

PADGETT REALITY CHECK

Sample of 15 businesses, PIC# 5812 : Ice Cream Parlors
All income levels. Average Annual Income \$270,937
For the 8th Month

	Your Company	%	Industry Average	%
Income			190,000	100.0
Cost of Goods Sold	<hr/>		<hr/> 68,020	35.8
Gross Profit			121,980	64.2
Expenses				
Advertising			5,301	2.8
Depreciation			1,577	0.8
Insurance			1,368	0.7
Interest			2,755	1.5
Other Expenses			16,378	8.6
Outside Labor			627	0.3
Payroll			41,553	21.9
Rent			18,126	9.5
Repairs & Maintenance			2,793	1.5
Supplies			1,406	0.7
Taxes & Licenses			2,090	1.1
Utilities			4,294	2.3
Total Expenses	<hr/>		<hr/> 98,268	51.7
Income from Operations	<hr/> <hr/>		<hr/> <hr/> 23,712	12.5