

PADGETT REALITY CHECK

Sample of 18 businesses, PIC# 5733 : Electronic Equipment - Retail

All income levels. Average Annual Income \$611,174

For the 1st Month

| | Your Company | % | Industry Average | % |
|------------------------|-------------------------|----------|-----------------------------|----------|
| Income | | | 47,692 | 100.0 |
| Cost of Goods Sold | | | 29,135 | 61.1 |
| Gross Profit | | | 18,557 | 38.9 |
| Expenses | | | | |
| Advertising | | | 453 | 1.0 |
| Depreciation | | | 157 | 0.3 |
| Insurance | | | 238 | 0.5 |
| Interest | | | 300 | 0.6 |
| Other Expenses | | | 2,389 | 5.0 |
| Outside Labor | | | 663 | 1.4 |
| Payroll | | | 4,702 | 9.9 |
| Rent | | | 1,412 | 3.0 |
| Repairs & Maintenance | | | 110 | 0.2 |
| Supplies | | | 234 | 0.5 |
| Taxes & Licenses | | | 386 | 0.8 |
| Utilities | | | 463 | 1.0 |
| Total Expenses | | | 11,507 | 24.1 |
| Income from Operations | | | 7,050 | 14.8 |