

~~40246~~  
40246

P-410  
A-6

LIC 118 - 2015 - 00739



# City of Madison Liquor/Beer License Application

On-Premises Consumption:  Class B Beer     Class B Liquor     Class C Wine  
Off-Premises Consumption:  Class A Beer     Class A Liquor

## Section A - Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?  
 Yes (language: \_\_\_\_\_)  
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje \_\_\_\_\_  
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 2016.
3. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.  
Table Wine LLC
4. Trade Name (doing business as) Table Wine
5. Address to be licensed 2045 Atwood Ave. #111, Madison, WI 53704
6. Mailing address 2045 Atwood Ave. #111, Madison, WI 53704
7. Anticipated opening date Dec. 1, 2015
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?  
 No     Yes (explain) \_\_\_\_\_
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  
 No     Yes (explain) \_\_\_\_\_

## Section B - Premises

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Table Wine will be located in a commercial storefront that is 1,661 square feet. This storefront is  
located in Kennedy Place on Atwood Avenue, which is a mixed-use building. There will be no  
outdoor seating. There will be approximately 20 seats for on-premise consumption.

11.  Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 40

13. Describe existing parking and how parking lot is to be monitored.

There is on-street parking on Atwood Avenue. There is also a parking lot of the building that has 44 parking spaces. The landlord has office onsite and monitors the parking lot.

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No  Yes, license issued to \_\_\_\_\_ (name of licensee)

15.  Attach copy of lease.

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Molly Moran

17. City, state in which agent resides Madison, WI

18. How long has the agent continuously resided in the State of Wisconsin? 5 years

19.  Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting  Yes, date completed 09/13/2015

21. State and date of registration of corporation, nonprofit organization, or LLC.

WI 03/24/2015

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
Manager	Molly Moran	Madison, WI

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Molly Moran

24. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) \_\_\_\_\_
25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?  
 No  Yes (explain) \_\_\_\_\_

### Section D—Business Plan

26. What type of establishment is contemplated?  
 Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store  
 Convenience Store without gas pumps  Convenience Store with gas pumps  
 Other \_\_\_\_\_
27. Business description Table Wine will be a wine and beer store that also serves wine and beer for consumption on premise. We estimate the following breakdown in liquor sales: 75% off-premise wine, 15% off-premise beer, and 10% on-premise wine/beer. The majority of our wine selection will be in the \$10-\$25 range. See attached business plan for more details.
28. Hours of operation Sun 12-6; Mon-Thurs 12-8; Fri-Sat 12-9
29. Describe your management experience Molly managed front-of-house operations and the liquor program for more than 2 years at Komi, a fine-dining restaurant in Washington, DC. She currently manages the training and mentorship programs for subset of employees at Epic. See attached resumé.
30. List names of managers below, along with city and state of residence.
- |                     |                       |
|---------------------|-----------------------|
| <u>Anna McCann</u>  | <u>Madison, WI</u>    |
| <u>Johnny Monis</u> | <u>Washington, DC</u> |
31. Describe staffing levels and staff duties at the proposed establishment There will be one full-time employee responsible for buying, overseeing store operations, and managing staff. There will be two part-time employees responsible for selling wine and beer for both off and on premises.
32. Describe your employee training Employees will be trained through multiple methods, including shadowing opportunities and written materials. We will have ongoing education sessions at least monthly to focus on wine and beer knowledge as well as retail sales skills.

33. Utilizing your market research, describe your target market.

Our target market are residents of the Schenk-Atwood neighborhood in the 28-50 year old age range.

They value affordability in products and walkability/bikeability of location.

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

We already have a robust social media presence, including Instagram, Facebook, and Twitter, and we

plan to focus much of our promotions there. We will also use newspaper advertising and sidewalk

signage, if possible. We don't plan to advertise specific products, but rather the store as a whole.

35. Are you operating under a lease or franchise agreement?  No  Yes

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?

