



Record Label Company

# Business Plan

[YEAR]


## Bring music to life


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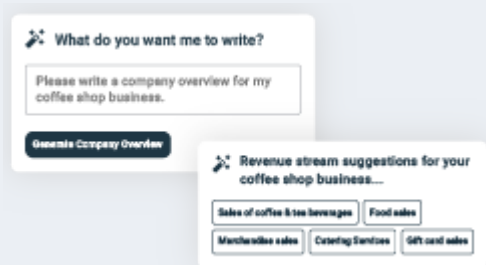
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1.

# Executive Summary

Introduction

Mission

Objectives

Keys to Success

Financial Highlights



## REMEMBER

Before you think about how to start a Record Label business, you must create a detailed Record Label business plan. It will not only guide you in the initial phases of your startup but will also help you later on.

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## Introduction

### ☐ Fearless Records

Fearless Records is a standard record label company that proposes to be based in 500 Madison Avenue New York, NY 10011, USA. Our aim of starting this business is to work in tandem with both established and upcoming music artists in the United States.

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## Mission

### ☐ Fearless Records

Fearless Records exists as a locally based record label whose mission is to promote local music groups, increasing live appearances and record sales. Fearless Records have been established to promote its bands and at the same time make a fair profit.

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## Objectives

### ☐ Fearless Records

To become the premier local music label, based on CD sales, within three years.  
Sign at least five groups within the first three years.  
Reach profitability within three years.

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## Keys to Success

### ☐ Fearless Records

- Choose promising bands to promote.
- Do not sign up for too many bands, otherwise, the effectiveness of promotion will be diluted.

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## Financial Highlights

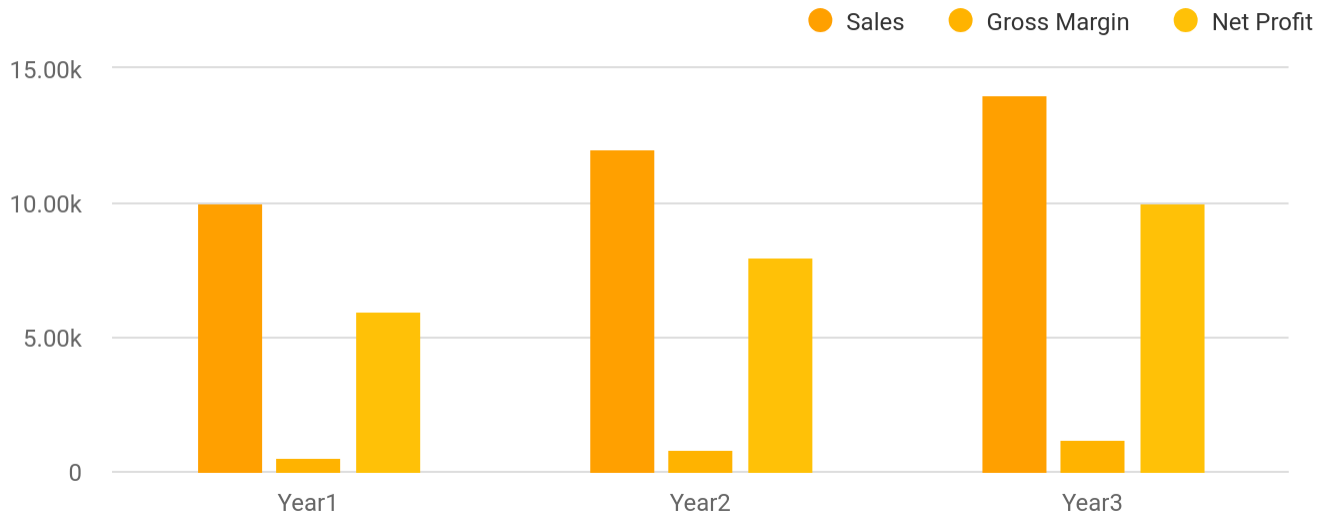
### ☐ Fearless Records

The company's start-up requirements are \$55,464, of which \$7,600 will be provided for by the owner's personal investment. The rest will be obtained through loans.

