



SALES AND PROFIT PROJECTIONS								
	1 QTR 00	2 QTR 00	3 QTR 00	4 QTR 00	2001	2002	2003	2004
UNITS SOLD								
RECREATION VIGNETTES	0	123	730	1,575	9,560	11,500	13,820	16,160
LICENSED (COLLEGES, ETC.)	0	0	0	0	100	350	1,000	3,000
TOTAL UNITS SOLD	0	123	730	1,575	9,660	11,850	14,820	19,160
AVERAGE UNIT PRICE	0	450	450	425	405	395	375	375
INCOME	0	55,125	328,500	669,375	3,912,300	4,680,750	5,557,500	7,185,000
EXPENSE								
SCREEN DESIGNER	500	500	500	250	3,000	2,000		
WEB SITE DESIGN	3,500	500		500	1,000	1,000	1,000	1,000
WEB SITE MAINTENANCE	200	300	300	300	1,300	1,400	1,500	1,600
DESIGN OF PHYSICAL ADS	800	400		400	500	500		
INTERNET MALL FEES		250	375	375	3,000	3,000	3,500	4,000
COMMISSIONS		276	1,643	3,347	19,562	23,404	27,788	35,925
MAGAZINE ADS		6,000	9,500	25,000	120,000	150,000	150,000	150,000
EZINE SPONSORSHIPS		2,000	3,500	5,000	20,000	25,000	25,000	30,000
OPT-IN EMAIL LISTS		250	500	2,500	10,000	12,000	12,000	12,000
DIRECT SNAIL MAIL LISTS	0	0	500	1,000	5,000	6,000	8,000	10,000
OTHER DIRECT COSTS	0	0	4,000	8,000	40,000	48,000	64,000	80,000
MISC. (ENTERTAINMENT, ETC.)	1,000	5,000	10,000	5,000	12,000	15,000	20,000	20,000

Stratamar inc. – Financials for launching a new line of consumer goods

TRADE SHOWS	7,500	8,000	16,000	8,000	24,000	26,000	30,000	32,000
LICENSING FEES	0	0	0	0	5,670	19,355	52,500	157,500
CUSTOMER SERVICE (12%)	10,000	15,000	39,420	80,325	469,476	561,690	666,900	862,200
MISC. SETUP, TRAINING, ETC.	5,000	12,500						
DIRECT PRODUCTION COST	0	15,313	80,300	157,500	917,700	1,066,500	1,333,800	1,724,400
TOTAL EXPENSE	28,500	66,288	166,538	297,497	1,652,208	1,960,845	2,395,988	3,120,625
CONTRIB. TO OH & PROFIT	(28,500)	(11,163)	161,963	371,878	2,260,093	2,719,903	3,161,513	4,064,375