No  Yes

### Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

38. What age range do you hope to attract to your establishment? 28-50 year olds

39. What type of food will you be serving, if any? N/A  
 Breakfast  Brunch  Lunch  Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?  
 Appetizers  Salads  Soups  Sandwiches  Entrees  Desserts  
 Pizza  Full Dinners

41. During what hours of operation do you plan to serve food? N/A

42. What hours, if any, will food service not be available? N/A

43. Indicate any other product/service offered. N/A

44. Will your establishment have a kitchen manager?  No  Yes

45. Will you have a kitchen support staff?  No  Yes

46. How many wait staff do you anticipate will be employed at your establishment? N/A

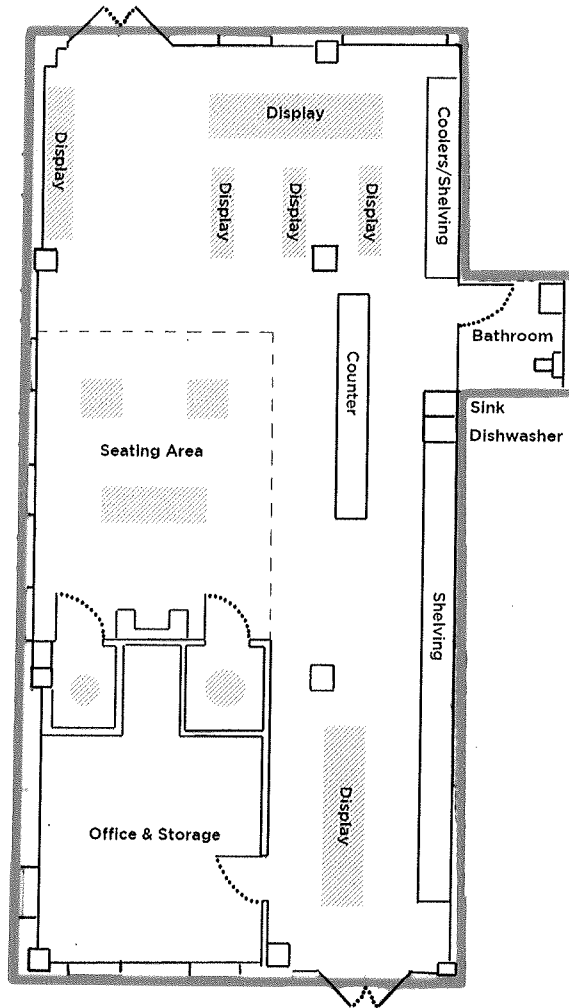
During what hours do you anticipate they will be on duty? N/A

47. Do you plan to have hosts or hostesses seating customers?  No  Yes

48. Do your plans call for a full-service bar?  No  Yes  
 If yes, how many barstools do you anticipate having at your bar? \_\_\_\_\_  
 How many bartenders do you anticipate having work at one time on a busy night? \_\_\_\_\_
49. Will there be a kitchen facility separate from the bar?  No  Yes
50. Will there be a separate and specific area for eating only?  
 No  Yes, capacity of that area \_\_\_\_\_
51. What type of cooking equipment will you have?  
 Stove  Oven  Fryers  Grill  Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  
 No  Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? N/A
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? \_\_\_\_\_  
 What percentage of your advertising budget do you anticipate will be drink related? \_\_\_\_\_
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin?  No  Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association?  No  Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:  
98 % Alcohol      \_\_\_\_\_ % Food      2 % Other
58. Do you have written records to document the percentages shown?  No  Yes  
 You may be required to submit documentation verifying the percentages you've indicated.

### Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting.  No  Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.  
 No  Yes



1661 Square Feet

2045 ATWOOD AVENUE, SUITE 111

# TABLE WINE

Molly Moran, proprietor  
2045 Atwood Ave. #111  
Madison, WI 53704  
608.772.9564  
tablewineshop@gmail.com  
www.tablewinemadison.com

