
| Planned Investment | |
| Owner/Investor | \$303,000 |
| Additional Investment Requirement | \$0 |
| Total Planned Investment | \$303,000 |
| Loss at Start-up (Start-up Expenses) | (\$10,000) |
| Total Capital | \$293,000 |
| Total Capital and Liabilities | \$293,000 |
| Total Funding | \$303,000 |
| Future expansion projection | \$1,200,000 |

7.1 Projected Profit and Loss

ATLANTIC MOTORS LIMITED Pro Forma Profit and Loss statement was constructed based in large part on the current economic conditions and investments in machinery.

The sales for 2021, 2022 and 2023 are projected to be \$316,800, \$364,320 and \$400,752, respectively. Gross Profit is expected to be 72.50% in 2021 and 77.50% in 2022 and 2023. The Garage will show a net profit for 2021, 2022 and 2023 of \$7,838, \$40,118 and \$55,156, respectively. The Garage will show an EBITDA of \$55,495 in 2021, \$102,938 in 2022 and \$125,790 in 2023. The Operating expenses for this period were \$218,483, \$225,037, and \$231,778 respectively. The percentages of the net profit to sales for this period were 2.47%, 11.01% and 13.76% respectively. The Operating Expenses and Net Profit to Sales for the 2021, 2022 and 2023 period are affected by the internal expansion of the Company. Gross Profit will remain in the 77% range in 2024/2025 and future years. Operating Expenses to Sales will continue to decrease in 2024/2025 and future years. Net Profit and Net Profit to Sales Percentage will continue to rise in future years as the internal expansion and investments in equipment bear fruit.

Table: Profit and Loss

| <i>Pro Forma Profit and Loss</i> | | | |
|----------------------------------|-----------|-----------|------------------|
| | Year 1 | Year 2 | Year 3 |
| Sales | \$316,800 | \$364,320 | \$400,752 |
| Direct Cost of Sales | \$87,120 | \$81,972 | \$90,169 |
| Other Costs of Sales | \$0 | \$0 | \$0 |
| Total Cost of Sales | \$87,120 | \$81,972 | \$90,169 |
| Gross Margin | \$229,680 | \$282,348 | \$310,583 |
| Gross Margin % | 72.50% | 77.50% | 77.50% |
| Expenses | | | |
| Payroll | \$126,552 | \$130,349 | \$134,259 |
| Marketing/Promotion | \$3,942 | \$4,060 | \$4,182 |
| Depreciation | \$44,298 | \$45,627 | \$46,996 |
| Utilities | \$6,003 | \$6,183 | \$6,369 |
| Insurance | \$1,500 | \$1,545 | \$1,591 |
| Payroll Taxes | \$18,983 | \$19,552 | \$20,139 |
| Other | \$1,016 | \$1,046 | \$1,078 |
| Advertising | \$4,002 | \$4,122 | \$4,246 |
| Legal | \$1,500 | \$1,545 | \$1,591 |
| Office Supplies | \$497 | \$512 | \$527 |
| Web Design | \$1,008 | \$1,038 | \$1,069 |
| Auto Expense | \$1,150 | \$1,184 | \$1,220 |
| Equipment Expense | \$3,832 | \$3,947 | \$4,065 |
| Telephone | \$1,206 | \$1,243 | \$1,280 |
| Repair/Maintenance | \$1,987 | \$2,046 | \$2,108 |
| Inventory | \$1,008 | \$1,038 | \$1,069 |
| Total Operating Expenses | \$218,483 | \$225,037 | \$231,788 |

| | | | |
|---|--------------|---------------|------------------|
| Profit Before Interest and Taxes | \$11,197 | \$57,311 | \$78,795 |
| EBITDA | \$55,495 | \$102,938 | \$125,790 |
| Interest Expense | \$0 | \$0 | \$0 |
| Taxes Incurred | \$3,359 | \$17,193 | \$23,638 |
| Net Profit | \$7,838 | \$40,118 | \$55,156 |
| Net Profit/Sales | 2.47% | 11.01% | 13.76% |

