

**PROFORMA**  
(1st 12 months of operation)

REVENUES:

Kayak Rental	\$
All Other Income	\$

<b>TOTAL REVENUES</b>	<b>\$</b>
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DEPARTMENTAL COSTS AND EXPENSES:

Payroll and Fringe	\$
Kayak Rental – Product Cost	\$
Miscellaneous Income – Product Cost	\$

<b>TOTAL OPERATING DEPARTMENTAL COSTS</b>	<b>\$</b>
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UNDISTRIBUTED OPERATING EXPENSES:

General Office:

Payroll and Fringe	\$
Legal and Accounting	\$
Interest	\$
Insurance	\$
Bond	\$
Licenses, Permits, Etc.	\$
Supplies	\$
Other	\$

Corporate Management Fees	\$
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Marketing:

Advertising and Promotion	\$
Other	\$

Rent/Commission to State	\$
Property Operation and Maintenance	\$
Rental of Equipment	\$
Depreciation	\$
Utilities and Telephone	\$

<b>TOTAL UNDISTRIBUTED OPERATING EXPENSES</b>	<b>\$</b>
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Taxes (State Sales & Excise Taxes, if included in Revenue above)	\$
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Payroll taxes (if not included as fringe)	\$
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<b>TOTAL TAXES</b>	<b>\$</b>
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<b>PROFIT/LOSS</b>	<b>\$</b>
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