

ACCOUNTING
— FOR —
JEWELERS



Making Money Count by Mariel Diaz

DOWNLOADS

Presentation Slides and Abstract

| accountingforjewelers.com/pjs





DATA-DRIVEN DECISIONS



POLL

DO YOU

USE

A BUDGET IN YOUR BUSINESS?

COSTS

- Repay Debts + Interest
- No Financial Proof
- Not Operating to Best Ability

SOLUTION

- Cash Reserves
- 12-18 Month Rolling Plan
- Strategize Before Problems



*“A Budget is Discipline
and
Discipline is Freedom”*

-MARIEL DIAZ

PROMISE

ENERGY FLOWS WHERE
ATTENTION GOES

WHAT HAPPENS WHEN YOU
COMBINE YOUR INTUITION WITH
DATA?

ACHIEVE

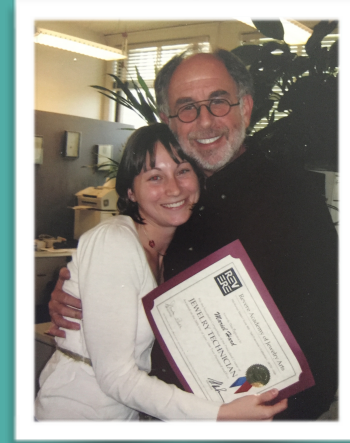
- ▶ An Honest Living
- ▶ A Purpose Driven Life
- ▶ Leave a Legacy

WHO IS MARIEL?



Retail Sales, Custom Design,
Appraisals, Office Clerk
and Bookkeeping
Family Jewelry Store

1995-2005



Graduate Jeweler,
Revere Academy;
Certified Bench
Jeweler Technician,
Jewelers of America

2005

Bookkeeper,
Trinity Air Ambulance

2006-2009



BBA, Accounting,
Belmont University

2011

Accounting Assistant,
Sony/ATV Music Publishing

2009-2012



Founding President,
Nashville Chapter WJA

2014-2016

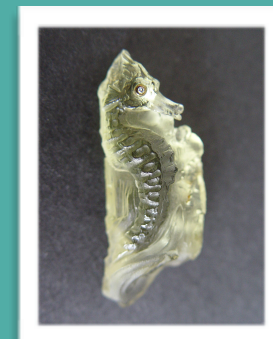
1999

Graduate Gemologist, GIA



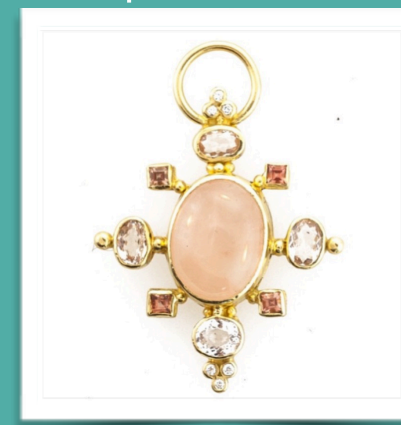
2001

Gemstone Carving
Practical, Idar-Oberstein



2006-2012

Bench Jeweler
and Bookkeeper
Misc. Independent Jewelers



2013

Started

**ACCOUNTING
— FOR —
JEWELERS**

2018

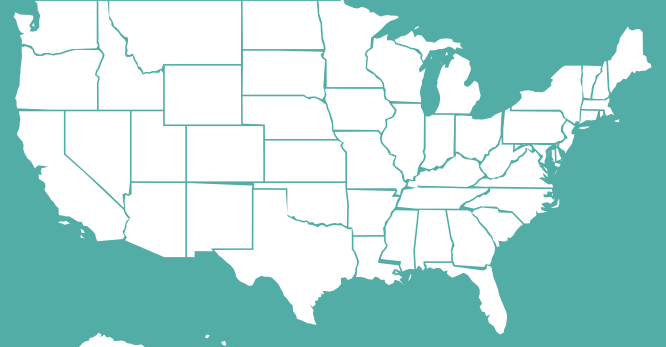
National Foundation
Treasurer, WJA



WHO IS ACCOUNTING FOR JEWELERS?



Retail
Wholesale
Omni



16 States



Advisory
Bookkeeping
Compliance



Located in
Memphis, TN USA



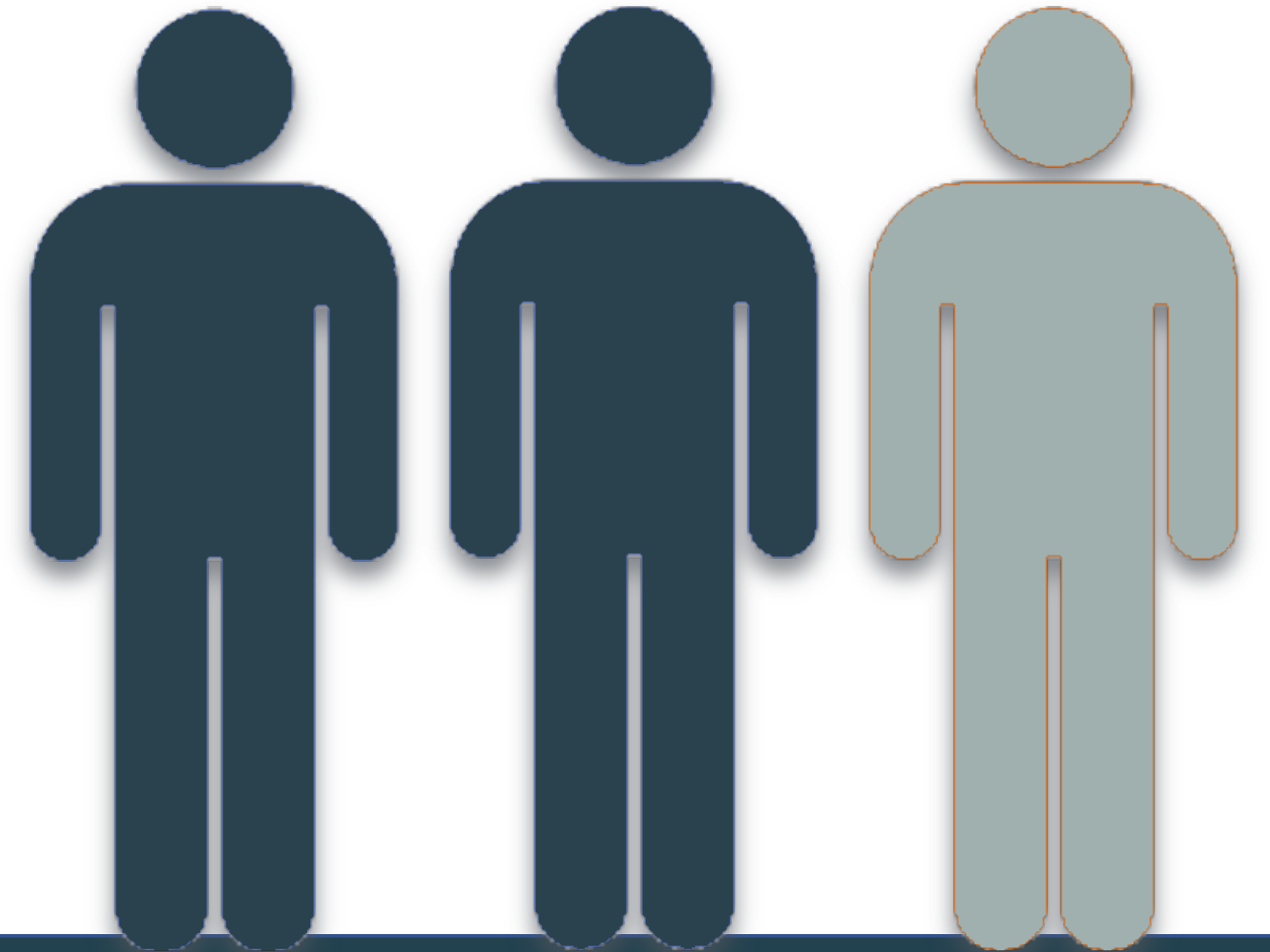
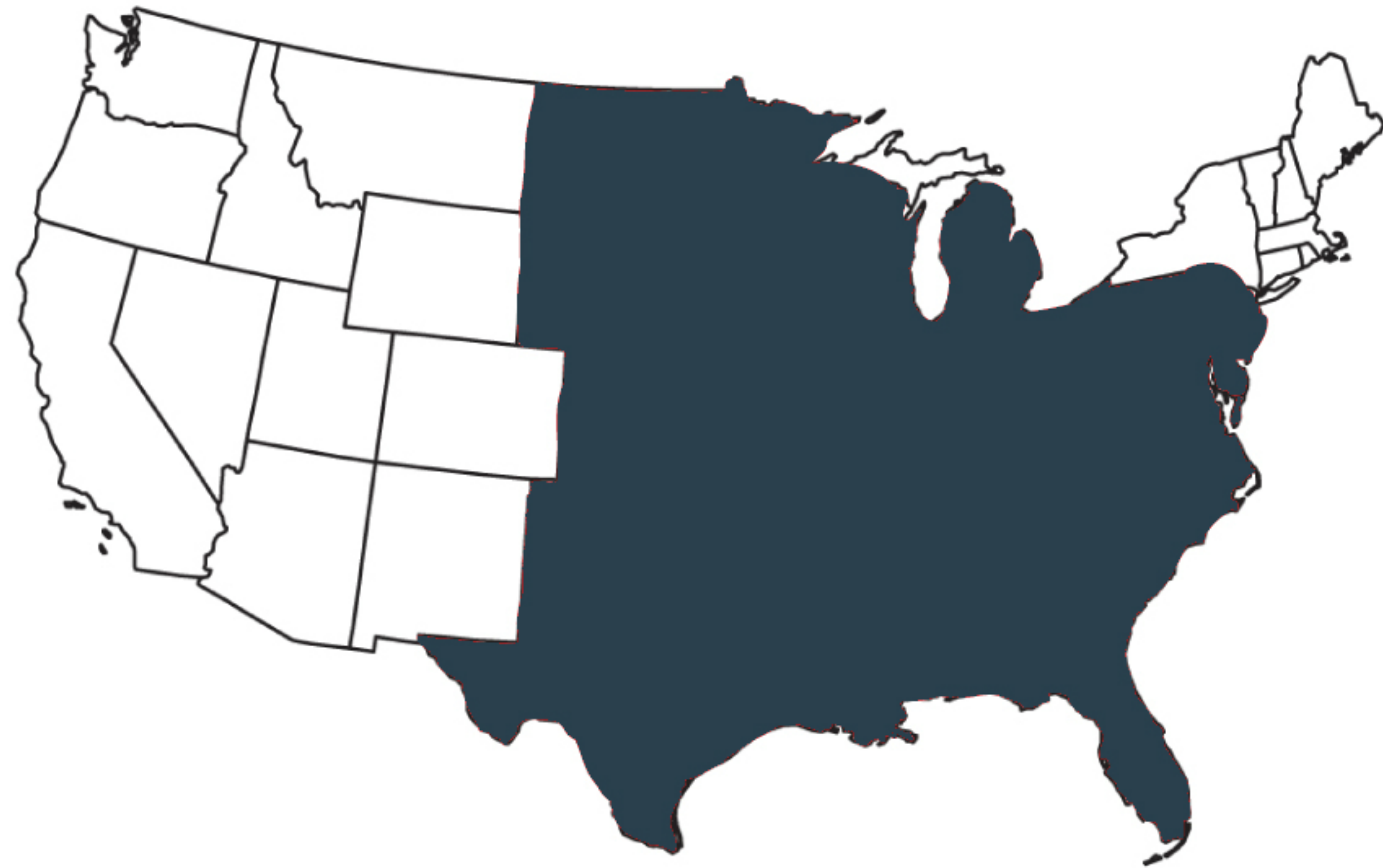
Cloud-Based
100% Paperless



