

## Estimated Startup Cost Template

\*Include everything you need to buy/have BEFORE opening your doors on day #1

\*The list below is just a summary. Make sure you attach a detailed itemized listing of each item below including price, model number (if applicable) contractor estimates, etc.

1. Land/Building	\$ _____
2. Remodel, Repair, Improvements	\$ _____
3. Machinery/Equipment	\$ _____
4. Furniture/Fixtures	\$ _____
5. Initial Inventory	\$ _____
6. Start Up Costs	
a. Start Up Advertising	\$ _____
b. Deposits	\$ _____
c. Professional Services	\$ _____
d. Website Expenses	\$ _____
e. Other	\$ _____
7. Working Capital	\$ _____
Sub Total	\$ _____
Contingencies (20 to 25% of Total)	\$ _____
<b>TOTAL</b>	<b>\$ _____</b>
Amount of Personal Funds Invested (25% to 30% of total Start-up)	\$ _____
Amount to be financed (Total Start-up minus amount Of personal funds invested)	\$ _____

## Products and Services Pricing Worksheet

Determine the price, cost to you , and profit for each product or service you offer.

- **Price** is the amount *you charge* customers for one (1) unit of your product/service.
- **Cost** – also known as Cost of Goods Sold (COGS) – is the amount *you pay* for the components that comprise one (1) unit of your product/service.
- **Profit** – also known as Gross Margin – is the amount *you make* on one (1) unit of your product/service after your cost is deducted from price charged.

Product/Service #1	Price	Our Cost	Profit (Price – Cost)

Product/Service #2	Price	Our Cost	Profit (Price – Cost)

Product/Service #3	Price	Our Cost	Profit (Price – Cost)

## Operating Costs Worksheet

Every bill/expense you will have to pay each month whether you sell 1 item or 1 million items (ex. Rent, insurance, utilities, phone, etc.)

Most of these expenses are monthly. If they are paid on an annual or semiannual basis, indicate what month(s) it will be paid

Supplies/Office expenses (not inventory)	\$ _____
Maintenance	\$ _____
Ad/Promotion	\$ _____
Car/Travel	\$ _____
Acct. & Legal	\$ _____
Rent	\$ _____
Telephone/Internet/Cable	\$ _____
Utilities	\$ _____
Insurance	\$ _____
Equipment Lease	\$ _____
Real Estate Taxes	\$ _____
Dues/Subs	\$ _____
Misc.	\$ _____
Other	\$ _____
Other	\$ _____
Other	\$ _____
Other	\$ _____
Required Owners Draw or Salary per Month	\$ _____

### Employee Wages/Salaries (not including owner(s))

**Variable Salaries** (if your employees only work when there is sales then use a % of sales)

Labor cost as a % of sales: \_\_\_\_\_%

**Fixed Salaries:** (use hourly rate when employees will work regular weekly hours and will be paid per hour and use annual rate when employee will earn a lump annual salary)

Number of hours per week is \_\_\_\_\_ at \$\_\_\_\_\_ per hour (use hourly rate when employees will work regular weekly hours)

Salary Employee #1 \$ \_\_\_\_\_ Title \_\_\_\_\_  
 Salary Employee #2 \$ \_\_\_\_\_ Title \_\_\_\_\_

## Pro Forma Income Statement Worksheet

Include the following with your Sales Projections.

**Provide monthly sales estimates for EACH product or service**

**Explain how you calculated each estimate**

**Provide details on Seasonality for each product or service**

**a. Calculate Sales Per Month by Using the chart below**

Use sales 1, 2, 3, etc. for different products with different margins

Starting month is \_\_\_\_\_

Month	1	2	3	4	5	6	7	8	9	10	11	12
Sales 1												
Sales 2												
Sales 3												

b. **Projected Annual Sales for year one** \$\_\_\_\_\_

c. **How will sales increase for years 2 and 3?**

d. **Method of determining sales**

e. **Will you offer credit?** If yes explain why, how you will determine credit worthiness and provide a breakdown of the timing of your accounts receivable

\_\_\_\_\_% of accounts collected in cash or credit cards

\_\_\_\_\_% of accounts collected in 0-30 days

\_\_\_\_\_% of accounts collected in 31-59 days

\_\_\_\_\_% of accounts collected in 60-89 days

\_\_\_\_\_% of accounts collected in 90+ days

\_\_\_\_\_% of accounts not collected (bad debts)

f. **Cost of Sales or Cost of Goods for each sales category.**

Sales 1 % \_\_\_\_\_

Sales 2 % \_\_\_\_\_

Sales 3 % \_\_\_\_\_