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### 3 Year profit forecast



Financial Year	Sales	Gross Margin	Net Profit
Year1	10,000	500	6,000
Year2	12,000	800	8,000
Year3	14,000	1,200	10,000



# 2.

## Business Summary

Start-up Summary

Funding Required

Ownership

## Fearless Records

Fearless Records, located in New York is a new, independent record label focusing on alternative rock music.

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## Start-up Summary

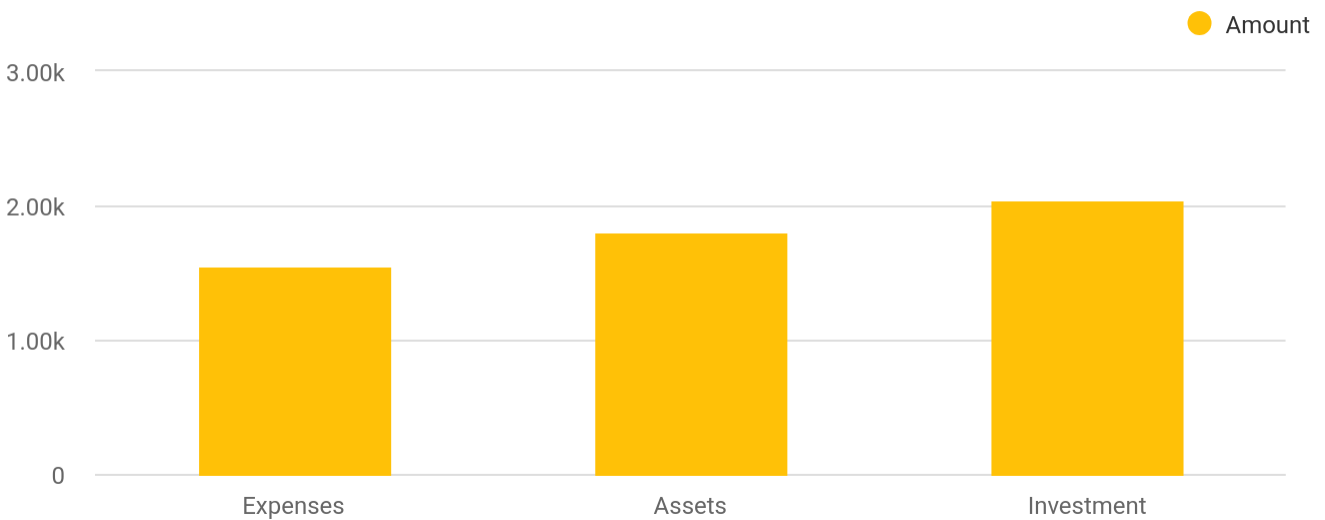
### Fearless Records

Fearless Records will purchase the following equipment needed for the start-up phase of the business:

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## Startup cost



### Cost distribution

### Amount

<b>Expenses</b>	1,550
<b>Assets</b>	1,800
<b>Investment</b>	2,050

## Funding Required

The detailed startup requirements and expenses are given in the table below.


START-UP FUNDING	AMOUNT
Start-up Expenses to Fund	\$6,650
Start-up Assets to Fund	\$21,350
<b>TOTAL FUNDING REQUIRED</b>	<b>\$28,000</b>
<b>Assets</b>	
Non-cash Assets from Start-up	\$2,000
Cash Requirements from Start-up	\$19,350
Additional Cash Raised	\$0
Cash Balance on Starting Date	\$19,350
<b>TOTAL ASSETS</b>	<b>\$21,350</b>
<b>Liabilities and Capital</b>	
<b>Liabilities</b>	
Current Borrowing	\$0
Long-term Liabilities	\$0
Accounts Payable (Outstanding Bills)	\$0
Other Current Liabilities (interest-free)	\$0
<b>TOTAL LIABILITIES</b>	<b>\$0</b>
<b>Capital</b>	
<b>Planned Investment</b>	
Dexter Clinton	\$10,000
Family and Friends	\$18,000
Other	\$0
Additional Investment Requirement	\$0
<b>TOTAL PLANNED INVESTMENT</b>	<b>\$28,000</b>
Loss at Start-up (Start-up Expenses)	(\$6,650)
<b>TOTAL CAPITAL</b>	<b>\$21,350</b>