Chart: Profit Monthly

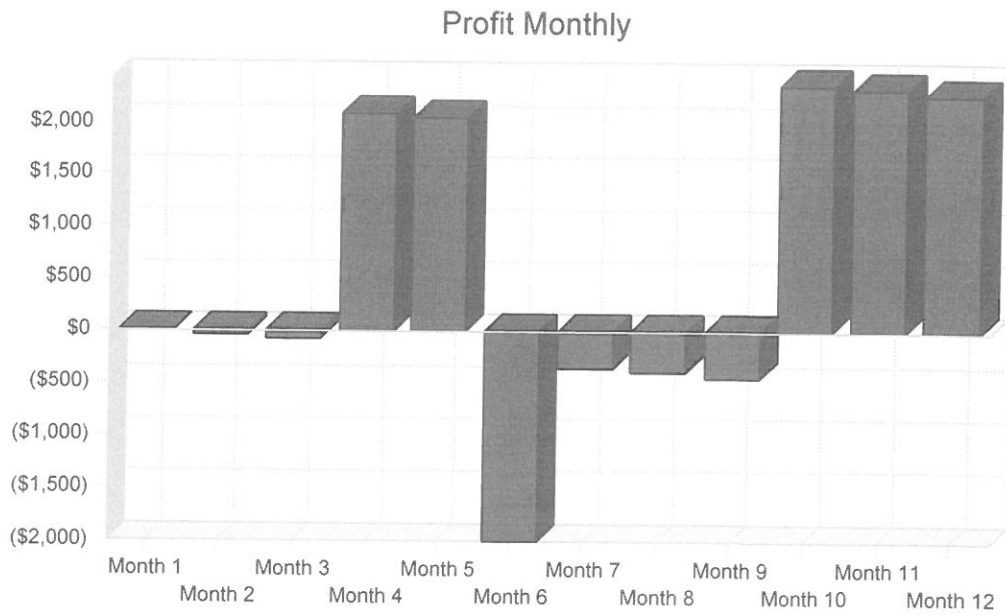


Chart: Profit Yearly

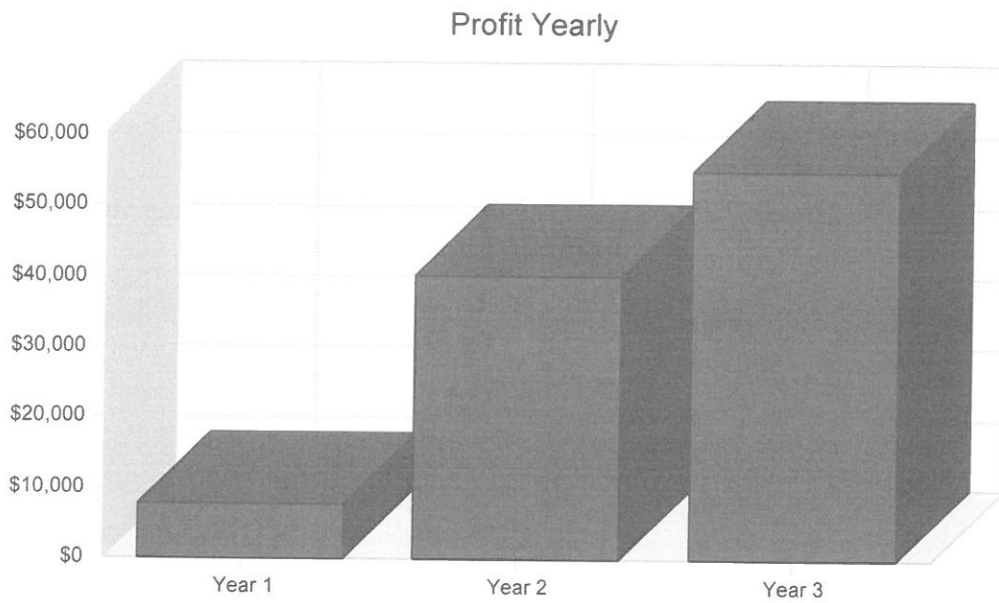


Chart: Gross Margin Monthly

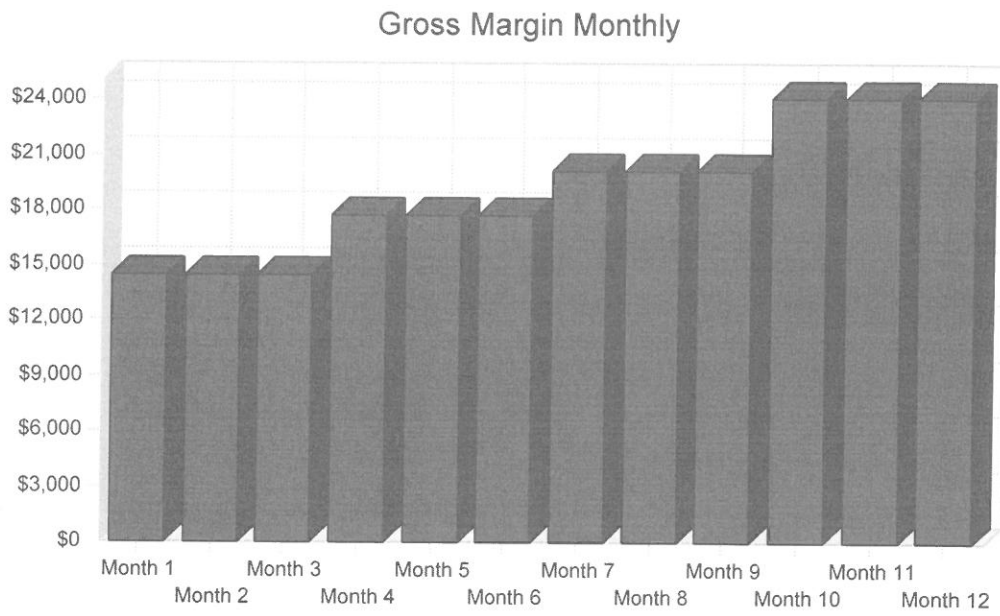
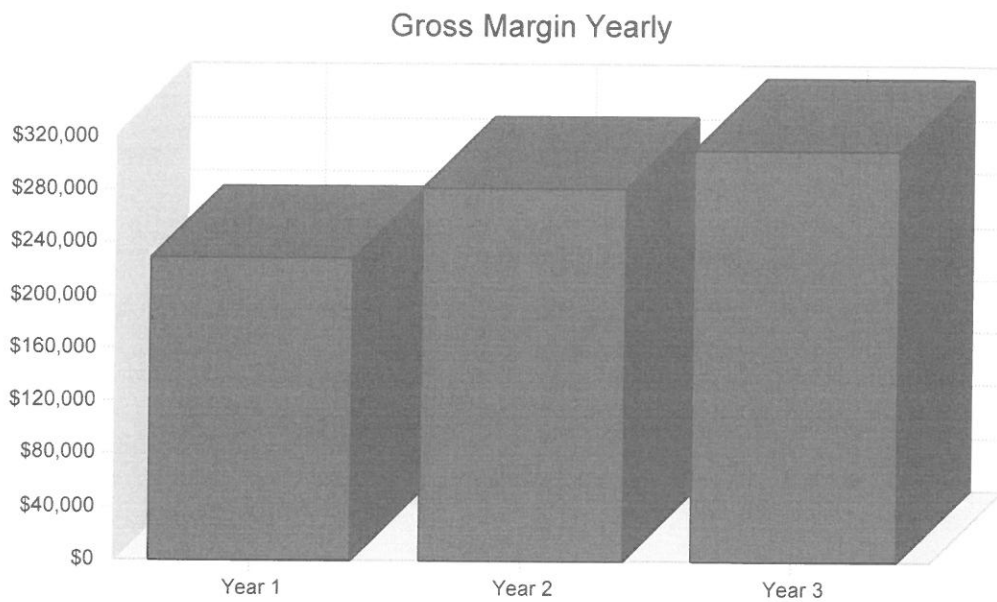


Chart: Gross Margin Yearly



7.2 Projected Cash Flow

The following table displays the Garage's cash flow, and the chart illustrates monthly cash flow in the first year. Monthly cash flow projections are also included in the appendix.