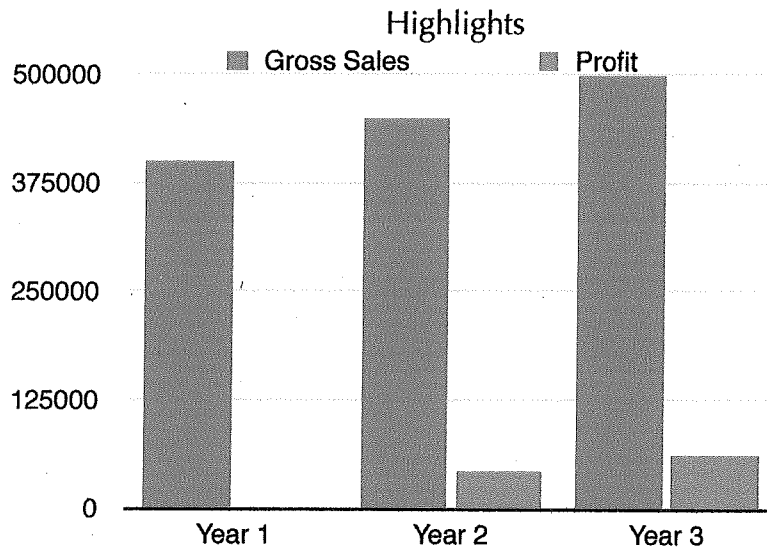
## Executive Summary

Table Wine is a retail store offering affordable wine and beer for the vibrant, expanding Schenk-Atwood neighborhood. We focus primarily on wine with a small selection of beer. To give our customers the chance to try something new, we offer a few beers and wines by the glass to enjoy on premise. Think of us as the place people can stop after work to pick up a bottle of wine for dinner or the place a few friends can have a glass of wine and then take home a couple bottles they might otherwise not have tried. Table Wine is the everyday shop with smart prices, comfortable atmosphere, and outstanding staff.

We'll be joining a thriving small business community, which includes craft breweries, chocolatiers, and restaurants. Although the neighborhood places a strong emphasis on walking or biking, there isn't yet a store in a safely walkable location with a well-chosen selection of wine and beer. Table Wine sees the needs of the neighborhood and is eager to meet and exceed those expectations.

By filling this gap, Table Wine will increase sales by \$100,000 in its first three years. With our targeted inventory and knowledgeable staff, we will establish ourselves as an exceptional retail business.

This plan outlines our philosophy, product mix, and financial projections.





## **Objectives**

- Obtain \$400,000 in sales in first year.
- Increase sales by \$50,000 in both second and third years.

## **Mission Statement**

Table Wine provides a curated selection of wine and beer for everyday occasions. We focus on a well-informed yet approachable style of service and cultivate a welcoming atmosphere.

## **Keys to Success**

- Diverse inventory that meets the needs of our customers by being affordable yet interesting.
- Innovative events and marketing strategies to help drive business and increase sales.
- Attentive staff that offer friendly, knowledgeable advice that is focused on cultivating strong, long-lasting customer relationships.

## Company Description

Table Wine aims to provide carefully selected wine and beer for everyday occasions. We have a well-informed and friendly style of service and cultivate a welcoming atmosphere for family and friends, regular and first-time customers. We want the majority of our products to be regular occasion purchases, so most of our wines are between \$10-\$25 and our beers are priced competitively for the Madison market.

Because people are becoming more interested in the experience they have while shopping and not just the products themselves, we offer a few wines and beers to enjoy in house. The atmosphere is that of a great party: friendly hosts, good music, and exactly what you want to drink.

We join a diverse community of small businesses and plan to create long-lasting partnerships with our fellow entrepreneurs.

### **Ownership & Management**

#### **Proprietor**

Molly Moran has known for more than a decade that she wanted to eventually open a business in the Schenk-Atwood neighborhood. Molly and her husband Conor originally moved to Madison in 2002, living on Atwood Avenue, and knew that the neighborhood was where they wanted to be long term. Conor attended the University of Wisconsin law school from 2004-2007, and they moved to Washington D.C. after graduation. After three exciting, challenging years in Washington D.C., they moved back to Madison, specifically to the Schenk-Atwood neighborhood and have truly set down roots.

Molly has worked in the liquor retail industry as well as restaurants for more than 12 years. After years of lucrative selling for other people, she knows which wines and beers to

offer for her own robust business. She has a demonstrated dedication to truly remarkable service and an enthusiasm for wine, beer, and spirits. Molly has managed a diverse array of staff, so she's prepared for the training and leadership that a business driven by customer service and a welcoming atmosphere require. In her previous retail positions, she has overseen large inventory and has a track record of bring down costs while diversifying selection.

Molly knows her neighborhood well and is confident that it needs a small, thoughtful wine store to match the high quality of its lifestyle.

### **Staff Structure**

Table Wine will have three employees. Molly will be the one full-time employee (40 hours/week). There will be two part-time employees (averaging 14 hours/week).

Molly is the president of Table Wine. She is the primary buyer of wine and beer. There is flexibility in the buying structure so that other employees can become buyers and learn inventory management skills. Molly will oversee other buyers to ensure that Table Wine's financials needs are being met.

Molly or another employee will oversee marketing and social media outreach.