START-UP FUNDING	AMOUNT
TOTAL CAPITAL AND LIABILITIES	\$21,350
Total Funding	\$28,000

## Ownership

### ☐ Fearless Records

The company has been founded and is primarily owned by Dexter Clinton. Dexter has invested personal funds in the business and will seek additional investment money from friends and family.

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# 3.

## Products and Services



## REMEMBER

Before starting a Record Label company, you must take many things into consideration such as you must consider what types of services will you be providing to your clients. Deciding your services is e

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### 📁 Fearless Records

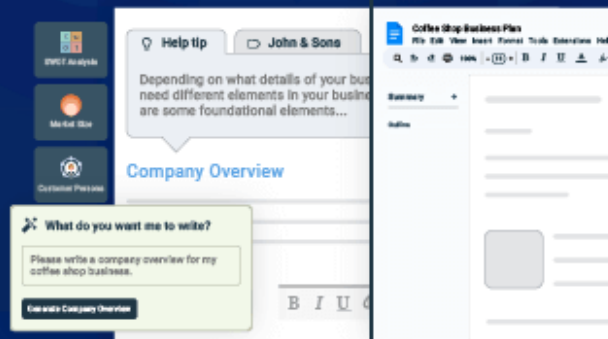
Fearless Records is a new, Portland, New York-based record label. Fearless Records is taking a new, unusual approach to band promotion and CD sales. Instead of competing with the large, ultra-competitive national record labels, as well as the larger Indie lab

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# 4.

## Market Analysis

Market Segmentation

Target Market Segment Strategy

Service Business Analysis



### REMEMBER

The most important component of an effective Record Label business plan is its accurate marketing analysis. If you are starting on a smaller scale, you can do marketing analysis yourself by taking help from Upmetrics.

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#### ☐ Fearless Records

Fearless Records will target two primary market segments, record stores and consumers at live shows. These will be the sources of income so they will be the main targets. Initially, Fearless Records focus will be to develop visibility within the community, encourage...

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## Market Segmentation

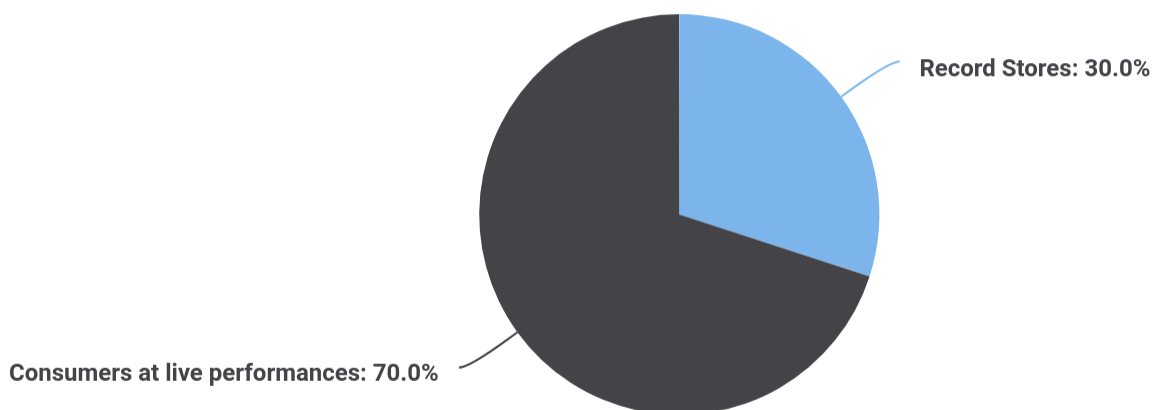
#### ☐ Fearless Records

Fearless Records has identified two target market segments which will be the main targeted customers.