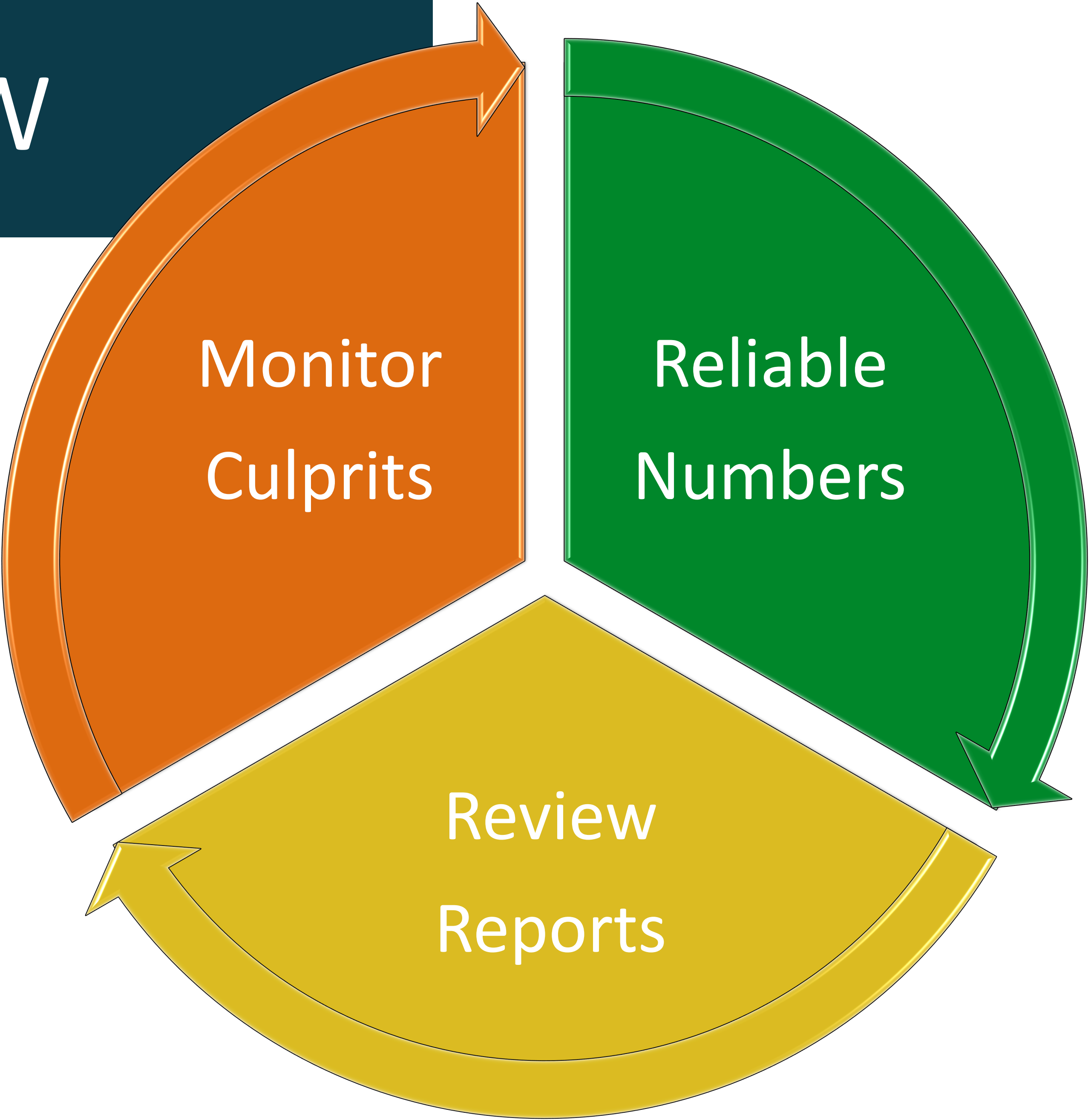
Partnering
with Jewelry Stores



63% of Americans are financially illiterate



HOW



*“If you don’t know
where you’re going,
you might wind up
someplace else.”*

-YOGI BERRA





Trust
Your
Numbers



**Reliable
Numbers**

1. Verifiable
2. Faithful Representation
3. Neutral



VERIFIABLE

1. Automatic Bank Feeds
2. Going Paperless
3. Monthly Reconciliations



FAITHFUL

1. Complete
2. Error Free
3. Unbiased



NUETRAL

1. Without Influence
2. Without Favor



Reliable
Numbers

1. Verifiable
2. Faithful Representation
3. Neutral

Reports
To
Rely On



Review Reports

1. **Income Statement**
 - **Monthly** Year-Over-Year
 - **Annual** Percent of Revenue
2. **Balance Sheet Annual**

INCOME STATEMENT

SALES INCOME

- COST OF GOODS SOLD

GROSS PROFIT

- OPERATING COSTS

NET PROFIT

INCOME STATEMENT

SALES INCOME

- COST OF GOODS SOLD

GROSS PROFIT

- OPERATING COSTS

NET PROFIT



| Income | Jan 2016 | Jan 2017 | Jan 2018 | Jan 2019 | Feb 2016 | Feb 2017 | Feb 2018 | Feb 2019 | Mar 2016 | Mar 2017 | Mar 2018 | Mar 2019 | Apr 2016 | Apr 2017 | Apr 2018 |
|---------------------------------|------------------|-------------------|------------------|-------------------|------------------|-------------------|------------------|--------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Retail Sales | 1,211.95 | 4,749.76 | 6,617.71 | 16,200.09 | 1,944.83 | 4,928.23 | 12,956.79 | 16,179.19 | 2,055.96 | 13,200.59 | 8,845.95 | 21,903.16 | 2,205.82 | 6,338.89 | 8,491.21 |
| Wholesale Sales | 25,885.14 | 32,483.11 | 66,660.70 | 110,758.46 | 18,350.75 | 25,929.42 | 38,436.50 | 59,325.81 | 25,265.02 | 35,547.70 | 60,560.50 | 47,742.89 | 32,422.52 | 39,519.13 | 68,426.58 |
| Interest Income | - | 0.16 | 32.32 | 187.70 | - | 0.13 | 27.96 | 151.39 | - | 0.14 | 40.94 | 137.77 | - | 0.16 | 61.67 |
| Shipping and Handling | 1,703.02 | 1,472.10 | 2,582.37 | 3,923.85 | 1,388.30 | 1,423.34 | 1,925.75 | 3,283.72 | 1,389.78 | 1,969.60 | 2,857.68 | 3,696.30 | 1,879.25 | 1,461.84 | 2,933.45 |
| Total Income | 28,800.11 | 38,705.13 | 75,893.10 | 131,070.10 | 21,683.88 | 32,281.12 | 53,347.00 | 78,940.11 | 28,710.76 | 50,718.03 | 72,305.07 | 73,480.12 | 36,507.59 | 47,320.02 | 79,912.91 |
| Cost of Goods Sold | | | | | | | | | | | | | | | |
| COGS | 9,603.63 | 8,093.04 | 14,544.50 | 25,304.21 | 2,233.92 | 6,328.77 | 9,820.71 | 14,383.96 | 5,839.72 | 9,519.59 | 13,919.20 | 11,963.79 | 9,659.93 | 9,248.20 | 15,335.13 |
| COGS: Labor | 3,176.75 | 4,319.55 | 8,166.15 | 13,530.79 | 3,480.50 | 3,452.30 | 5,285.50 | 8,372.63 | 3,760.39 | 5,194.45 | 7,470.25 | 6,994.23 | 4,998.25 | 5,413.95 | 8,102.06 |
| Total Cost of Goods Sold | 12,780.38 | 12,412.59 | 22,710.65 | 38,835.00 | 5,714.42 | 9,781.07 | 15,106.21 | 22,756.59 | 9,600.11 | 14,714.04 | 21,389.45 | 18,958.02 | 14,658.18 | 14,662.15 | 23,437.19 |
| Gross Profit | 16,019.73 | 26,292.54 | 53,182.45 | 92,235.10 | 15,969.46 | 22,500.05 | 38,240.79 | 56,183.52 | 19,110.65 | 36,003.99 | 50,915.62 | 54,522.10 | 21,849.41 | 32,657.87 | 56,475.72 |
| Operating Expenses | | | | | | | | | | | | | | | |
| Selling Fees | 3,542.97 | 12,607.22 | 8,969.35 | 18,906.26 | 281.27 | 7,403.14 | 10,677.00 | 23,310.82 | 5,719.53 | 6,210.34 | 11,622.61 | 11,973.09 | 926.73 | 6,977.53 | 15,753.42 |
| Advertising | 752.86 | 986.09 | 2,048.63 | 1,729.47 | 167.56 | 793.73 | 336.12 | 10,397.63 | 2,002.46 | 724.31 | 742.96 | 3,578.49 | 589.38 | 1,259.71 | 510.47 |
| General Admin Expense | 1,400.24 | (16.43) | 305.51 | 391.20 | 672.00 | 172.38 | 317.89 | 512.29 | 662.00 | 157.43 | 1,504.95 | 333.87 | 867.00 | 304.20 | 391.05 |
| Travel | 11.92 | 948.00 | 6,147.32 | 519.46 | 78.77 | 454.35 | 2,958.13 | 1,793.10 | 84.04 | 63.68 | 1,732.23 | 439.58 | 30.45 | 473.99 | 279.23 |
| Charitable Contributions | - | 2,000.00 | 1,000.00 | 1,000.00 | - | - | 56.44 | - | 500.00 | - | - | (90.00) | - | - | - |
| Office Expenses | 496.96 | 934.97 | 1,239.59 | 909.17 | 292.99 | 138.65 | 887.80 | 1,155.34 | 278.07 | 321.22 | 1,071.06 | (1,250.00) | 283.85 | 386.23 | 1,014.21 |
| Payroll & Wage Expense | 1,001.87 | 4,858.99 | 5,235.83 | 10,894.40 | 1,166.24 | 4,997.90 | 7,593.72 | 16,788.04 | 1,467.48 | 2,598.58 | 5,682.33 | 14,014.29 | 950.93 | 3,080.57 | 8,556.72 |
| Tools & Supplies | - | - | - | 143.65 | - | - | - | 79.95 | 98.70 | 10.53 | - | 57.33 | 58.25 | 28.55 | - |
| Display & Packaging | 71.68 | 499.55 | 302.95 | 73.41 | 932.50 | 208.90 | 852.90 | 242.73 | 212.50 | 326.83 | 1,750.30 | 1,384.88 | 348.61 | 3.90 | 1,559.70 |
| Rent Expense | 4,000.00 | 9,544.66 | 5,121.46 | 16,022.63 | 6,687.09 | 9,230.00 | 7,980.76 | 17,257.55 | 6,794.11 | 4,609.33 | 11,810.13 | 19,104.83 | 6,711.57 | 9,747.19 | 9,778.27 |
| Professional Fees | 640.41 | 375.50 | 1,343.34 | 2,730.00 | 10.47 | 1,166.33 | 895.00 | 1,679.00 | 1,581.00 | 742.17 | 895.00 | 4,310.00 | - | 1,383.00 | 895.00 |
| Total Operating Expenses | 11,918.91 | 32,738.55 | 31,713.98 | 53,319.65 | 10,288.89 | 24,565.38 | 32,555.76 | 73,216.45 | 19,399.89 | 15,764.42 | 36,811.57 | 53,856.36 | 10,766.77 | 23,644.87 | 38,738.07 |
| Net Income | 4,100.82 | (6,446.01) | 21,468.47 | 38,915.45 | 5,680.57 | (2,065.33) | 5,685.03 | (17,032.93) | (289.24) | 20,239.57 | 14,104.05 | 665.74 | 11,082.64 | 9,013.00 | 17,737.65 |

