

## PADGETT REALITY CHECK

Sample of 13 businesses, PIC# 5947 : Craft Supplies - Retail

All income levels. Average Annual Income \$223,215

For the 10th Month

	<b>Your Company</b>	<b>%</b>	<b>Industry Average</b>	<b>%</b>
Income			179,905	100.0
Cost of Goods Sold			98,516	54.8
Gross Profit			81,389	45.2
Expenses				
Advertising			3,796	2.1
Depreciation			342	0.2
Insurance			1,637	0.9
Interest			1,385	0.8
Other Expenses			28,425	15.8
Outside Labor			324	0.2
Payroll			11,999	6.7
Rent			10,542	5.9
Repairs & Maintenance			684	0.4
Supplies			1,367	0.8
Taxes & Licenses			594	0.3
Utilities			3,508	2.0
Total Expenses			64,603	35.9
Income from Operations			16,786	9.3