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## Market Analysis



### Financial Year

### Units Sold

Record Stores

30



Consumers at live performances


70

Potential Customers	Growth	Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Record stores	5%	23	24	25	26	27	4.09%
Consumers at live performances	7%	18,776	20,090	21,496	23,001	24,611	7.00%
Total	7.00%	18,799	20,114	21,521	23,027	24,638	7.00%

## Target Market Segment Strategy

### ☐ Fearless Records

Fearless Records has chosen these two distinct market segments because they are the main source of revenue. Fearless Records will remain focused on their important marketing activities aimed at developing visibility for the record label, however, ultimately


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## Service Business Analysis

### ☐ Fearless Records

In general, the record industry, at least when based on overall sales, is a highly concentrated national industry. There are several huge international corporations that control the bulk of record sales. For bands looking to break through into national stardom

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## ☞ Fearless Records

**National record labels** - Atlantic, Sony, BMG labels, etc. These distributors care about one thing, CD sales. The more CDs they sell, the more money they make. Bands do not get much individual attention. They are carefully trained to develop mass appeal.

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## Competition and Buying Patterns

*Start writing here..*

# 5.

## Strategy

Sales Strategy

Marketing Strategy

Competitive Edge

Milestones



## REMEMBER

After identifying the market demand, market trends, and the potential customers of the startup, the next step is to define an effective strategy for attracting those clients. Like marketing analysis, sa

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### ☐ Fearless Records

Fearless Records will leverage their competitive edge of low overhead and low band count ensuring intimate specialized care and promotion for the lucky few bands that it represents. Fearless Records will employ a marketing strategy that concentrates

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## Sales Strategy

### ☐ Fearless Records

Fearless Records' sales strategy will focus on the two main sources of revenue: record retailers and consumers at shows. Fearless Records will be in constant communication, always attempting to negotiate agreements for record sales with retailers. Be

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### ☐ Fearless Records

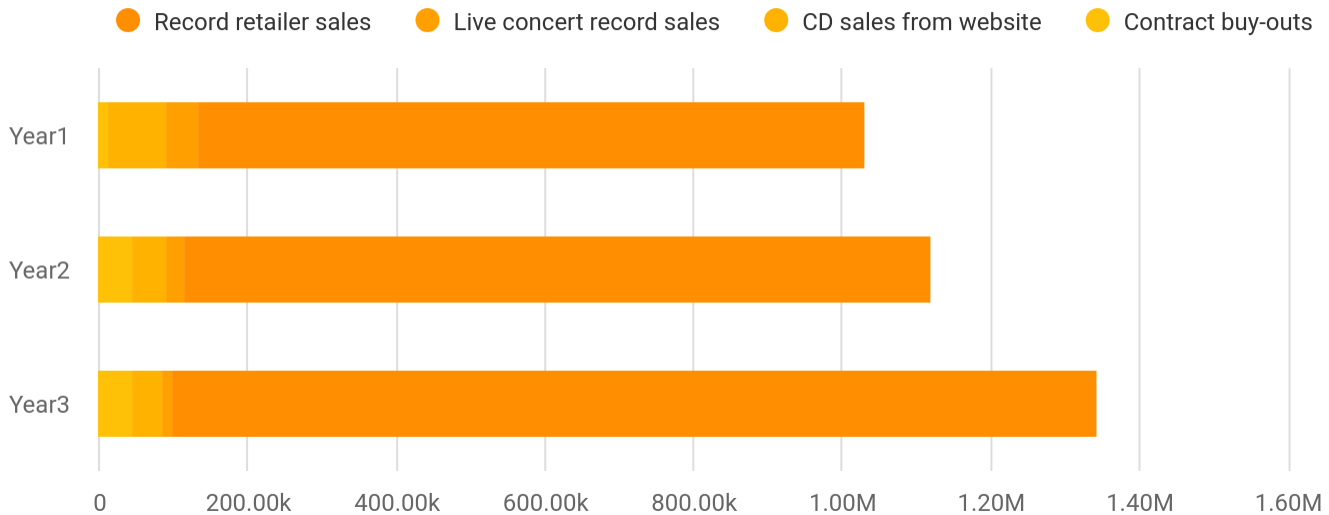
Sales will be slow initially. It is forecasted that the first two compilation CDs will be handed out for free. Sales revenue is not anticipated yet. By the third compilation, Fearless Records will have signed two bands and this will be the beginning of revenue-gene