| Income | Jan 2016 | Jan 2017 | Jan 2018 | Jan 2019 | Feb 2016 | Feb 2017 | Feb 2018 | Feb 2019 | Mar 2016 | Mar 2017 | Mar 2018 | Mar 2019 | Apr 2016 | Apr 2017 | Apr 2018 |
|---------------------------------|------------------|-------------------|------------------|-------------------|------------------|-------------------|------------------|--------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Retail Sales | 1,211.95 | 4,749.76 | 6,617.71 | 16,200.09 | 1,944.83 | 4,928.23 | 12,956.79 | 16,179.19 | 2,055.96 | 13,200.59 | 8,845.95 | 21,903.16 | 2,205.82 | 6,338.89 | 8,491.21 |
| Wholesale Sales | 25,885.14 | 32,483.11 | 66,660.70 | 110,758.46 | 18,350.75 | 25,929.42 | 38,436.50 | 59,325.81 | 25,265.02 | 35,547.70 | 60,560.50 | 47,742.89 | 32,422.52 | 39,519.13 | 68,426.58 |
| Interest Income | - | 0.16 | 32.32 | 187.70 | - | 0.13 | 27.96 | 151.39 | - | 0.14 | 40.94 | 137.77 | - | 0.16 | 61.67 |
| Shipping and Handling | 1,703.02 | 1,472.10 | 2,582.37 | 3,923.85 | 1,388.30 | 1,423.34 | 1,925.75 | 3,283.72 | 1,389.78 | 1,969.60 | 2,857.68 | 3,696.30 | 1,879.25 | 1,461.84 | 2,933.45 |
| Total Income | 28,800.11 | 38,705.13 | 75,893.10 | 131,070.10 | 21,683.88 | 32,281.12 | 53,347.00 | 78,940.11 | 28,710.76 | 50,718.03 | 72,305.07 | 73,480.12 | 36,507.59 | 47,320.02 | 79,912.91 |
| Cost of Goods Sold | | | | | | | | | | | | | | | |
| COGS | 9,603.63 | 8,093.04 | 14,544.50 | 25,304.21 | 2,233.92 | 6,328.77 | 9,820.71 | 14,383.96 | 5,839.72 | 9,519.59 | 13,919.20 | 11,963.79 | 9,659.93 | 9,248.20 | 15,335.13 |
| COGS: Labor | 3,176.75 | 4,319.55 | 8,166.15 | 13,530.79 | 3,480.50 | 3,452.30 | 5,285.50 | 8,372.63 | 3,760.39 | 5,194.45 | 7,470.25 | 6,994.23 | 4,998.25 | 5,413.95 | 8,102.06 |
| Total Cost of Goods Sold | 12,780.38 | 12,412.59 | 22,710.65 | 38,835.00 | 5,714.42 | 9,781.07 | 15,106.21 | 22,756.59 | 9,600.11 | 14,714.04 | 21,389.45 | 18,958.02 | 14,658.18 | 14,662.15 | 23,437.19 |
| Gross Profit | 16,019.73 | 26,292.54 | 53,182.45 | 92,235.10 | 15,969.46 | 22,500.05 | 38,240.79 | 56,183.52 | 19,110.65 | 36,003.99 | 50,915.62 | 54,522.10 | 21,849.41 | 32,657.87 | 56,475.72 |
| Operating Expenses | | | | | | | | | | | | | | | |
| Selling Fees | 3,542.97 | 12,607.22 | 8,969.35 | 18,906.26 | 281.27 | 7,403.14 | 10,677.00 | 23,310.82 | 5,719.53 | 6,210.34 | 11,622.61 | 11,973.09 | 926.73 | 6,977.53 | 15,753.42 |
| Advertising | 752.86 | 986.09 | 2,048.63 | 1,729.47 | 167.56 | 793.73 | 336.12 | 10,397.63 | 2,002.46 | 724.31 | 742.96 | 3,578.49 | 589.38 | 1,259.71 | 510.47 |
| General Admin Expense | 1,400.24 | (16.43) | 305.51 | 391.20 | 672.00 | 172.38 | 317.89 | 512.29 | 662.00 | 157.43 | 1,504.95 | 333.87 | 867.00 | 304.20 | 391.05 |
| Travel | 11.92 | 948.00 | 6,147.32 | 519.46 | 78.77 | 454.35 | 2,958.13 | 1,793.10 | 84.04 | 63.68 | 1,732.23 | 439.58 | 30.45 | 473.99 | 279.23 |
| Charitable Contributions | - | 2,000.00 | 1,000.00 | 1,000.00 | - | - | 56.44 | - | 500.00 | - | - | (90.00) | - | - | - |
| Office Expenses | 496.96 | 934.97 | 1,239.59 | 909.17 | 292.99 | 138.65 | 887.80 | 1,155.34 | 278.07 | 321.22 | 1,071.06 | (1,250.00) | 283.85 | 386.23 | 1,014.21 |
| Payroll & Wage Expense | 1,001.87 | 4,858.99 | 5,235.83 | 10,894.40 | 1,166.24 | 4,997.90 | 7,593.72 | 16,788.04 | 1,467.48 | 2,598.58 | 5,682.33 | 14,014.29 | 950.93 | 3,080.57 | 8,556.72 |
| Tools & Supplies | - | - | - | 143.65 | - | - | - | 79.95 | 98.70 | 10.53 | - | 57.33 | 58.25 | 28.55 | - |
| Display & Packaging | 71.68 | 499.55 | 302.95 | 73.41 | 932.50 | 208.90 | 852.90 | 242.73 | 212.50 | 326.83 | 1,750.30 | 1,384.88 | 348.61 | 3.90 | 1,559.70 |
| Rent Expense | 4,000.00 | 9,544.66 | 5,121.46 | 16,022.63 | 6,687.09 | 9,230.00 | 7,980.76 | 17,257.55 | 6,794.11 | 4,609.33 | 11,810.13 | 19,104.83 | 6,711.57 | 9,747.19 | 9,778.27 |
| Professional Fees | 640.41 | 375.50 | 1,343.34 | 2,730.00 | 10.47 | 1,166.33 | 895.00 | 1,679.00 | 1,581.00 | 742.17 | 895.00 | 4,310.00 | - | 1,383.00 | 895.00 |
| Total Operating Expenses | 11,918.91 | 32,738.55 | 31,713.98 | 53,319.65 | 10,288.89 | 24,565.38 | 32,555.76 | 73,216.45 | 19,399.89 | 15,764.42 | 36,811.57 | 53,856.36 | 10,766.77 | 23,644.87 | 38,738.07 |
| Net Income | 4,100.82 | (6,446.01) | 21,468.47 | 38,915.45 | 5,680.57 | (2,065.33) | 5,685.03 | (17,032.93) | (289.24) | 20,239.57 | 14,104.05 | 665.74 | 11,082.64 | 9,013.00 | 17,737.65 |

| Income | Jan 2016 | Jan 2017 | Jan 2018 | Jan 2019 | Feb 2016 | Feb 2017 | Feb 2018 | Feb 2019 | Mar 2016 | Mar 2017 | Mar 2018 | Mar 2019 | Apr 2016 | Apr 2017 | Apr 2018 |
|---------------------------------|------------------|-------------------|------------------|-------------------|------------------|-------------------|------------------|--------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Retail Sales | 1,211.95 | 4,749.76 | 6,617.71 | 16,200.09 | 1,944.83 | 4,928.23 | 12,956.79 | 16,179.19 | 2,055.96 | 13,200.59 | 8,845.95 | 21,903.16 | 2,205.82 | 6,338.89 | 8,491.21 |
| Wholesale Sales | 25,885.14 | 32,483.11 | 66,660.70 | 110,758.46 | 18,350.75 | 25,929.42 | 38,436.50 | 59,325.81 | 25,265.02 | 35,547.70 | 60,560.50 | 47,742.89 | 32,422.52 | 39,519.13 | 68,426.58 |
| Interest Income | - | 0.16 | 32.32 | 187.70 | - | 0.13 | 27.96 | 151.39 | - | 0.14 | 40.94 | 137.77 | - | 0.16 | 61.67 |
| Shipping and Handling | 1,703.02 | 1,472.10 | 2,582.37 | 3,923.85 | 1,388.30 | 1,423.34 | 1,925.75 | 3,283.72 | 1,389.78 | 1,969.60 | 2,857.68 | 3,696.30 | 1,879.25 | 1,461.84 | 2,933.45 |
| Total Income | 28,800.11 | 38,705.13 | 75,893.10 | 131,070.10 | 21,683.88 | 32,281.12 | 53,347.00 | 78,940.11 | 28,710.76 | 50,718.03 | 72,305.07 | 73,480.12 | 36,507.59 | 47,320.02 | 79,912.91 |
| Cost of Goods Sold | | | | | | | | | | | | | | | |
| COGS | 9,603.63 | 8,093.04 | 14,544.50 | 25,304.21 | 2,233.92 | 6,328.77 | 9,820.71 | 14,383.96 | 5,839.72 | 9,519.59 | 13,919.20 | 11,963.79 | 9,659.93 | 9,248.20 | 15,335.13 |
| COGS: Labor | 3,176.75 | 4,319.55 | 8,166.15 | 13,530.79 | 3,480.50 | 3,452.30 | 5,285.50 | 8,372.63 | 3,760.39 | 5,194.45 | 7,470.25 | 6,994.23 | 4,998.25 | 5,413.95 | 8,102.06 |
| Total Cost of Goods Sold | 12,780.38 | 12,412.59 | 22,710.65 | 38,835.00 | 5,714.42 | 9,781.07 | 15,106.21 | 22,756.59 | 9,600.11 | 14,714.04 | 21,389.45 | 18,958.02 | 14,658.18 | 14,662.15 | 23,437.19 |
| Gross Profit | 16,019.73 | 26,292.54 | 53,182.45 | 92,235.10 | 15,969.46 | 22,500.05 | 38,240.79 | 56,183.52 | 19,110.65 | 36,003.99 | 50,915.62 | 54,522.10 | 21,849.41 | 32,657.87 | 56,475.72 |
| Operating Expenses | | | | | | | | | | | | | | | |
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| Advertising | 752.86 | 986.09 | 2,048.63 | 1,729.47 | 167.56 | 793.73 | 336.12 | 10,397.63 | 2,002.46 | 724.31 | 742.96 | 3,578.49 | 589.38 | 1,259.71 | 510.47 |
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| Travel | 11.92 | 948.00 | 6,147.32 | 519.46 | 78.77 | 454.35 | 2,958.13 | 1,793.10 | 84.04 | 63.68 | 1,732.23 | 439.58 | 30.45 | 473.99 | 279.23 |
| Charitable Contributions | - | 2,000.00 | 1,000.00 | 1,000.00 | - | - | 56.44 | - | 500.00 | - | - | (90.00) | - | - | - |
| Office Expenses | 496.96 | 934.97 | 1,239.59 | 909.17 | 292.99 | 138.65 | 887.80 | 1,155.34 | 278.07 | 321.22 | 1,071.06 | (1,250.00) | 283.85 | 386.23 | 1,014.21 |
| Payroll & Wage Expense | 1,001.87 | 4,858.99 | 5,235.83 | 10,894.40 | 1,166.24 | 4,997.90 | 7,593.72 | 16,788.04 | 1,467.48 | 2,598.58 | 5,682.33 | 14,014.29 | 950.93 | 3,080.57 | 8,556.72 |
| Tools & Supplies | - | - | - | 143.65 | - | - | - | 79.95 | 98.70 | 10.53 | - | 57.33 | 58.25 | 28.55 | - |
| Display & Packaging | 71.68 | 499.55 | 302.95 | 73.41 | 932.50 | 208.90 | 852.90 | 242.73 | 212.50 | 326.83 | 1,750.30 | 1,384.88 | 348.61 | 3.90 | 1,559.70 |
| Rent Expense | 4,000.00 | 9,544.66 | 5,121.46 | 16,022.63 | 6,687.09 | 9,230.00 | 7,980.76 | 17,257.55 | 6,794.11 | 4,609.33 | 11,810.13 | 19,104.83 | 6,711.57 | 9,747.19 | 9,778.27 |
| Professional Fees | 640.41 | 375.50 | 1,343.34 | 2,730.00 | 10.47 | 1,166.33 | 895.00 | 1,679.00 | 1,581.00 | 742.17 | 895.00 | 4,310.00 | - | 1,383.00 | 895.00 |
| Total Operating Expenses | 11,918.91 | 32,738.55 | 31,713.98 | 53,319.65 | 10,288.89 | 24,565.38 | 32,555.76 | 73,216.45 | 19,399.89 | 15,764.42 | 36,811.57 | 53,856.36 | 10,766.77 | 23,644.87 | 38,738.07 |
| Net Income | 4,100.82 | (6,446.01) | 21,468.47 | 38,915.45 | 5,680.57 | (2,065.33) | 5,685.03 | (17,032.93) | (289.24) | 20,239.57 | 14,104.05 | 665.74 | 11,082.64 | 9,013.00 | 17,737.65 |