### **Legal Structure**

Table Wine is a single-manager limited liability corporation.

# Market Research

## Target Market

We will join the vibrant local business community in the Schenk-Atwood neighborhood. It is home to numerous restaurants, two craft breweries, coffee shops, and various other retail businesses. The neighborhood is regarded as a highly livable neighborhood with outstanding amenities and a high income per capita<sup>1</sup>, and we're going to fit one of the few amenity gaps.

Schenk-Atwood residents place a large emphasis on the walkability and bikability of the area. Specifically, Schenk-Atwood has a walk score of 73 and a bike score of 93, both of which are more than 25 points higher than the Madison average. In addition, it's one of the top 10 most walkable neighborhoods in Madison.<sup>2</sup> The neighborhood needs a local wine shop that's in a safe, walkable area.

## Key Customers

The demographics of the Schenk-Atwood neighborhood correspond well with general wine trends. Baby Boomers (ages 49 to 67) and Millennials (ages 19 to 36) are the most frequent purchasers of wine. Across age groups, there's a firm focus on "table wine" (under \$15/bottle), and wine sales continue to increase yearly. More than 80% of Millennials and Gen Xers (ages 37 to 48) drink wine to end their workday.<sup>3</sup>

---

<sup>1</sup> Madison, WI Livability Score. (n.d.). Retrieved March 7, 2015, from <http://www.areavibes.com/madison-wi/livability/?r=&zip=53704&ll=43.14381-89.35115>

<sup>2</sup> Schenk-Atwood neighborhood in Madison. (n.d.). Retrieved February 3, 2015, from <http://www.walkscore.com/WI/Madison/Schenk-Atwood>

<sup>3</sup> Erin, G. (2013, January 21). Wine Industry News. Retrieved February 3, 2015, from <http://www.winebusiness.com/news/?go=getArticle&dataid=110521>

Table Wine will be a local business that meets the needs of almost 3/4 of Schenk-Atwood residents who belong to one of these age groups:

- 15.9% are 18-29 years old
- 27.3% are 30-44 years old
- 30.6% are 45-64 years old

### **Company Advantages**

Table Wine has numerous advantages over our competitors:

- Our location is proximate to many other Schenk-Atwood businesses and residences. It is a safe location that is easy to get to by bike, foot, or car with plenty of parking both on- and off-street.
- Our product selection is well-chosen and affordable. At Table Wine, customers can choose from hundreds of products that are both high quality and reasonably priced.
- Our product mix strikes a balance between customer favorites and new products. Customers can find a product that matches what they're looking for while having the opportunity to discover something new.
- Our customer service is consistently friendly and knowledgeable. Staff ensure that customers have a pleasant experience and leave with products that meet their needs. We strive for excellent customer service and continually train our staff to improve their knowledge of our products and our community.
- Our events foster a fun, lively atmosphere where our customers can learn, enjoy, and buy. We are a destination for people who want a pleasant experience amongst friends and neighbors.

## Product Line

We are well-versed in the distributors Table Wine will work with and in the wines and beers they offer. We've identified the key price points and the regions of the world most likely to meet those targets. One of the highlights of Table Wine is the continually changing inventory, but we have chosen certain wines and beers that will be part of our opening inventory.

We will offer a wide array of wine and beer for consumption at home, specifically:

- 300-500 individual wines.
  - We will have wines from a variety of American and international wineries in a broad spectrum of styles.
  - Our typical markup will be between 28-31%. Industry standard markup is between 28-33%.
    - No less than 60% of wines will be priced between \$10-\$20.
    - The majority of our wine will be in 750mL bottles. We will also have a selection of wine in alternative packaging, like boxes, and in larger sizes, like 1.5L bottles.
  - 75% of our sales will be of off-premise wine (that is, wines purchased in store and taken home).
- 50-75 individual beers.
  - Our primary focus will be American craft beers with particular attention to Wisconsin and other Midwestern craft breweries. We will also have a small selection of international beers.
  - Our typical markup will be between 20-22% for six packs and 26-30% for large format beers (for example, beers in 750mL bottles). These ranges are industry standard.
  - 15% of our sales will be of off-premise beer.

Also, we plan to have 3-5 wines by the glass daily as well as 1-2 beers. Customers will have the option to buy taste (2 oz.) pours or glass pours (5 oz.) and possibly a wine flight.