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## Sales Forecast

*Start writing here..*

## Sales Yearly



Financial Year	Record retailer sal...	Live concert recor...	CD sales from we...	Contract buy-outs
<b>Year1</b>	895,665	45,000	78,451	12,354
<b>Year2</b>	1,004,512	24,512	45,784	45,522
<b>Year3</b>	1,245,587	12,458	41,215	45,112

## Detailed Sales Forecast

Detailed sales forecast data is provided in below table:

SALES FORECAST	YEAR 1	YEAR 2	YEAR 3
<b>Sales</b>			
Record retailer sales	\$0	\$28,090	\$39,076
Live concert record sales	\$0	\$19,000	\$24,090
CD sales from website	\$0	\$15,070	\$25,600
Contract buy-outs	\$0	\$20,000	\$55,000
<b>TOTAL SALES</b>	<b>\$0</b>	<b>\$82,160</b>	<b>\$143,766</b>
<b>Direct Cost of Sales</b>			
Record retailer sales	\$0	\$11,236	\$15,630
Live concert record sales	\$0	\$6,650	\$8,432
CD sales from website	\$0	\$5,275	\$8,960
Contract buy-outs	\$0	\$0	\$0

SALES FORECAST	YEAR 1	YEAR 2	YEAR 3
Subtotal Direct Cost of Sales	\$0	\$23,161	\$33,022

## Marketing Strategy

### ☐ Fearless Records

Fearless Records' marketing strategy recognizes the fact that the value in the label is intrinsically based on their reputation within the music community. Mt Hood Records needs to be known as a premier label, creating a compelling reason for bands to

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## Competitive Edge

### ☐ Fearless Records

Fearless Records will employ a two-pronged competitive edge. The first edge prong is having a low overhead. Fearless Records' office will be in Dexter's home. There is not an immediate need for offices, as all work can be transacted from her home office. Additi

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## Milestones

Several milestones have been established and will act as a set of goals and a tracking mechanism for achieving the goals. While the milestones are initially static, they can be dynamic if needed. Please see the following table for detail regarding the milestones.

Milestone	Start Date	End Date	Budget	Manager	Department
Business plan completion	1/1/2021	2/15/2021	\$0	Dexter	Business Development
First compilation released	2/15/2021	5/1/2021	\$0	Dexter	Marketing
Second compilation released	5/1/2021	9/15/2021	\$0	Dexter	Marketing
The first band signed	2/15/2021	10/30/2021	\$0	Dexter	Sales
First revenue stream	10/30/2021	2/28/2022	\$0	Dexter	Sales
Band representation currently full	10/30/2021	6/30/2022	\$0	Dexter	Sales
<b>Totals</b>			<b>\$0</b>		

# 6.

## Web Plan Summary

Website Marketing Strategy

Development Requirements



### ☐ Fearless Records

Fearless Records' website will be an excellent source of information dissemination and CD sales.

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## Website Marketing Strategy

### ☐ Fearless Records

The site will be linked to the various Portland entertainment guides such as Willamette Weekly. Fearless Records will also submit the site to several different search engines. Lastly, the URL address will be prominent on all printed material and correspondence.

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## Development Requirements

### ☐ Fearless Records

The site will be developed by a computer science student.

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# 7.

## Management Plan

### Personnel Plan



## REMEMBER

The management plan is also an important component of a Record Label business plan since it gives you an estimate of the staff required for your startup as well as the costs incurred on their salaries.