Table: Cash Flow

| <i>Pro Forma Cash Flow</i> | | | |
|---|-----------|-----------|-----------|
| | Year 1 | Year 2 | Year 3 |
| Cash Received | | | |
| Cash from Operations | | | |
| Cash Sales | \$316,800 | \$364,320 | \$400,752 |
| Subtotal Cash from Operations | \$316,800 | \$364,320 | \$400,752 |
| Additional Cash Received | | | |
| Sales Tax, VAT, HST/GST Received | \$0 | \$0 | \$0 |
| New Current Borrowing | \$0 | \$0 | \$0 |
| New Other Liabilities (interest-free) | \$0 | \$0 | \$0 |
| New Long-term Liabilities | \$0 | \$0 | \$0 |
| Sales of Other Current Assets | \$0 | \$0 | \$0 |
| Sales of Long-term Assets | \$0 | \$0 | \$0 |
| New Investment Received | \$0 | \$0 | \$0 |
| Subtotal Cash Received | \$316,800 | \$364,320 | \$400,752 |
| Expenditures | Year 1 | Year 2 | Year 3 |
| Expenditures from Operations | | | |
| Cash Spending | \$126,552 | \$130,349 | \$134,259 |
| Bill Payments | \$122,737 | \$147,550 | \$164,492 |
| Subtotal Spent on Operations | \$249,289 | \$277,899 | \$298,751 |
| Additional Cash Spent | | | |
| Sales Tax, VAT, HST/GST Paid Out | \$0 | \$0 | \$0 |
| Principal Repayment of Current Borrowing | \$0 | \$0 | \$0 |
| Other Liabilities Principal Repayment | \$0 | \$0 | \$0 |
| Long-term Liabilities Principal Repayment | \$0 | \$0 | \$0 |
| Purchase Other Current Assets | \$0 | \$0 | \$0 |
| Purchase Long-term Assets | \$0 | \$0 | \$0 |
| Dividends | \$0 | \$0 | \$0 |
| Subtotal Cash Spent | \$249,289 | \$277,899 | \$298,751 |
| Net Cash Flow | \$67,511 | \$86,421 | \$102,001 |
| Cash Balance | \$165,151 | \$251,572 | \$353,573 |

7.3 Projected Balance Sheet

The table below presents the balance sheet for ATLANTIC MOTORS LIMITED. This table reflects a positive cash position throughout the period of this financial plan through 2023.

Table: Balance Sheet

| <i>Pro Forma Balance Sheet</i> | | | |
|--------------------------------------|-------------------|------------------|------------------|
| | Year 1 | Year 2 | Year 3 |
| Assets | | | |
| Current Assets | | | |
| Cash | \$165,151 | \$251,572 | \$353,573 |
| Inventory | \$9,179 | \$6,469 | \$8,319 |
| Other Current Assets | \$0 | \$0 | \$0 |
| Total Current Assets | \$174,330 | \$258,041 | \$361,892 |
| Long-term Assets | | | |
| Long-term Assets | \$184,800 | \$184,800 | \$184,800 |
| Accumulated Depreciation | \$44,298 | \$89,925 | \$136,921 |
| Total Long-term Assets | \$140,502 | \$94,875 | \$47,879 |
| Total Assets | \$314,832 | \$352,916 | \$409,771 |
| Liabilities and Capital | | | |
| Current Liabilities | | | |
| Accounts Payable | \$13,994 | \$11,960 | \$13,660 |
| Current Borrowing | \$0 | \$0 | \$0 |
| Other Current Liabilities | \$0 | \$0 | \$0 |
| Subtotal Current Liabilities | \$13,994 | \$11,960 | \$13,660 |
| Long-term Liabilities | \$0 | \$0 | \$0 |
| Total Liabilities | \$13,994 | \$11,960 | \$13,660 |
| Paid-in Capital | \$303,000 | \$303,000 | \$303,000 |
| Retained Earnings | (\$10,000) | (\$2,162) | \$37,956 |
| Earnings | \$7,838 | \$40,118 | \$55,156 |
| Total Capital | \$300,838 | \$340,956 | \$396,112 |
| Total Liabilities and Capital | \$314,832 | \$352,916 | \$409,771 |
| Net Worth | \$300,838 | \$340,956 | \$396,112 |

