

	High-Level Customer Data - P&L					
		Yearly Projections	1	2	3	4
	Total Customers		3,045	3,789	4,533	5,277
	Average Check		\$ 8.00	\$ 8.00	\$ 8.00	\$ 8.00
	Monthly Revenue		\$ 24,360.00	\$ 30,312.00	\$ 36,264.00	\$ 42,216.00
	In-Season Market Days		20	20	20	20
	Total Revenue		\$ 487,200.00	\$ 606,240.00	\$ 725,280.00	\$ 844,320.00
	Yearly Costs					
	Cost of Goods Sold	30%	\$ 146,160.00	\$ 181,872.00	\$ 217,584.00	\$ 253,296.00
	Labor Cost (Fixed)		\$ 184,800.00	\$ 191,730.00	\$ 199,303.34	\$ 207,175.82
	Rent	118.89 p/sq ft	\$ 128,400.00	\$ 133,471.80	\$ 138,743.94	\$ 144,224.32
	Utilities		\$ 3,983.94	\$ 4,141.30	\$ 4,304.89	\$ 4,474.93
	Marketing	8%	\$ 38,976.00	\$ 48,499.20	\$ 58,022.40	\$ 67,545.60
	Other	9%	\$ 43,848.00	\$ 54,561.60	\$ 65,275.20	\$ 75,988.80
	Expenses		\$ 546,167.94	\$ 614,275.90	\$ 683,233.76	\$ 752,705.47
	One-Time Deposit		\$ 21,400.00			
	Pre-Tax Profit		\$ (80,367.94)	\$ (8,035.90)	\$ 42,046.24	\$ 91,614.53
	Performance Metrics (Yearly)					
	Yearly Revenue		\$ 487,200.00	\$ 606,240.00	\$ 725,280.00	\$ 844,320.00
	Sales Per Square Meter		\$ 5,413.33	\$ 6,736.00	\$ 8,058.67	\$ 9,381.33
	Labor (% of Sales)		38%	32%	27%	25%
	Pre-tax Margin		-16%	-1%	6%	11%
	Square Meter	90	90	90	90	90