

Top Shelf Groceries Budget

Revenue \$\$	Jan	Feb	Mar	Apr	May	Jun	TOTAL
Green Goods	\$12,300.00	\$13,325.00	\$12,710.00	\$13,200.00	\$12,400.00	\$12,400.00	\$76,335.00
Fresh Goods	\$6,300.00	\$6,825.00	\$6,510.00	\$6,600.00	\$6,200.00	\$6,200.00	\$38,635.00
Meat	\$7,500.00	\$8,125.00	\$7,750.00	\$7,590.00	\$7,130.00	\$7,130.00	\$45,225.00
Deli	\$2,400.00	\$2,600.00	\$2,480.00	\$2,640.00	\$2,170.00	\$2,170.00	\$14,460.00
Other	\$1,500.00	\$1,625.00	\$1,550.00	\$1,320.00	\$1,240.00	\$1,240.00	\$8,475.00
Organics	\$0.00	\$0.00	\$0.00	\$1,650.00	\$1,860.00	\$1,860.00	\$5,370.00
TOTAL	\$30,000.00	\$32,500.00	\$31,000.00	\$33,000.00	\$31,000.00	\$31,000.00	\$188,500.00

Expenses	Jan	Feb	Mar	Apr	May	Jun	TOTAL
COG	\$18,000.00	\$19,500.00	\$18,600.00	\$19,800.00	\$18,600.00	\$18,600.00	\$113,100.00
Advertising	\$300.00	\$650.00	\$350.00	\$350.00	\$680.00	\$450.00	\$2,810.00
Stationary	\$70.00	\$90.00	\$95.00	\$70.00	\$70.00	\$70.00	\$465.00
Sales Promotions	\$200.00	\$400.00	\$500.00	\$600.00	\$250.00	\$300.00	\$2,250.00
PR/Publicity	\$50.00	\$50.00	\$200.00	\$50.00	\$50.00	\$50.00	\$450.00
Direct Mail	\$2,000.00	\$0.00	\$1,000.00	\$2,500.00	\$0.00	\$0.00	\$5,500.00
Printing	\$500.00	\$100.00	\$100.00	\$500.00	\$0.00	\$0.00	\$1,200.00
Internet	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00	\$720.00
Equipment Maintenance	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$300.00
Accounting/bookkeeping	\$400.00	\$400.00	\$600.00	\$600.00	\$400.00	\$400.00	\$2,800.00
Professional Services	\$100.00	\$100.00	\$250.00	\$250.00	\$100.00	\$100.00	\$900.00
Electricity	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$1,800.00
Water	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$900.00
Gas	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00	\$300.00
Telephone	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00	\$570.00
Wages	\$4,000.00	\$3,500.00	\$3,700.00	\$4,000.00	\$3,800.00	\$3,800.00	\$22,800.00
Rent	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$12,000.00
Postage	\$200.00	\$15.00	\$15.00	\$15.00	\$15.00	\$15.00	\$275.00
Van Costs	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$650.00	\$3,900.00
Misc	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$1,800.00
TOTAL	\$29,565.00	\$28,520.00	\$29,125.00	\$32,450.00	\$27,680.00	\$27,500.00	\$174,840.00

Surplus/Deficit	\$435.00	\$3,980.00	\$1,875.00	\$550.00	\$3,320.00	\$3,500.00	\$13,660.00
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