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### ☐ Fearless Records

Dexter Clinton first got her feet wet in music after college. After graduating with a Bachelor of Arts degree, Dexter and band-mates of 180 South decided to start their own record label to support a regional tour. The goal of the record label was primarily self-

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## Personnel Plan

### ☐ Fearless Records

Dexter will be the primary employee. She will be working long hours, often with her husband's help, but after some sweat equity, the business model will begin producing revenue. Dexter will not take a salary for the first two years in order to build the business.

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PERSONNEL PLAN	YEAR 1	YEAR 2	YEAR 3
Dexter	\$0	\$0	\$30,000
Sales	\$0	\$12,000	\$13,000
Distribution	\$1,600	\$12,000	\$13,000
TOTAL PEOPLE	1	3	3
Total Payroll	\$1,600	\$24,000	\$56,000

# 8.

## Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



## REMEMBER

The last component of a Record Label Business plan is an in-depth financial plan. The financial plan crafts a detailed map of all the expenses needed for the startup and how these expenses will be met by

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### ☐ Fearless Records

The following sections presents important financial information.

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## Important Assumptions

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

## Brake-even Analysis

Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
<b>Assumptions:</b>	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

## Projected Profit and Loss

	2024	2025	2026
<b>Revenue</b>	<b>\$967,563.90</b>	<b>\$1,126,256.25</b>	<b>\$1,318,688.25</b>
Music Sales	\$115,200	\$120,960	\$127,008
Unit Sales	96,000	100,800	105,840
Unit Price	\$1.20	\$1.20	\$1.20
Concerts and Live Performances	\$450,000	\$495,000	\$544,500
Unit Sales	15	17	18
Unit Price	\$30,000	\$30,000	\$30,000
Merchandising	\$402,363.90	\$510,296.25	\$647,180.25
Unit Sales	26,824	34,020	43,145
Unit Price	\$15	\$15	\$15
<b>Cost Of Sales</b>	<b>\$228,496.09</b>	<b>\$251,161.39</b>	<b>\$279,906.82</b>
General Costs	\$228,496.09	\$251,161.39	\$279,906.82
Marketing and Distribution Costs	\$184,236.22	\$195,029.22	\$208,717.45
Advertising	\$40,236.22	\$51,029.22	\$64,717.45
Distribution fees	\$144,000	\$144,000	\$144,000
Music Production Costs	\$44,259.87	\$56,132.17	\$71,189.37
Studio Rental	\$30,847.84	\$39,122.60	\$49,617.04
Producer Fees	\$13,412.03	\$17,009.57	\$21,572.33
Revenue Specific Costs	\$0	\$0	\$0
Personnel Costs (Direct Labor)	\$0	\$0	\$0

	2024	2025	2026
<b>Gross Margin</b>	<b>\$739,067.81</b>	<b>\$875,094.86</b>	<b>\$1,038,781.43</b>
<b>Gross Margin (%)</b>	<b>76.38%</b>	<b>77.70%</b>	<b>78.77%</b>
<b>Operating Expense</b>	<b>\$526,562.35</b>	<b>\$565,735.56</b>	<b>\$610,935.79</b>
Payroll Expense (Indirect Labor)	\$356,700	\$365,889	\$375,323.52
Management Team	\$142,500	\$146,775	\$151,178.28
Label Manager	\$75,000	\$77,250	\$79,567.56
Marketing Director	\$67,500	\$69,525	\$71,610.72
Creative Staff	\$108,000	\$110,160	\$112,363.20
Producer	\$57,600	\$58,752	\$59,927.04
Sound Engineer	\$50,400	\$51,408	\$52,436.16
Administrative Staff	\$106,200	\$108,954	\$111,782.04
Administrative Assistant	\$43,200	\$44,064	\$44,945.28
HR Manager	\$63,000	\$64,890	\$66,836.76
General Expense	\$169,862.35	\$199,846.56	\$235,612.26
Studio and Production Costs	\$51,009.14	\$61,377.28	\$73,878.37
Studio Rental	\$45,644.35	\$54,573.34	\$65,249
Equipment Maintenance	\$5,364.79	\$6,803.94	\$8,629.37
Marketing and Promotion	\$60,378.21	\$69,167.22	\$79,432.74
Advertising Campaigns	\$48,378.21	\$56,312.82	\$65,934.42
Social Media Promotion	\$12,000	\$12,854.40	\$13,498.32
Operational Costs	\$58,475	\$69,302.06	\$82,301.15
Office Rent	\$39,123.72	\$46,776.93	\$55,927.39
Utilities	\$19,351.28	\$22,525.13	\$26,373.76