Price structure as follows:

- Wine pricing:
  - 5 oz. pours will be the wholesale price of the bottle.
    - Our pricing is industry standard.
  - 2 oz. pours will be 50% of the wholesale price of the bottle.
    - Our pricing is industry standard.
    - This size is not common. It allows us to differentiate ourselves and lets customers try a few different wines rather than only one or two.
- Beer pricing:
  - Our beers will be sold in individual bottles, either 12 oz. or larger sizes:
    - 12 oz. bottles will be \$2 more than the wholesale price of the bottle (six pack wholesale price/6).
    - Larger format bottles (22 oz. or 750 mL) will be \$3-\$5 more than the wholesale price of the bottle.
    - Our pricing is industry standard in Madison.
- 10% of our sales will be of on-premise wine and beer.

## Marketing & Sales

### **Growth Strategy**

Table Wine will employ the following strategies to grow our business:

- Establish a diverse communication strategy (see below) to attract customers from our community.
- Manage inventory to ensure that our selection matches what customers want. We'll analyze which products, styles, and price ranges are most popular and focus on those areas.
- Develop the areas of the business that are the most successful, aiming to have both a profitable bar and retail business.
- Sponsor innovative, community-building events on a regular basis to drive sales during the event and to establish strong customer relations. Examples of future events include:
  - Holiday open house with other businesses on Atwood Ave., including a home decor boutique, salons, and chocolatiers.
  - Pop-up parties announced no more than a week in advance where we offer a larger variety of beers and wines by the glass and discounts on off-premise purchases of those products.
  - Group tastings for up to 12 people. We'll design a personalized tasting and format to meet the group's needs, including education and the flexibility for customers to bring in food. These events are ideal for engagement parties, couples' wedding showers, birthday parties, or other life event celebrations.
  - Seasonal events that correspond to seasonal food or other events in Madison, such as:
    - A rosé event when asparagus is available at the farmer's market with recipe cards for great food pairings.
    - An author reading event co-sponsored by the Wisconsin Book Festival.



- Offer coupons to attract new business, which are primarily experiential rather than product-based. For example, rather than a coupon for a certain percentage off wine, we offer coupons for a personal shopper to help you build a wine cellar from scratch or for wine tastings for you and three friends (see details above about group tastings). As sites like Groupon begin to fade, we want to stay on the forefront of online marketing, and great experiences are currently the key to success.

### **Communication Strategy**

Table Wine will use a multi-tiered communication strategy to garner attention and maintain business:

- Provide an overview of our store and staff on our company website. Because we can't sell liquor online in Wisconsin, our website will primarily be a communication hub.
- Create a social media presence in a number of formats, including Facebook, Twitter, LinkedIn, and Instagram. We will use these formats to keep customers abreast of new products, recipe pairings, and upcoming sales or events. Specifically:
  - We have a unique voice, one that is fun and knowledgeable at the same time. Our social media presence reflects who we are and why we're the best fit for our neighborhood. We'll follow our regular followers and posters to build a people-centric marketing connection that breeds stronger business relationships.
  - We create recipe cards for particular pairings and offer those in printed format in the store. We also post those pairings on Instagram and Facebook so people can view them on their mobile device.
  - We continually investigate cutting-edge forms of communication and use them when they meet our needs. As necessary, we'll work with social media consultants to identify areas for growth. For example, we're investigating creating a podcast about casual wine education.
- Publicize our store in non-digital formats as well to appeal to customers focused on being less plugged in. For example, as described above, we'll have recipe pairings posted on social media as well as available on paper in the store. Also, chalkboard signs are a common form of communication on the Capital City bike trail and Atwood Avenue, and we'll use ours to help draw attention to our products and events.

# Financial Projection

## Assumptions

We project our average sale will be \$25, which accounts for a few common combination of products:

- Two bottles of wine
- One bottle of wine
- One bottle of wine and one six-pack of beer
- Two six-packs of beer
- Two-three drinks at the bar

We estimate that we will have about 40-45 sales a day in our first year. We expect to have fewer sales on Sundays and Mondays and more sales on Thursdays, Fridays, and Saturdays.

In the cash flow projections for our first year (see attached), we've based our monthly sales on the seasonality of the business. December will be our busiest month, as it is for most retail businesses, because of the holidays. Due to graduations and warmer weather, May is projected to be our second busiest month.

