

PRO FORMA INCOME STATEMENT

Annual Estimated Income and Expenses

Business Name: _____

REVENUE:

Food \$ _____

Alcohol (spirits, wine, beer and heavy beer) \$ _____

Other Revenue \$ _____

Total Sales Revenue: \$ _____

Total Percentage of Food Sales: % _____

COSTS OF GOODS SOLD:

Food \$ _____

Alcohol (spirits, wine, beer and heavy beer) \$ _____

Other \$ _____

Total Costs of Goods Sold: \$ _____

GROSS PROFIT: \$ _____

EXPENSES:

Variable Costs

➤ Salaries & wages \$ _____

➤ Employee Benefits \$ _____

Other Operating Expenses

➤ Janitorial \$ _____

➤ Advertising \$ _____

➤ Entertainment \$ _____

➤ Utilities \$ _____

➤ Telephone \$ _____

Total Variable Expenses: \$ _____

Fixed costs:

➤ Mortgage/Rent \$ _____

➤ Insurance \$ _____

➤ Interest \$ _____

➤ Depreciation \$ _____

Total Fixed Expenses: \$ _____

TOTAL OPERATING EXPENSES: \$ _____

Net Profit (or loss) before taxes \$ _____

➤ Taxes \$ _____

NET PROFIT (OR LOSS) AFTER TAXES \$ _____