INCOME STATEMENT MONTHLY COMPARISON

Year over Year

Income

Jan 2016

Jan 2017

Jan 2018

Jan 2019

Retail Sales

1,211.95

4,749.76

6,617.71

16,200.09

Wholesale Sales

25,885.14

32,483.11

66,660.70

110,758.46

Interest Income

-

0.16

32.32

187.70

Shipping and Handling

1,703.02

1,472.10

2,582.37

3,923.85

Total Income

28,800.11

38,705.13

75,893.10

131,070.10

| Income | Jan 2016 | Jan 2017 | Jan 2018 | Jan 2019 | Feb 2016 | Feb 2017 | Feb 2018 | Feb 2019 | Mar 2016 | Mar 2017 | Mar 2018 | Mar 2019 | Apr 2016 | Apr 2017 | Apr 2018 |
|---------------------------------|------------------|-------------------|------------------|-------------------|------------------|-------------------|------------------|--------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Retail Sales | 1,211.95 | 4,749.76 | 6,617.71 | 16,200.09 | 1,944.83 | 4,928.23 | 12,956.79 | 16,179.19 | 2,055.96 | 13,200.59 | 8,845.95 | 21,903.16 | 2,205.82 | 6,338.89 | 8,491.21 |
| Wholesale Sales | 25,885.14 | 32,483.11 | 66,660.70 | 110,758.46 | 18,350.75 | 25,929.42 | 38,436.50 | 59,325.81 | 25,265.02 | 35,547.70 | 60,560.50 | 47,742.89 | 32,422.52 | 39,519.13 | 68,426.58 |
| Interest Income | - | 0.16 | 32.32 | 187.70 | - | 0.13 | 27.96 | 151.39 | - | 0.14 | 40.94 | 137.77 | - | 0.16 | 61.67 |
| Shipping and Handling | 1,703.02 | 1,472.10 | 2,582.37 | 3,923.85 | 1,388.30 | 1,423.34 | 1,925.75 | 3,283.72 | 1,389.78 | 1,969.60 | 2,857.68 | 3,696.30 | 1,879.25 | 1,461.84 | 2,933.45 |
| Total Income | 28,800.11 | 38,705.13 | 75,893.10 | 131,070.10 | 21,683.88 | 32,281.12 | 53,347.00 | 78,940.11 | 28,710.76 | 50,718.03 | 72,305.07 | 73,480.12 | 36,507.59 | 47,320.02 | 79,912.91 |
| Cost of Goods Sold | | | | | | | | | | | | | | | |
| COGS | 9,603.63 | 8,093.04 | 14,544.50 | 25,304.21 | 2,233.92 | 6,328.77 | 9,820.71 | 14,383.96 | 5,839.72 | 9,519.59 | 13,919.20 | 11,963.79 | 9,659.93 | 9,248.20 | 15,335.13 |
| COGS: Labor | 3,176.75 | 4,319.55 | 8,166.15 | 13,530.79 | 3,480.50 | 3,452.30 | 5,285.50 | 8,372.63 | 3,760.39 | 5,194.45 | 7,470.25 | 6,994.23 | 4,998.25 | 5,413.95 | 8,102.06 |
| Total Cost of Goods Sold | 12,780.38 | 12,412.59 | 22,710.65 | 38,835.00 | 5,714.42 | 9,781.07 | 15,106.21 | 22,756.59 | 9,600.11 | 14,714.04 | 21,389.45 | 18,958.02 | 14,658.18 | 14,662.15 | 23,437.19 |
| Gross Profit | 16,019.73 | 26,292.54 | 53,182.45 | 92,235.10 | 15,969.46 | 22,500.05 | 38,240.79 | 56,183.52 | 19,110.65 | 36,003.99 | 50,915.62 | 54,522.10 | 21,849.41 | 32,657.87 | 56,475.72 |
| Operating Expenses | | | | | | | | | | | | | | | |
| Selling Fees | 3,542.97 | 12,607.22 | 8,969.35 | 18,906.26 | 281.27 | 7,403.14 | 10,677.00 | 23,310.82 | 5,719.53 | 6,210.34 | 11,622.61 | 11,973.09 | 926.73 | 6,977.53 | 15,753.42 |
| Advertising | 752.86 | 986.09 | 2,048.63 | 1,729.47 | 167.56 | 793.73 | 336.12 | 10,397.63 | 2,002.46 | 724.31 | 742.96 | 3,578.49 | 589.38 | 1,259.71 | 510.47 |
| General Admin Expense | 1,400.24 | (16.43) | 305.51 | 391.20 | 672.00 | 172.38 | 317.89 | 512.29 | 662.00 | 157.43 | 1,504.95 | 333.87 | 867.00 | 304.20 | 391.05 |
| Travel | 11.92 | 948.00 | 6,147.32 | 519.46 | 78.77 | 454.35 | 2,958.13 | 1,793.10 | 84.04 | 63.68 | 1,732.23 | 439.58 | 30.45 | 473.99 | 279.23 |
| Charitable Contributions | - | 2,000.00 | 1,000.00 | 1,000.00 | - | - | 56.44 | - | 500.00 | - | - | (90.00) | - | - | - |
| Office Expenses | 496.96 | 934.97 | 1,239.59 | 909.17 | 292.99 | 138.65 | 887.80 | 1,155.34 | 278.07 | 321.22 | 1,071.06 | (1,250.00) | 283.85 | 386.23 | 1,014.21 |
| Payroll & Wage Expense | 1,001.87 | 4,858.99 | 5,235.83 | 10,894.40 | 1,166.24 | 4,997.90 | 7,593.72 | 16,788.04 | 1,467.48 | 2,598.58 | 5,682.33 | 14,014.29 | 950.93 | 3,080.57 | 8,556.72 |
| Tools & Supplies | - | - | - | 143.65 | - | - | - | 79.95 | 98.70 | 10.53 | - | 57.33 | 58.25 | 28.55 | - |
| Display & Packaging | 71.68 | 499.55 | 302.95 | 73.41 | 932.50 | 208.90 | 852.90 | 242.73 | 212.50 | 326.83 | 1,750.30 | 1,384.88 | 348.61 | 3.90 | 1,559.70 |
| Rent Expense | 4,000.00 | 9,544.66 | 5,121.46 | 16,022.63 | 6,687.09 | 9,230.00 | 7,980.76 | 17,257.55 | 6,794.11 | 4,609.33 | 11,810.13 | 19,104.83 | 6,711.57 | 9,747.19 | 9,778.27 |
| Professional Fees | 640.41 | 375.50 | 1,343.34 | 2,730.00 | 10.47 | 1,166.33 | 895.00 | 1,679.00 | 1,581.00 | 742.17 | 895.00 | 4,310.00 | - | 1,383.00 | 895.00 |
| Total Operating Expenses | 11,918.91 | 32,738.55 | 31,713.98 | 53,319.65 | 10,288.89 | 24,565.38 | 32,555.76 | 73,216.45 | 19,399.89 | 15,764.42 | 36,811.57 | 53,856.36 | 10,766.77 | 23,644.87 | 38,738.07 |
| Net Income | 4,100.82 | (6,446.01) | 21,468.47 | 38,915.45 | 5,680.57 | (2,065.33) | 5,685.03 | (17,032.93) | (289.24) | 20,239.57 | 14,104.05 | 665.74 | 11,082.64 | 9,013.00 | 17,737.65 |



INCOME STATEMENT MONTHLY COMPARISON

Year over Year

| Cost of Goods Sold | Jan 2016 | Jan 2017 | Jan 2018 | Jan 2019 |
|---------------------------------|------------------|------------------|-----------|-----------|
| COGS | 9,603.63 | 8,093.04 | 14,544.50 | 25,304.21 |
| COGS: Labor | 3,176.75 | 4,319.55 | 8,166.15 | 13,530.79 |
| Total Cost of Goods Sold | 12,780.38 | 12,412.59 | 22,710.65 | 38,835.00 |
| Gross Profit | 16,019.73 | 26,292.54 | 53,182.45 | 92,235.10 |