	2024	2025	2026
Bad Debt	\$0	\$0	\$0
Amortization of Current Assets	\$0	\$0	\$0
<b>EBITDA</b>	<b>\$212,505.46</b>	<b>\$309,359.30</b>	<b>\$427,845.64</b>
<b>Additional Expense</b>	<b>\$17,423.53</b>	<b>\$16,878.30</b>	<b>\$16,299.41</b>
Long Term Depreciation	\$14,664	\$14,664	\$14,664
Gain or loss from Sale of Assets	\$0	\$0	\$0
EBIT	\$197,841.46	\$294,695.30	\$413,181.64
Interest Expense	\$2,759.52	\$2,214.28	\$1,635.41
EBT	\$195,081.93	\$292,481	\$411,546.23
Income Tax Expense / Benefit	\$0	\$0	\$0
<b>Total Expense</b>	<b>\$772,481.97</b>	<b>\$833,775.25</b>	<b>\$907,142.02</b>
<b>Net Income</b>	<b>\$195,081.93</b>	<b>\$292,481</b>	<b>\$411,546.23</b>
<b>Net Income (%)</b>	<b>20.16%</b>	<b>25.97%</b>	<b>31.21%</b>
Retained Earning Opening	\$0	\$188,081.93	\$478,562.93
Owner's Distribution	\$7,000	\$2,000	\$2,000
<b>Retained Earning Closing</b>	<b>\$188,081.93</b>	<b>\$478,562.93</b>	<b>\$888,109.16</b>



## Projected Cash Flow

	2024	2025	2026
<b>Cash Received</b>	<b>\$967,563.90</b>	<b>\$1,126,256.25</b>	<b>\$1,318,688.25</b>
<b>Cash Paid</b>	<b>\$757,817.97</b>	<b>\$819,111.24</b>	<b>\$892,478.02</b>
COS & General Expenses	\$398,358.44	\$451,007.94	\$515,519.09
Salary & Wages	\$356,700	\$365,889	\$375,323.52
Interest	\$2,759.52	\$2,214.28	\$1,635.41
Sales Tax	\$0	\$0	\$0
Income Tax	\$0	\$0	\$0
<b>Net Cash From Operations</b>	<b>\$209,745.93</b>	<b>\$307,145.01</b>	<b>\$426,210.23</b>
Assets Sell	\$0	\$0	\$0
Assets Purchase	\$70,000	\$0	\$0
<b>Net Cash From Investments</b>	<b>(\$70,000)</b>	<b>\$0</b>	<b>\$0</b>
<b>Amount Received</b>	<b>\$150,000</b>	<b>\$0</b>	<b>\$0</b>
Loan Received	\$50,000	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$0	\$0
<b>Amount Paid</b>	<b>\$15,840.15</b>	<b>\$11,385.38</b>	<b>\$11,964.27</b>
Loan Capital	\$8,840.16	\$9,385.40	\$9,964.27
Dividends & Distributions	\$7,000	\$2,000	\$2,000
<b>Net Cash From Financing</b>	<b>\$134,159.85</b>	<b>(\$11,385.38)</b>	<b>(\$11,964.27)</b>

	2024	2025	2026
<b>Summary</b>			
Starting Cash	\$0	\$273,905.78	\$569,665.41
Cash In	\$1,117,563.90	\$1,126,256.25	\$1,318,688.25
Cash Out	\$843,658.12	\$830,496.62	\$904,442.29
Change in Cash	\$273,905.78	\$295,759.63	\$414,245.96
<b>Ending Cash</b>	<b>\$273,905.78</b>	<b>\$569,665.41</b>	<b>\$983,911.37</b>

