

Appendix J

Profit and Loss Statement

	MONTH											
	1	2	3	4	5	6	7	8	9	10	11	12
Total net sales												
Cost of sales												
GROSS PROFIT												
Variable expenses												
Salaries												
Taxes												
Advertising												
Delivery expense												
Dues and subscriptions												
Legal and other professional fees												
Office supplies												
Telephone*												
Utilities*												
Other												
TOTAL VARIABLE EXPENSES												
Fixed expenses												
Depreciation*												
Insurance*												
Rent or mortgage*												
Taxes* and licenses												
Loan payment (if applicable)*												
TOTAL FIXED EXPENSES												
NET EXPENSES												
NET PROFIT/LOSS (before taxes)												

* This may be a certain percentage of household cost. Source: Adapted in part from Mary J. Stephenson, Home Econ Dept., Coop Extension Service, Univ Maryland