| Income | Jan 2016 | Jan 2017 | Jan 2018 | Jan 2019 | Feb 2016 | Feb 2017 | Feb 2018 | Feb 2019 | Mar 2016 | Mar 2017 | Mar 2018 | Mar 2019 | Apr 2016 | Apr 2017 | Apr 2018 |
|---------------------------------|------------------|-------------------|------------------|-------------------|------------------|-------------------|------------------|--------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Retail Sales | 1,211.95 | 4,749.76 | 6,617.71 | 16,200.09 | 1,944.83 | 4,928.23 | 12,956.79 | 16,179.19 | 2,055.96 | 13,200.59 | 8,845.95 | 21,903.16 | 2,205.82 | 6,338.89 | 8,491.21 |
| Wholesale Sales | 25,885.14 | 32,483.11 | 66,660.70 | 110,758.46 | 18,350.75 | 25,929.42 | 38,436.50 | 59,325.81 | 25,265.02 | 35,547.70 | 60,560.50 | 47,742.89 | 32,422.52 | 39,519.13 | 68,426.58 |
| Interest Income | - | 0.16 | 32.32 | 187.70 | - | 0.13 | 27.96 | 151.39 | - | 0.14 | 40.94 | 137.77 | - | 0.16 | 61.67 |
| Shipping and Handling | 1,703.02 | 1,472.10 | 2,582.37 | 3,923.85 | 1,388.30 | 1,423.34 | 1,925.75 | 3,283.72 | 1,389.78 | 1,969.60 | 2,857.68 | 3,696.30 | 1,879.25 | 1,461.84 | 2,933.45 |
| Total Income | 28,800.11 | 38,705.13 | 75,893.10 | 131,070.10 | 21,683.88 | 32,281.12 | 53,347.00 | 78,940.11 | 28,710.76 | 50,718.03 | 72,305.07 | 73,480.12 | 36,507.59 | 47,320.02 | 79,912.91 |
| Cost of Goods Sold | | | | | | | | | | | | | | | |
| COGS | 9,603.63 | 8,093.04 | 14,544.50 | 25,304.21 | 2,233.92 | 6,328.77 | 9,820.71 | 14,383.96 | 5,839.72 | 9,519.59 | 13,919.20 | 11,963.79 | 9,659.93 | 9,248.20 | 15,335.13 |
| COGS: Labor | 3,176.75 | 4,319.55 | 8,166.15 | 13,530.79 | 3,480.50 | 3,452.30 | 5,285.50 | 8,372.63 | 3,760.39 | 5,194.45 | 7,470.25 | 6,994.23 | 4,998.25 | 5,413.95 | 8,102.06 |
| Total Cost of Goods Sold | 12,780.38 | 12,412.59 | 22,710.65 | 38,835.00 | 5,714.42 | 9,781.07 | 15,106.21 | 22,756.59 | 9,600.11 | 14,714.04 | 21,389.45 | 18,958.02 | 14,658.18 | 14,662.15 | 23,437.19 |
| Gross Profit | 16,019.73 | 26,292.54 | 53,182.45 | 92,235.10 | 15,969.46 | 22,500.05 | 38,240.79 | 56,183.52 | 19,110.65 | 36,003.99 | 50,915.62 | 54,522.10 | 21,849.41 | 32,657.87 | 56,475.72 |
| Operating Expenses | | | | | | | | | | | | | | | |
| Selling Fees | 3,542.97 | 12,607.22 | 8,969.35 | 18,906.26 | 281.27 | 7,403.14 | 10,677.00 | 23,310.82 | 5,719.53 | 6,210.34 | 11,622.61 | 11,973.09 | 926.73 | 6,977.53 | 15,753.42 |
| Advertising | 752.86 | 986.09 | 2,048.63 | 1,729.47 | 167.56 | 793.73 | 336.12 | 10,397.63 | 2,002.46 | 724.31 | 742.96 | 3,578.49 | 589.38 | 1,259.71 | 510.47 |
| General Admin Expense | 1,400.24 | (16.43) | 305.51 | 391.20 | 672.00 | 172.38 | 317.89 | 512.29 | 662.00 | 157.43 | 1,504.95 | 333.87 | 867.00 | 304.20 | 391.05 |
| Travel | 11.92 | 948.00 | 6,147.32 | 519.46 | 78.77 | 454.35 | 2,958.13 | 1,793.10 | 84.04 | 63.68 | 1,732.23 | 439.58 | 30.45 | 473.99 | 279.23 |
| Charitable Contributions | - | 2,000.00 | 1,000.00 | 1,000.00 | - | - | 56.44 | - | 500.00 | - | - | (90.00) | - | - | - |
| Office Expenses | 496.96 | 934.97 | 1,239.59 | 909.17 | 292.99 | 138.65 | 887.80 | 1,155.34 | 278.07 | 321.22 | 1,071.06 | (1,250.00) | 283.85 | 386.23 | 1,014.21 |
| Payroll & Wage Expense | 1,001.87 | 4,858.99 | 5,235.83 | 10,894.40 | 1,166.24 | 4,997.90 | 7,593.72 | 16,788.04 | 1,467.48 | 2,598.58 | 5,682.33 | 14,014.29 | 950.93 | 3,080.57 | 8,556.72 |
| Tools & Supplies | - | - | - | 143.65 | - | - | - | 79.95 | 98.70 | 10.53 | - | 57.33 | 58.25 | 28.55 | - |
| Display & Packaging | 71.68 | 499.55 | 302.95 | 73.41 | 932.50 | 208.90 | 852.90 | 242.73 | 212.50 | 326.83 | 1,750.30 | 1,384.88 | 348.61 | 3.90 | 1,559.70 |
| Rent Expense | 4,000.00 | 9,544.66 | 5,121.46 | 16,022.63 | 6,687.09 | 9,230.00 | 7,980.76 | 17,257.55 | 6,794.11 | 4,609.33 | 11,810.13 | 19,104.83 | 6,711.57 | 9,747.19 | 9,778.27 |
| Professional Fees | 640.41 | 375.50 | 1,343.34 | 2,730.00 | 10.47 | 1,166.33 | 895.00 | 1,679.00 | 1,581.00 | 742.17 | 895.00 | 4,310.00 | - | 1,383.00 | 895.00 |
| Total Operating Expenses | 11,918.91 | 32,738.55 | 31,713.98 | 53,319.65 | 10,288.89 | 24,565.38 | 32,555.76 | 73,216.45 | 19,399.89 | 15,764.42 | 36,811.57 | 53,856.36 | 10,766.77 | 23,644.87 | 38,738.07 |
| Net Income | 4,100.82 | (6,446.01) | 21,468.47 | 38,915.45 | 5,680.57 | (2,065.33) | 5,685.03 | (17,032.93) | (289.24) | 20,239.57 | 14,104.05 | 665.74 | 11,082.64 | 9,013.00 | 17,737.65 |



INCOME STATEMENT
MONTHLY COMPARISON
Year over Year

| Operating Expenses | Jan 2016 | Jan 2017 | Jan 2018 | Jan 2019 |
|---------------------------------|------------------|-------------------|------------------|------------------|
| Selling Fees | 3,542.97 | 12,607.22 | 8,969.35 | 18,906.26 |
| Advertising | 752.86 | 986.09 | 2,048.63 | 1,729.47 |
| General Admin Expense | 1,400.24 | (16.43) | 305.51 | 391.20 |
| Travel | 11.92 | 948.00 | 6,147.32 | 519.46 |
| Charitable Contributions | - | 2,000.00 | 1,000.00 | 1,000.00 |
| Office Expenses | 496.96 | 934.97 | 1,239.59 | 909.17 |
| Payroll & Wage Expense | 1,001.87 | 4,858.99 | 5,235.83 | 10,894.40 |
| Tools & Supplies | - | - | - | 143.65 |
| Display & Packaging | 71.68 | 499.55 | 302.95 | 73.41 |
| Rent Expense | 4,000.00 | 9,544.66 | 5,121.46 | 16,022.63 |
| Professional Fees | 640.41 | 375.50 | 1,343.34 | 2,730.00 |
| Total Operating Expenses | 11,918.91 | 32,738.55 | 31,713.98 | 53,319.65 |
| Net Income | 4,100.82 | (6,446.01) | 21,468.47 | 38,915.45 |

| Revenue | 2018 | 2018 % of Revenue | 2017 | 2017 % of Revenue | 2016 | 2016 % of Revenue | 2015 | 2015 % of Revenue | 2014 | 2014 % of Revenue |
|-------------------------------------|---------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|
| Retail Sales | 157,096.70 | 14.74% | 92,798.47 | 14.62% | 45,435.73 | 9.15% | 186,746.42 | 78.90% | 111,870.20 | 100.00% |
| Wholesale Sales | 873,281.93 | 81.93% | 518,729.93 | 81.70% | 428,934.18 | 86.35% | 50,729.56 | 21.43% | - | - |
| Shipping and Handling | 35,478.81 | 3.33% | 23,414.55 | 3.69% | 22,368.63 | 4.50% | (784.45) | -0.33% | - | - |
| Total Revenue | 1,065,857.44 | 100.00% | 634,942.95 | 100.00% | 496,738.54 | 100.00% | 236,691.53 | 100.00% | 111,870.20 | 100.00% |
| Cost of Sales | | | | | | | | | | |
| COGS | 200,307.56 | 18.79% | 130,966.33 | 20.63% | 137,114.92 | 27.60% | 71,885.60 | 30.37% | 42,445.27 | 37.94% |
| COGS: Labor | 112,175.95 | 10.52% | 71,513.25 | 11.26% | 72,627.18 | 14.62% | 32,929.92 | 13.91% | 12,636.10 | 11.30% |
| Total Cost of Sales | 312,483.51 | 29.32% | 202,479.58 | 31.89% | 209,742.10 | 42.22% | 104,815.52 | 44.28% | 55,081.37 | 49.24% |
| Gross Profit | 753,373.93 | 70.68% | 432,463.37 | 68.11% | 286,996.44 | 57.78% | 131,876.01 | 55.72% | 56,788.83 | 50.76% |
| Gross Profit % | 70.68 | 0.01% | 68.11 | 0.01% | 57.78 | 0.01% | 55.72 | 0.02% | 50.76 | 0.05% |
| Expenses | | | | | | | | | | |
| Selling Fees | 174,108.78 | 16.34% | 121,181.31 | 19.09% | 66,141.19 | 13.32% | 33,075.77 | 13.97% | 9,820.63 | 8.78% |
| Advertising | 36,605.49 | 3.43% | 35,064.14 | 5.52% | 15,808.80 | 3.18% | 13,646.70 | 5.77% | 5,687.44 | 5.08% |
| Travel | 14,772.98 | 1.39% | 6,373.88 | 1.00% | 5,201.09 | 1.05% | 3,868.10 | 1.63% | 4,605.31 | 4.12% |
| Displays & Packaging | 16,177.74 | 1.52% | 10,217.47 | 1.61% | 13,732.03 | 2.76% | 8,520.57 | 3.60% | 5,718.00 | 5.11% |
| General Admin | 120,724.18 | 11.33% | 98,514.47 | 15.52% | 96,752.31 | 19.48% | 4,068.09 | 1.72% | 3,670.50 | 3.28% |
| Office Expenses | 18,429.22 | 1.73% | 6,779.49 | 1.07% | 5,233.42 | 1.05% | 3,716.87 | 1.57% | 7,690.79 | 6.87% |
| Payroll & Wage Expense | 162,737.59 | 15.27% | 61,485.04 | 9.68% | 32,320.40 | 6.51% | 20,077.91 | 8.48% | - | - |
| Professional Fees | 14,168.34 | 1.33% | 7,788.58 | 1.23% | 4,331.88 | 0.87% | 711.87 | 0.30% | 1,083.02 | 0.97% |
| Rent Expense | 31,754.82 | 2.98% | 13,752.25 | 2.17% | 7,051.76 | 1.42% | 4,756.27 | 2.01% | 1,425.00 | 1.27% |
| Total Expenses | 589,479.14 | 55.31% | 361,156.63 | 56.88% | 246,572.88 | 49.64% | 92,442.15 | 39.06% | 39,700.69 | 35.49% |
| Operating Income | 163,894.79 | 15.38% | 71,306.74 | 11.23% | 40,423.56 | 8.14% | 39,433.86 | 16.66% | 17,088.14 | 15.27% |
| Other Income/(Expense) | | | | | | | | | | |
| Other Income (Expense) | (335.29) | -0.03% | (2,311.94) | -0.36% | (5,309.76) | -1.07% | (9,293.55) | -3.93% | (6,213.80) | -5.55% |
| Total Other Income/(Expense) | (335.29) | -0.03% | (2,311.94) | -0.36% | (5,309.76) | -1.07% | (9,293.55) | -3.93% | (6,213.80) | -5.55% |
| Net Income | 163,559.50 | 15.35% | 68,994.80 | 10.87% | 35,113.80 | 7.07% | 30,140.31 | 12.73% | 10,874.34 | 9.72% |

| Revenue | 2018 | 2018 % of Revenue | 2017 | 2017 % of Revenue | 2016 | 2016 % of Revenue | 2015 | 2015 % of Revenue | 2014 | 2014 % of Revenue |
|-----------------------|---------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|
| Retail Sales | 157,096.70 | 14.74% | 92,798.47 | 14.62% | 45,435.73 | 9.15% | 186,746.42 | 78.90% | 111,870.20 | 100.00% |
| Wholesale Sales | 873,281.93 | 81.93% | 518,729.93 | 81.70% | 428,934.18 | 86.35% | 50,729.56 | 21.43% | - | - |
| Shipping and Handling | 35,478.81 | 3.33% | 23,414.55 | 3.69% | 22,368.63 | 4.50% | (784.45) | -0.33% | - | - |
| Total Revenue | 1,065,857.44 | 100.00% | 634,942.95 | 100.00% | 496,738.54 | 100.00% | 236,691.53 | 100.00% | 111,870.20 | 100.00% |

Cost of Sales

| | | | | | | | | | | |
|----------------------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|------------------|---------------|
| COGS | 200,307.56 | 18.79% | 130,966.33 | 20.63% | 137,114.92 | 27.60% | 71,885.60 | 30.37% | 42,445.27 | 37.94% |
| COGS: Labor | 112,175.95 | 10.52% | 71,513.25 | 11.26% | 72,627.18 | 14.62% | 32,929.92 | 13.91% | 12,636.10 | 11.30% |
| Total Cost of Sales | 312,483.51 | 29.32% | 202,479.58 | 31.89% | 209,742.10 | 42.22% | 104,815.52 | 44.28% | 55,081.37 | 49.24% |

| | | | | | | | | | | |
|---------------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|------------------|---------------|
| Gross Profit | 753,373.93 | 70.68% | 432,463.37 | 68.11% | 286,996.44 | 57.78% | 131,876.01 | 55.72% | 56,788.83 | 50.76% |
|---------------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|------------------|---------------|