## Projected Balance Sheet

	2024	2025	2026
<b>Assets</b>	<b>\$329,241.78</b>	<b>\$610,337.41</b>	<b>\$1,009,919.37</b>
<b>Current Assets</b>	<b>\$273,905.78</b>	<b>\$569,665.41</b>	<b>\$983,911.37</b>
Cash	\$273,905.78	\$569,665.41	\$983,911.37
Accounts Receivable	\$0	\$0	\$0
Inventory	\$0	\$0	\$0
Other Current Assets	\$0	\$0	\$0
<b>Long Term Assets</b>	<b>\$55,336</b>	<b>\$40,672</b>	<b>\$26,008</b>
Gross Long Term Assets	\$70,000	\$70,000	\$70,000
Accumulated Depreciation	(\$14,664)	(\$29,328)	(\$43,992)
<b>Liabilities &amp; Equity</b>	<b>\$329,241.77</b>	<b>\$610,337.37</b>	<b>\$1,009,919.33</b>
<b>Liabilities</b>	<b>\$41,159.84</b>	<b>\$31,774.44</b>	<b>\$21,810.17</b>
<b>Current Liabilities</b>	<b>\$9,385.40</b>	<b>\$9,964.27</b>	<b>\$0</b>
Accounts Payable	\$0	\$0	\$0
Income Tax Payable	\$0	\$0	\$0

	2024	2025	2026
Sales Tax Payable	\$0	\$0	\$0
Short Term Debt	\$9,385.40	\$9,964.27	\$0
<b>Long Term Liabilities</b>	<b>\$31,774.44</b>	<b>\$21,810.17</b>	<b>\$21,810.17</b>
Long Term Debt	\$31,774.44	\$21,810.17	\$21,810.17
<b>Equity</b>	<b>\$288,081.93</b>	<b>\$578,562.93</b>	<b>\$988,109.16</b>
Paid-in Capital	\$0	\$0	\$0
Common Stock	\$0	\$0	\$0
Preferred Stock	\$0	\$0	\$0
Owner's Contribution	\$100,000	\$100,000	\$100,000
Retained Earnings	\$188,081.93	\$478,562.93	\$888,109.16
<b>Check</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

## Business Ratios

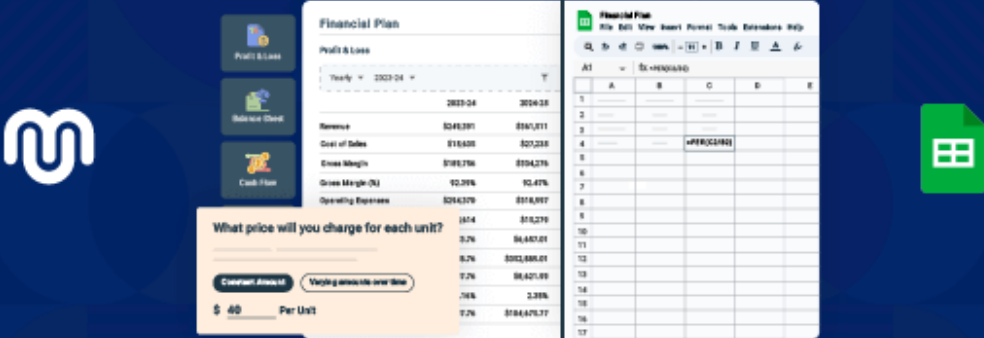
	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
<b>Percent of Total Assets</b>				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%

	Year 1	Year 2	Year 3	Industry Profile
NET WORTH	99,32%	101,04%	102,76%	44,90%
<b>Percent of Sales</b>				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
<b>Main Ratios</b>				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
<b>Additional Ratios</b>				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
<b>Activity Ratios</b>				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
<b>Debt Ratios</b>				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
<b>Liquidity Ratios</b>				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.

	Year 1	Year 2	Year 3	Industry Profile
Interest Coverage	0	0	0	N.A.
<b>Additional Ratios</b>				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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