Appendix

Table: Sales Forecast

| Sales Forecast | | | | | | | | | | | | |
|--------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| | 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 | | | | | | | | | | | | |
| Service Revenue | \$9,000 | \$9,000 | \$9,000 | \$11,000 | \$11,000 | \$11,000 | \$12,500 | \$12,500 | \$12,500 | \$15,020 | \$15,020 | \$15,020 |
| Parts Billings | \$11,000 | \$11,000 | \$11,000 | \$13,444 | \$13,444 | \$13,444 | \$15,278 | \$15,278 | \$15,278 | \$18,358 | \$18,358 | \$18,358 |
| Total Sales | \$20,000 | \$20,000 | \$20,000 | \$24,444 | \$24,444 | \$24,444 | \$27,778 | \$27,778 | \$27,778 | \$33,378 | \$33,378 | \$33,378 |
| Direct Cost of Sales | | | | | | | | | | | | |
| Parts Costs | 50% | \$5,500 | \$5,500 | \$5,500 | \$6,722 | \$6,722 | \$7,639 | \$7,639 | \$7,639 | \$9,179 | \$9,179 | \$9,179 |
| | | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Subtotal Direct Cost of Sales | | \$5,500 | \$5,500 | \$5,500 | \$6,722 | \$6,722 | \$7,639 | \$7,639 | \$7,639 | \$9,179 | \$9,179 | \$9,179 |

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 |
|--------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| [NAME], Owner | \$4,800 | \$4,800 | \$4,800 | \$4,800 | \$4,800 | \$4,800 | \$4,800 | \$4,800 | \$4,800 | \$4,800 | \$4,800 | \$4,800 |
| [NAME], Secretary | \$1,666 | \$1,666 | \$1,666 | \$1,666 | \$1,666 | \$1,666 | \$1,666 | \$1,666 | \$1,666 | \$1,666 | \$1,666 | \$1,666 |
| [NAME], General Manager | \$1,440 | \$1,440 | \$1,440 | \$1,440 | \$1,440 | \$1,440 | \$1,440 | \$1,440 | \$1,440 | \$1,440 | \$1,440 | \$1,440 |
| [NAME], General Mechanic | \$2,640 | \$2,640 | \$2,640 | \$2,640 | \$2,640 | \$2,640 | \$2,640 | \$2,640 | \$2,640 | \$2,640 | \$2,640 | \$2,640 |
| Total People | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| Total Payroll | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 |