Expenses

| | | | | | | | | | | |
|------------------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|------------------|---------------|------------------|---------------|
| Selling Fees | 174,108.78 | 16.34% | 121,181.31 | 19.09% | 66,141.19 | 13.32% | 33,075.77 | 13.97% | 9,820.63 | 8.78% |
| Advertising | 36,605.49 | 3.43% | 35,064.14 | 5.52% | 15,808.80 | 3.18% | 13,646.70 | 5.77% | 5,687.44 | 5.08% |
| Travel | 14,772.98 | 1.39% | 6,373.88 | 1.00% | 5,201.09 | 1.05% | 3,868.10 | 1.63% | 4,605.31 | 4.12% |
| Displays & Packaging | 16,177.74 | 1.52% | 10,217.47 | 1.61% | 13,732.03 | 2.76% | 8,520.57 | 3.60% | 5,718.00 | 5.11% |
| General Admin | 120,724.18 | 11.33% | 98,514.47 | 15.52% | 96,752.31 | 19.48% | 4,068.09 | 1.72% | 3,670.50 | 3.28% |
| Office Expenses | 18,429.22 | 1.73% | 6,779.49 | 1.07% | 5,233.42 | 1.05% | 3,716.87 | 1.57% | 7,690.79 | 6.87% |
| Payroll & Wage Expense | 162,737.59 | 15.27% | 61,485.04 | 9.68% | 32,320.40 | 6.51% | 20,077.91 | 8.48% | - | - |
| Professional Fees | 14,168.34 | 1.33% | 7,788.58 | 1.23% | 4,331.88 | 0.87% | 711.87 | 0.30% | 1,083.02 | 0.97% |
| Rent Expense | 31,754.82 | 2.98% | 13,752.25 | 2.17% | 7,051.76 | 1.42% | 4,756.27 | 2.01% | 1,425.00 | 1.27% |
| Total Expenses | 589,479.14 | 55.31% | 361,156.63 | 56.88% | 246,572.88 | 49.64% | 92,442.15 | 39.06% | 39,700.69 | 35.49% |

| | | | | | | | | | | |
|-------------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|---------------|
| Operating Income | 163,894.79 | 15.38% | 71,306.74 | 11.23% | 40,423.56 | 8.14% | 39,433.86 | 16.66% | 17,088.14 | 15.27% |
|-------------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|---------------|

Other Income/(Expense)

| | | | | | | | | | | |
|-------------------------------------|-----------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|
| Other Income (Expense) | (335.29) | -0.03% | (2,311.94) | -0.36% | (5,309.76) | -1.07% | (9,293.55) | -3.93% | (6,213.80) | -5.55% |
| Total Other Income/(Expense) | (335.29) | -0.03% | (2,311.94) | -0.36% | (5,309.76) | -1.07% | (9,293.55) | -3.93% | (6,213.80) | -5.55% |

| | | | | | | | | | | |
|-------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|--------------|
| Net Income | 163,559.50 | 15.35% | 68,994.80 | 10.87% | 35,113.80 | 7.07% | 30,140.31 | 12.73% | 10,874.34 | 9.72% |
|-------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|--------------|

| Revenue | 2018 | 2018 % of Revenue | 2017 | 2017 % of Revenue | 2016 | 2016 % of Revenue | 2015 | 2015 % of Revenue | 2014 | 2014 % of Revenue |
|-----------------------|---------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|
| Retail Sales | 157,096.70 | 14.74% | 92,798.47 | 14.62% | 45,435.73 | 9.15% | 186,746.42 | 78.90% | 111,870.20 | 100.00% |
| Wholesale Sales | 873,281.93 | 81.93% | 518,729.93 | 81.70% | 428,934.18 | 86.35% | 50,729.56 | 21.43% | - | - |
| Shipping and Handling | 35,478.81 | 3.33% | 23,414.55 | 3.69% | 22,368.63 | 4.50% | (784.45) | -0.33% | - | - |
| Total Revenue | 1,065,857.44 | 100.00% | 634,942.95 | 100.00% | 496,738.54 | 100.00% | 236,691.53 | 100.00% | 111,870.20 | 100.00% |

Cost of Sales

| | | | | | | | | | | |
|----------------------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|------------------|---------------|
| COGS | 200,307.56 | 18.79% | 130,966.33 | 20.63% | 137,114.92 | 27.60% | 71,885.60 | 30.37% | 42,445.27 | 37.94% |
| COGS: Labor | 112,175.95 | 10.52% | 71,513.25 | 11.26% | 72,627.18 | 14.62% | 32,929.92 | 13.91% | 12,636.10 | 11.30% |
| Total Cost of Sales | 312,483.51 | 29.32% | 202,479.58 | 31.89% | 209,742.10 | 42.22% | 104,815.52 | 44.28% | 55,081.37 | 49.24% |

Gross Profit

| | | | | | | | | | | |
|---------------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|------------------|---------------|
| Gross Profit | 753,373.93 | 70.68% | 432,463.37 | 68.11% | 286,996.44 | 57.78% | 131,876.01 | 55.72% | 56,788.83 | 50.76% |
|---------------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|------------------|---------------|

Expenses

| | | | | | | | | | | |
|------------------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|------------------|---------------|------------------|---------------|
| Selling Fees | 174,108.78 | 16.34% | 121,181.31 | 19.09% | 66,141.19 | 13.32% | 33,075.77 | 13.97% | 9,820.63 | 8.78% |
| Advertising | 36,605.49 | 3.43% | 35,064.14 | 5.52% | 15,808.80 | 3.18% | 13,646.70 | 5.77% | 5,687.44 | 5.08% |
| Travel | 14,772.98 | 1.39% | 6,373.88 | 1.00% | 5,201.09 | 1.05% | 3,868.10 | 1.63% | 4,605.31 | 4.12% |
| Displays & Packaging | 16,177.74 | 1.52% | 10,217.47 | 1.61% | 13,732.03 | 2.76% | 8,520.57 | 3.60% | 5,718.00 | 5.11% |
| General Admin | 120,724.18 | 11.33% | 98,514.47 | 15.52% | 96,752.31 | 19.48% | 4,068.09 | 1.72% | 3,670.50 | 3.28% |
| Office Expenses | 18,429.22 | 1.73% | 6,779.49 | 1.07% | 5,233.42 | 1.05% | 3,716.87 | 1.57% | 7,690.79 | 6.87% |
| Payroll & Wage Expense | 162,737.59 | 15.27% | 61,485.04 | 9.68% | 32,320.40 | 6.51% | 20,077.91 | 8.48% | - | - |
| Professional Fees | 14,168.34 | 1.33% | 7,788.58 | 1.23% | 4,331.88 | 0.87% | 711.87 | 0.30% | 1,083.02 | 0.97% |
| Rent Expense | 31,754.82 | 2.98% | 13,752.25 | 2.17% | 7,051.76 | 1.42% | 4,756.27 | 2.01% | 1,425.00 | 1.27% |
| Total Expenses | 589,479.14 | 55.31% | 361,156.63 | 56.88% | 246,572.88 | 49.64% | 92,442.15 | 39.06% | 39,700.69 | 35.49% |

Operating Income

| | | | | | | | | | | |
|-------------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|---------------|
| Operating Income | 163,894.79 | 15.38% | 71,306.74 | 11.23% | 40,423.56 | 8.14% | 39,433.86 | 16.66% | 17,088.14 | 15.27% |
|-------------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|---------------|

Other Income/(Expense)

| | | | | | | | | | | |
|-------------------------------------|-----------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|
| Other Income (Expense) | (335.29) | -0.03% | (2,311.94) | -0.36% | (5,309.76) | -1.07% | (9,293.55) | -3.93% | (6,213.80) | -5.55% |
| Total Other Income/(Expense) | (335.29) | -0.03% | (2,311.94) | -0.36% | (5,309.76) | -1.07% | (9,293.55) | -3.93% | (6,213.80) | -5.55% |

Net Income

| | | | | | | | | | | |
|-------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|--------------|
| Net Income | 163,559.50 | 15.35% | 68,994.80 | 10.87% | 35,113.80 | 7.07% | 30,140.31 | 12.73% | 10,874.34 | 9.72% |
|-------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|--------------|



INCOME STATEMENT ANNUAL COMPARISON

Percent of Revenue

| Revenue | 2018 | 2018 % of Revenue | 2017 | 2017 % of Revenue |
|-----------------------|---------------------|--------------------------|-------------------|--------------------------|
| Retail Sales | 157,096.70 | 14.74% | 92,798.47 | 14.62% |
| Wholesale Sales | 873,281.93 | 81.93% | 518,729.93 | 81.70% |
| Shipping and Handling | 35,478.81 | 3.33% | 23,414.55 | 3.69% |
| Total Revenue | 1,065,857.44 | 100.00% | 634,942.95 | 100.00% |

| Revenue | 2018 | 2018 % of Revenue | 2017 | 2017 % of Revenue | 2016 | 2016 % of Revenue | 2015 | 2015 % of Revenue | 2014 | 2014 % of Revenue |
|-----------------------|---------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|
| Retail Sales | 157,096.70 | 14.74% | 92,798.47 | 14.62% | 45,435.73 | 9.15% | 186,746.42 | 78.90% | 111,870.20 | 100.00% |
| Wholesale Sales | 873,281.93 | 81.93% | 518,729.93 | 81.70% | 428,934.18 | 86.35% | 50,729.56 | 21.43% | - | - |
| Shipping and Handling | 35,478.81 | 3.33% | 23,414.55 | 3.69% | 22,368.63 | 4.50% | (784.45) | -0.33% | - | - |
| Total Revenue | 1,065,857.44 | 100.00% | 634,942.95 | 100.00% | 496,738.54 | 100.00% | 236,691.53 | 100.00% | 111,870.20 | 100.00% |

Cost of Sales

| | | | | | | | | | | |
|----------------------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|------------------|---------------|
| COGS | 200,307.56 | 18.79% | 130,966.33 | 20.63% | 137,114.92 | 27.60% | 71,885.60 | 30.37% | 42,445.27 | 37.94% |
| COGS: Labor | 112,175.95 | 10.52% | 71,513.25 | 11.26% | 72,627.18 | 14.62% | 32,929.92 | 13.91% | 12,636.10 | 11.30% |
| Total Cost of Sales | 312,483.51 | 29.32% | 202,479.58 | 31.89% | 209,742.10 | 42.22% | 104,815.52 | 44.28% | 55,081.37 | 49.24% |
| Gross Profit | 753,373.93 | 70.68% | 432,463.37 | 68.11% | 286,996.44 | 57.78% | 131,876.01 | 55.72% | 56,788.83 | 50.76% |