In the cash flow projections for our second and third year (see attached), we plan to increase revenues in a few key ways:

- November is typically a lucrative month in liquor retail, so we will have larger sales in November of our second and third year than we will have in the first year.
- We will buy in larger quantities to receive deeper discounts. We plan to buy in these quantities once we have a solid foundation of customer loyalty and know where to focus these purchases.
- We will diversify our events to ensure that attendance continues to increase while costs remain the same or possibly decrease. Our increased knowledge of our clientele and what attracts them will lead directly to unique event offerings.

In addition, we can lower our overall costs in our second and third year because we won't have the startup costs of the initial liquor license fee, the buildout, or equipment.

Employees will be given a yearly raise based on performance and responsibilities, which is reflected in the incremental increases to salaries for the first three years. Molly's salary is projected to stay the same for the first three years (\$45,000). When Table Wine opens, Molly will be the one full-time employee, and there will be two part-time employees (\$12/hour). Molly will have insurance through the store. For part-time employees, the hourly wage is capped at \$15/hour.

In the fourth year, Molly's salary will be raised to \$50,000, and we will hire a second full-time employee (\$30,000/year). We're budgeting for this employee to also have insurance through the store. This employee will receive a raise in the fifth year (year 2 of employment), based on merit. These changes are reflected in the Salaries category below.

Rent amount is based on \$16/ft for a 1,700 square foot space.

**Gross Profit**

	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>
<b>Sales</b>	400,000	450,000	500,000	520,000	550,000
<b>Cost of Goods</b>	255,801	274,500	294,750	306,540	324,225
<b>Gross Profit</b>	<b>144199</b>	<b>175500</b>	<b>205250</b>	<b>213,460</b>	<b>225,775</b>

### Operating Expenses

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Salaries</b>	68,000	70,000	72,000	107,000	109,000
<b>Buildout and repairs</b>	15,000	2,000	2,000	2,000	2,000
<b>Rent</b>	27,100	27,100	27,100	27,100	27,100
<b>Utilities</b>	4,200	4,200	4,200	4,200	4,200
<b>Supplies</b>	2,000	2,000	2,000	2,000	2,000
<b>Computer and phone hardware</b>	1,300	0	0	0	500
<b>Insurance</b>	2,000	2,000	2,000	2,000	2,000
<b>Marketing</b>	5,000	3,000	3,000	3,000	3,000
<b>Accounting &amp; legal</b>	5,000	5,000	5,000	5,000	5,000
<b>Security system</b>	3,000	3,000	3,000	3,000	3,000
<b>Licenses</b>	10,600	600	600	600	600
<b>Contingencies</b>	5,000	5,000	5,000	5,000	5,000
<b>Total Expenses</b>	<b>148,200</b>	<b>123,900</b>	<b>125,900</b>	<b>160,900</b>	<b>163,400</b>

### Net Profit

	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Net profit before taxes</b>	7,800	51,600	69,100	52,560	62,375
<b>Income taxes</b>	6,800	7,000	7,200	10,700	10,900
<b>Net Profit after taxes</b>	<b>1,000</b>	<b>44,600</b>	<b>61,900</b>	<b>41,860</b>	<b>51,475</b>

## Projected Balance Sheet

Period Ending	Starting Date	Year 1
<b>ASSETS</b>		
Cash	58,292	63092
Accounts receivable	0	0
Inventory	20000	20000
<b>TOTAL CURRENT ASSETS</b>	<b>78292</b>	<b>83092</b>
<b>Long-term assets</b>		
Property and equipment	8300	8,300
Depreciation		1,000
<b>TOTAL LONG-TERM ASSETS</b>	<b>18300</b>	<b>19900</b>
<b>TOTAL ASSETS</b>	<b>96592</b>	<b>102992</b>
<b>LIABILITIES</b>		
Accounts payable	20908	4996
Accrued salaries and wages	2250	2400
Sales tax payable	0	6800
Short-term debt	0	0
<b>TOTAL CURRENT LIABILITIES</b>	<b>23158</b>	<b>12896</b>
Long-term debt	100000	80000
<b>TOTAL LIABILITIES</b>	<b>123158</b>	<b>92896</b>
<b>EQUITY</b>		
Paid-in capital	18000	18000
Retained earnings		1,000
<b>TOTAL OWNERS' EQUITY</b>	<b>18000</b>	<b>19000</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>141158</b>	<b>111896</b>