Appendix

Table: Profit and Loss

| Pro Forma Profit and Loss | | | | | | | | | | | | |
|---|----------|----------|----------|----------|----------|-----------|----------|----------|----------|----------|----------|----------|
| | 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 | \$20,000 | \$20,000 | \$20,000 | \$24,444 | \$24,444 | \$24,444 | \$27,778 | \$27,778 | \$27,778 | \$33,378 | \$33,378 | \$33,378 |
| Direct Cost of Sales | \$5,500 | \$5,500 | \$5,500 | \$6,722 | \$6,722 | \$6,722 | \$7,639 | \$7,639 | \$7,639 | \$9,179 | \$9,179 | \$9,179 |
| Other Costs of Sales | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Total Cost of Sales | \$5,500 | \$5,500 | \$5,500 | \$6,722 | \$6,722 | \$6,722 | \$7,639 | \$7,639 | \$7,639 | \$9,179 | \$9,179 | \$9,179 |
| Gross Margin | \$14,500 | \$14,500 | \$14,500 | \$17,722 | \$17,722 | \$17,722 | \$20,139 | \$20,139 | \$20,139 | \$24,199 | \$24,199 | \$24,199 |
| Gross Margin % | 72.50% | 72.50% | 72.50% | 72.50% | 72.50% | 72.50% | 72.50% | 72.50% | 72.50% | 72.50% | 72.50% | 72.50% |
| Expenses | | | | | | | | | | | | |
| Payroll | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 | \$10,546 |
| Marketing/Promotion | \$312 | \$315 | \$318 | \$321 | \$324 | \$327 | \$330 | \$333 | \$336 | \$339 | \$342 | \$345 |
| Depreciation | \$349 | \$349 | \$349 | \$349 | \$349 | \$6,079 | \$6,079 | \$6,079 | \$6,079 | \$6,079 | \$6,079 | \$6,079 |
| Utilities | \$423 | \$436 | \$449 | \$462 | \$476 | \$490 | \$505 | \$520 | \$536 | \$552 | \$568 | \$586 |
| Insurance | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 |
| Payroll Taxes | 15% | \$1,582 | \$1,582 | \$1,582 | \$1,582 | \$1,582 | \$1,582 | \$1,582 | \$1,582 | \$1,582 | \$1,582 | \$1,582 |
| Other | \$0 | \$0 | \$0 | \$100 | \$103 | \$106 | \$109 | \$113 | \$116 | \$119 | \$123 | \$127 |
| Advertising | \$282 | \$290 | \$299 | \$308 | \$317 | \$327 | \$337 | \$347 | \$357 | \$368 | \$379 | \$390 |
| Legal | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 | \$125 |
| Office Supplies | \$35 | \$36 | \$37 | \$38 | \$39 | \$41 | \$42 | \$43 | \$44 | \$46 | \$47 | \$48 |
| Web Design | \$71 | \$73 | \$75 | \$78 | \$80 | \$82 | \$85 | \$87 | \$90 | \$93 | \$95 | \$98 |
| Auto Expense | \$81 | \$83 | \$86 | \$89 | \$91 | \$94 | \$97 | \$100 | \$103 | \$106 | \$109 | \$112 |
| Equipment Expense | \$270 | \$278 | \$286 | \$295 | \$304 | \$313 | \$322 | \$332 | \$342 | \$352 | \$363 | \$374 |
| Telephone | \$85 | \$88 | \$90 | \$93 | \$96 | \$99 | \$101 | \$105 | \$108 | \$111 | \$114 | \$118 |
| Repair/Maintenance | \$140 | \$144 | \$149 | \$153 | \$158 | \$162 | \$167 | \$172 | \$177 | \$183 | \$188 | \$194 |
| Inventory | \$71 | \$73 | \$75 | \$78 | \$80 | \$82 | \$85 | \$87 | \$90 | \$93 | \$95 | \$98 |
| Total Operating Expenses | \$14,497 | \$14,544 | \$14,592 | \$14,741 | \$14,795 | \$20,580 | \$20,637 | \$20,696 | \$20,756 | \$20,818 | \$20,881 | \$20,947 |
| Profit Before Interest and Taxes | \$3 | (\$44) | (\$92) | \$2,981 | \$2,927 | (\$2,858) | (\$498) | (\$557) | (\$617) | \$3,381 | \$3,318 | \$3,252 |
| EBITDA | \$352 | \$305 | \$257 | \$3,330 | \$3,276 | \$3,221 | \$5,581 | \$5,522 | \$5,462 | \$9,460 | \$9,397 | \$9,331 |
| Interest Expense | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Taxes Incurred | \$1 | (\$13) | (\$28) | \$894 | \$878 | (\$857) | (\$149) | (\$167) | (\$185) | \$1,014 | \$995 | \$976 |
| Net Profit | \$2 | (\$31) | (\$64) | \$2,087 | \$2,049 | (\$2,001) | (\$349) | (\$390) | (\$432) | \$2,367 | \$2,322 | \$2,276 |
| Net Profit/Sales | 0.01% | -0.15% | -0.32% | 8.54% | 8.38% | -8.18% | -1.26% | -1.40% | -1.55% | 7.09% | 6.96% | 6.82% |