Expenses

| | | | | | | | | | | |
|------------------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|------------------|---------------|------------------|---------------|
| Selling Fees | 174,108.78 | 16.34% | 121,181.31 | 19.09% | 66,141.19 | 13.32% | 33,075.77 | 13.97% | 9,820.63 | 8.78% |
| Advertising | 36,605.49 | 3.43% | 35,064.14 | 5.52% | 15,808.80 | 3.18% | 13,646.70 | 5.77% | 5,687.44 | 5.08% |
| Travel | 14,772.98 | 1.39% | 6,373.88 | 1.00% | 5,201.09 | 1.05% | 3,868.10 | 1.63% | 4,605.31 | 4.12% |
| Displays & Packaging | 16,177.74 | 1.52% | 10,217.47 | 1.61% | 13,732.03 | 2.76% | 8,520.57 | 3.60% | 5,718.00 | 5.11% |
| General Admin | 120,724.18 | 11.33% | 98,514.47 | 15.52% | 96,752.31 | 19.48% | 4,068.09 | 1.72% | 3,670.50 | 3.28% |
| Office Expenses | 18,429.22 | 1.73% | 6,779.49 | 1.07% | 5,233.42 | 1.05% | 3,716.87 | 1.57% | 7,690.79 | 6.87% |
| Payroll & Wage Expense | 162,737.59 | 15.27% | 61,485.04 | 9.68% | 32,320.40 | 6.51% | 20,077.91 | 8.48% | - | - |
| Professional Fees | 14,168.34 | 1.33% | 7,788.58 | 1.23% | 4,331.88 | 0.87% | 711.87 | 0.30% | 1,083.02 | 0.97% |
| Rent Expense | 31,754.82 | 2.98% | 13,752.25 | 2.17% | 7,051.76 | 1.42% | 4,756.27 | 2.01% | 1,425.00 | 1.27% |
| Total Expenses | 589,479.14 | 55.31% | 361,156.63 | 56.88% | 246,572.88 | 49.64% | 92,442.15 | 39.06% | 39,700.69 | 35.49% |

| | | | | | | | | | | |
|-------------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|---------------|
| Operating Income | 163,894.79 | 15.38% | 71,306.74 | 11.23% | 40,423.56 | 8.14% | 39,433.86 | 16.66% | 17,088.14 | 15.27% |
|-------------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|---------------|

Other Income/(Expense)

| | | | | | | | | | | |
|-------------------------------------|-----------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|
| Other Income (Expense) | (335.29) | -0.03% | (2,311.94) | -0.36% | (5,309.76) | -1.07% | (9,293.55) | -3.93% | (6,213.80) | -5.55% |
| Total Other Income/(Expense) | (335.29) | -0.03% | (2,311.94) | -0.36% | (5,309.76) | -1.07% | (9,293.55) | -3.93% | (6,213.80) | -5.55% |

| | | | | | | | | | | |
|-------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|--------------|
| Net Income | 163,559.50 | 15.35% | 68,994.80 | 10.87% | 35,113.80 | 7.07% | 30,140.31 | 12.73% | 10,874.34 | 9.72% |
|-------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|--------------|



INCOME STATEMENT ANNUAL COMPARISON

Percent of Revenue

Cost of Sales

| | 2018 | 2018 % of Revenue | 2017 | 2017 % of Revenue |
|----------------------------|-------------------|-------------------|-------------------|-------------------|
| COGS | 200,307.56 | 18.79% | 130,966.33 | 20.63% |
| COGS: Labor | 112,175.95 | 10.52% | 71,513.25 | 11.26% |
| Total Cost of Sales | 312,483.51 | 29.32% | 202,479.58 | 31.89% |
| Gross Profit | 753,373.93 | 70.68% | 432,463.37 | 68.11% |

| Revenue | 2018 | 2018 % of Revenue | 2017 | 2017 % of Revenue | 2016 | 2016 % of Revenue | 2015 | 2015 % of Revenue | 2014 | 2014 % of Revenue |
|-----------------------|---------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|-------------------|--------------------------|
| Retail Sales | 157,096.70 | 14.74% | 92,798.47 | 14.62% | 45,435.73 | 9.15% | 186,746.42 | 78.90% | 111,870.20 | 100.00% |
| Wholesale Sales | 873,281.93 | 81.93% | 518,729.93 | 81.70% | 428,934.18 | 86.35% | 50,729.56 | 21.43% | - | - |
| Shipping and Handling | 35,478.81 | 3.33% | 23,414.55 | 3.69% | 22,368.63 | 4.50% | (784.45) | -0.33% | - | - |
| Total Revenue | 1,065,857.44 | 100.00% | 634,942.95 | 100.00% | 496,738.54 | 100.00% | 236,691.53 | 100.00% | 111,870.20 | 100.00% |

Cost of Sales

| | | | | | | | | | | |
|----------------------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|------------------|---------------|
| COGS | 200,307.56 | 18.79% | 130,966.33 | 20.63% | 137,114.92 | 27.60% | 71,885.60 | 30.37% | 42,445.27 | 37.94% |
| COGS: Labor | 112,175.95 | 10.52% | 71,513.25 | 11.26% | 72,627.18 | 14.62% | 32,929.92 | 13.91% | 12,636.10 | 11.30% |
| Total Cost of Sales | 312,483.51 | 29.32% | 202,479.58 | 31.89% | 209,742.10 | 42.22% | 104,815.52 | 44.28% | 55,081.37 | 49.24% |

| | | | | | | | | | | |
|---------------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|------------------|---------------|
| Gross Profit | 753,373.93 | 70.68% | 432,463.37 | 68.11% | 286,996.44 | 57.78% | 131,876.01 | 55.72% | 56,788.83 | 50.76% |
|---------------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|------------------|---------------|

Expenses

| | | | | | | | | | | |
|------------------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|------------------|---------------|------------------|---------------|
| Selling Fees | 174,108.78 | 16.34% | 121,181.31 | 19.09% | 66,141.19 | 13.32% | 33,075.77 | 13.97% | 9,820.63 | 8.78% |
| Advertising | 36,605.49 | 3.43% | 35,064.14 | 5.52% | 15,808.80 | 3.18% | 13,646.70 | 5.77% | 5,687.44 | 5.08% |
| Travel | 14,772.98 | 1.39% | 6,373.88 | 1.00% | 5,201.09 | 1.05% | 3,868.10 | 1.63% | 4,605.31 | 4.12% |
| Displays & Packaging | 16,177.74 | 1.52% | 10,217.47 | 1.61% | 13,732.03 | 2.76% | 8,520.57 | 3.60% | 5,718.00 | 5.11% |
| General Admin | 120,724.18 | 11.33% | 98,514.47 | 15.52% | 96,752.31 | 19.48% | 4,068.09 | 1.72% | 3,670.50 | 3.28% |
| Office Expenses | 18,429.22 | 1.73% | 6,779.49 | 1.07% | 5,233.42 | 1.05% | 3,716.87 | 1.57% | 7,690.79 | 6.87% |
| Payroll & Wage Expense | 162,737.59 | 15.27% | 61,485.04 | 9.68% | 32,320.40 | 6.51% | 20,077.91 | 8.48% | - | - |
| Professional Fees | 14,168.34 | 1.33% | 7,788.58 | 1.23% | 4,331.88 | 0.87% | 711.87 | 0.30% | 1,083.02 | 0.97% |
| Rent Expense | 31,754.82 | 2.98% | 13,752.25 | 2.17% | 7,051.76 | 1.42% | 4,756.27 | 2.01% | 1,425.00 | 1.27% |
| Total Expenses | 589,479.14 | 55.31% | 361,156.63 | 56.88% | 246,572.88 | 49.64% | 92,442.15 | 39.06% | 39,700.69 | 35.49% |

| | | | | | | | | | | |
|-------------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|---------------|
| Operating Income | 163,894.79 | 15.38% | 71,306.74 | 11.23% | 40,423.56 | 8.14% | 39,433.86 | 16.66% | 17,088.14 | 15.27% |
|-------------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|---------------|

Other Income/(Expense)

| | | | | | | | | | | |
|-------------------------------------|-----------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|-------------------|---------------|
| Other Income (Expense) | (335.29) | -0.03% | (2,311.94) | -0.36% | (5,309.76) | -1.07% | (9,293.55) | -3.93% | (6,213.80) | -5.55% |
| Total Other Income/(Expense) | (335.29) | -0.03% | (2,311.94) | -0.36% | (5,309.76) | -1.07% | (9,293.55) | -3.93% | (6,213.80) | -5.55% |

| | | | | | | | | | | |
|-------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|--------------|
| Net Income | 163,559.50 | 15.35% | 68,994.80 | 10.87% | 35,113.80 | 7.07% | 30,140.31 | 12.73% | 10,874.34 | 9.72% |
|-------------------|-------------------|---------------|------------------|---------------|------------------|--------------|------------------|---------------|------------------|--------------|



INCOME STATEMENT ANNUAL COMPARISON

Percent of Revenue

| Expenses | 2018 | 2018 % of Revenue | 2017 | 2017 % of Revenue |
|-------------------------|-------------------|--------------------------|-------------------|--------------------------|
| Selling Fees | 174,108.78 | 16.34% | 121,181.31 | 19.09% |
| Advertising | 36,605.49 | 3.43% | 35,064.14 | 5.52% |
| Travel | 14,772.98 | 1.39% | 6,373.88 | 1.00% |
| Displays & Packaging | 16,177.74 | 1.52% | 10,217.47 | 1.61% |
| General Admin | 120,724.18 | 11.33% | 98,514.47 | 15.52% |
| Office Expenses | 18,429.22 | 1.73% | 6,779.49 | 1.07% |
| Payroll & Wage Expense | 162,737.59 | 15.27% | 61,485.04 | 9.68% |
| Professional Fees | 14,168.34 | 1.33% | 7,788.58 | 1.23% |
| Rent Expense | 31,754.82 | 2.98% | 13,752.25 | 2.17% |
| Total Expenses | 589,479.14 | 55.31% | 361,156.63 | 56.88% |
| Operating Income | 163,894.79 | 15.38% | 71,306.74 | 11.23% |

BALANCE SHEET

ASSETS

- LIABILITIES

EQUITY

Assets

| | Dec 31, 2018 | Dec 31, 2017 | Dec 31, 2016 |
|---------------------------|-------------------|-------------------|------------------|
| Cash and cash equivalents | 132,374.61 | 69,520.41 | 32,953.16 |
| Accounts receivable | 38,756.82 | 32,966.07 | 31,897.14 |
| Inventory | 54,589.08 | 36,943.91 | 30,557.02 |
| Other assets (current) | 2,400.00 | - | - |
| Non-Current Assets | 2,417.00 | 2,718.00 | 3,019.00 |
| Total Assets | 230,537.51 | 142,148.39 | 98,426.32 |

Liabilities and Equity

Liabilities

Current liabilities

| | | | |
|----------------------------------|-----------------|------------------|------------------|
| Credit cards | 3,108.59 | 5,824.40 | 8,530.54 |
| Accounts payable | (195.00) | 1,119.82 | 3,008.90 |
| Other current liabilities | 1,076.96 | 22,979.20 | 638.97 |
| Total Current liabilities | 3,990.55 | 29,923.42 | 12,178.41 |

Total Liabilities

3,990.55 **29,923.42** **12,178.41**

Equity

| | | | |
|---------------------|-------------------|-------------------|------------------|
| Share capital | 62,987.46 | 43,230.17 | 51,134.11 |
| Retained earnings | 163,559.50 | 68,994.80 | 35,113.80 |
| Total Equity | 226,546.96 | 112,224.97 | 86,247.91 |

Total Liabilities and Equity

230,537.51 **142,148.39** **98,426.32**

Assets

| | Dec 31, 2018 | Dec 31, 2017 | Dec 31, 2016 |
|---------------------------|-------------------|-------------------|------------------|
| Cash and cash equivalents | 132,374.61 | 69,520.41 | 32,953.16 |
| Accounts receivable | 38,756.82 | 32,966.07 | 31,897.14 |
| Inventory | 54,589.08 | 36,943.91 | 30,557.02 |
| Other assets (current) | 2,400.00 | - | - |
| Non-Current Assets | 2,417.00 | 2,718.00 | 3,019.00 |
| Total Assets | 230,537.51 | 142,148.39 | 98,426.32 |

Liabilities and Equity

Liabilities

Current liabilities

| | | | |
|----------------------------------|-----------------|------------------|------------------|
| Credit cards | 3,108.59 | 5,824.40 | 8,530.54 |
| Accounts payable | (195.00) | 1,119.82 | 3,008.90 |
| Other current liabilities | 1,076.96 | 22,979.20 | 638.97 |
| Total Current liabilities | 3,990.55 | 29,923.42 | 12,178.41 |
| Total Liabilities | 3,990.55 | 29,923.42 | 12,178.41 |

Equity

| | | | |
|-------------------------------------|-------------------|-------------------|------------------|
| Share capital | 62,987.46 | 43,230.17 | 51,134.11 |
| Retained earnings | 163,559.50 | 68,994.80 | 35,113.80 |
| Total Equity | 226,546.96 | 112,224.97 | 86,247.91 |
| Total Liabilities and Equity | 230,537.51 | 142,148.39 | 98,426.32 |



BALANCE SHEET ANNUAL COMPARISON

Year over Year

Assets

Dec 31, 2018 Dec 31, 2017 Dec 31, 2016

Cash and cash equivalents

132,374.61 69,520.41 32,953.16

Accounts receivable

38,756.82 32,966.07 31,897.14

Inventory

54,589.08 36,943.91 30,557.02



BALANCE SHEET ANNUAL COMPARISON

Year over Year

Current liabilities

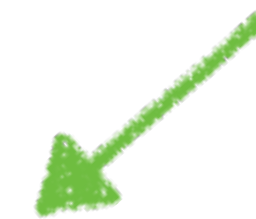
Dec 31, 2018

Dec 31, 2017

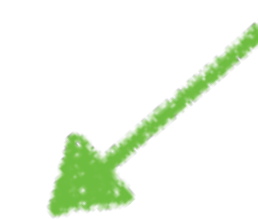
Dec 31, 2016

Credit cards

3,108.59



5,824.40



8,530.54

TIP

Review 12 rolling months,
not
a Fiscal or Calendar Year

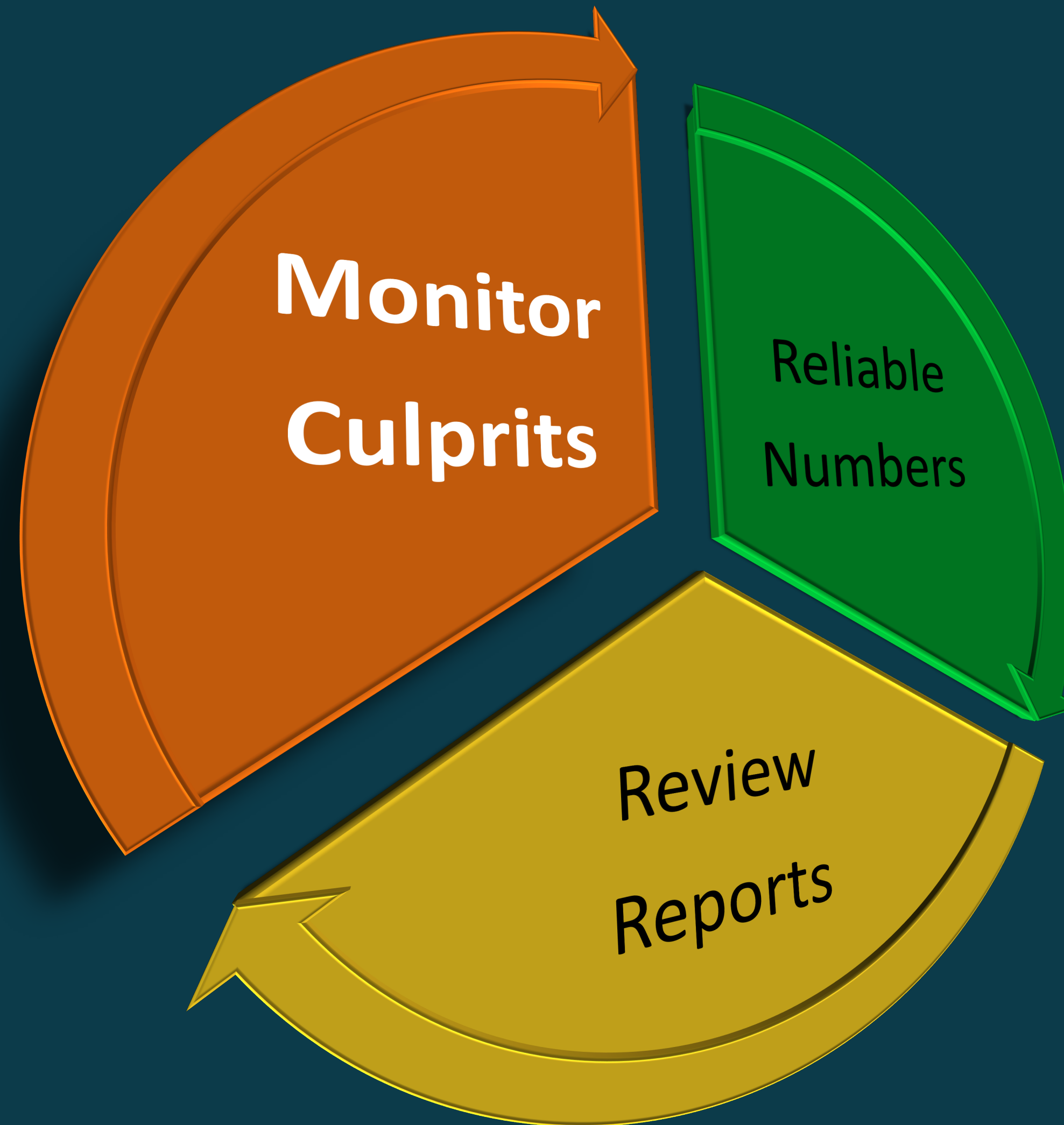
Review Reports

1. **Income Statement**
 - **Monthly** Year-Over-Year
 - **Annual** Percent of Revenue
2. **Balance Sheet Annual**

*“Planning ahead
in a thoughtful manner
can make all the difference
when it comes to survival.”*

- TERRI WALLO-STRAUSS
MJSA CONTRIBUTOR

Monitor Cash Flow Culprits



CASH FLOW

Monitor
Culprits

10 Ways to Prevent & Solve Problems

1. Save
2. Cut Costs
3. Pay Debt
4. Sales
5. Impulse Spending
6. Inventory
7. Timing
8. Bookkeeping
9. Invest
10. Review

POLL

DO YOU SAVE AT LEAST 10%
OF YOUR INCOME?

1. SAVINGS

1. Buffer
2. Operational Savings & Taxes Payable
3. Long Term Savings
4. Unrestricted Savings
5. Investments



Saving = Clarity



*“Saving money isn’t about
depriving yourself.
It’s about deciding you love
Future You as much as
Today You.”*

-CHELSEA FAGAN,
THE FINANCIAL DIET

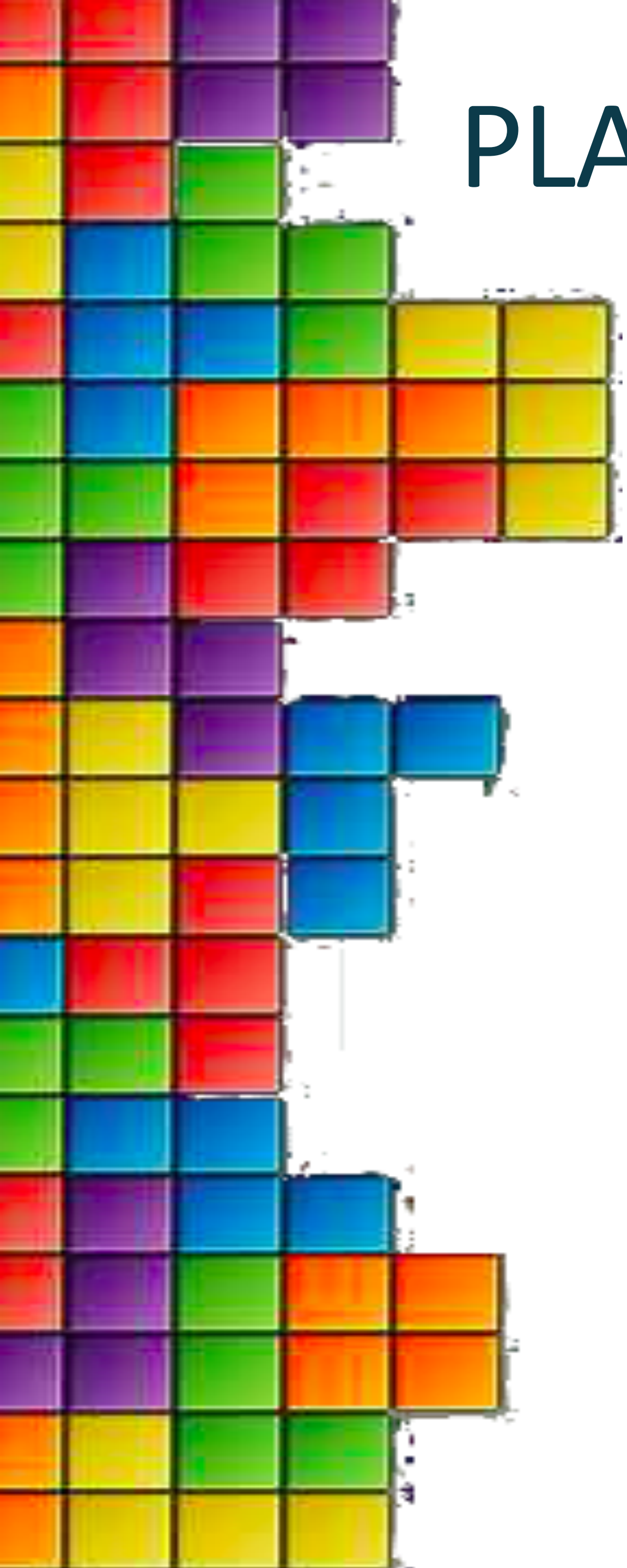
2. CUT COSTS



1. Trim the Fat
2. Play Tetris
3. Ask Questions



PLAY TETRIS WITH UNPLANNED EXPENSES



\$1,629
of \$3,599



\$23,006
of \$24,000



\$3,300
of \$2,800



\$3,437
of \$11,982

Total



\$31,372
of \$42,381

ASK QUESTIONS

1. What is working?
2. What is *not* working?
3. What now?



3. DEBT

1. 90 Day Delay
2. Only Operating Costs
3. Debt Snowball
4. Better Types of Credit

Debt = Confusion





ONLY OPERATING COSTS

1. Recurring Charges
2. Can Automate Payments
3. Known = Easy to Plan

“The debt snowball method is a debt reduction strategy where you pay off debts in order of smallest to largest, gaining momentum as each balance is paid off. When the smallest debt is paid in full, you roll the money you were paying on that debt into the next smallest balance.”

-DAVE RAMSEY,
AUTHOR OF 7 NATIONAL BEST SELLERS
AND HOST OF THE RAMSEY SHOW

4. SELLING

1. Focus
2. Motivate
 - Define
 - Recruit
 - Promote





5. IMPULSE SPENDING

1. Defer to Buyer
2. Involve Team
3. Make a Switch:
 - Identify Spend Purpose and Amount
 - Sinking Fund

Needs > Wants



TEAM

OOH! THERE IT IS!
the "i" in team
IS HIDDEN IN
the "a" hole.

TEAM WORK

- ▶ Raise the Flag
- ▶ Set a Limit Rule

6. INVENTORY

1. Turnover
2. Just in Time
3. AFS Assessment



INVENTORY TURNOVER


$$\frac{\text{SALES}}{\text{INVENTORY}}$$

or

$$\frac{\text{COST OF GOODS SOLD}}{\text{AVERAGE INVENTORY}}$$



INVENTORY GOALS

1. What is your Goal Gross Profit Percentage?
2. What is your Inventory Turnover goal?
3. How much inventory do you have currently?
4. What will your sales be based on your existing inventory?



BALANCE SHEET

ASSETS

- LIABILITIES

EQUITY



INCOME STATEMENT

REVENUES

- COGS

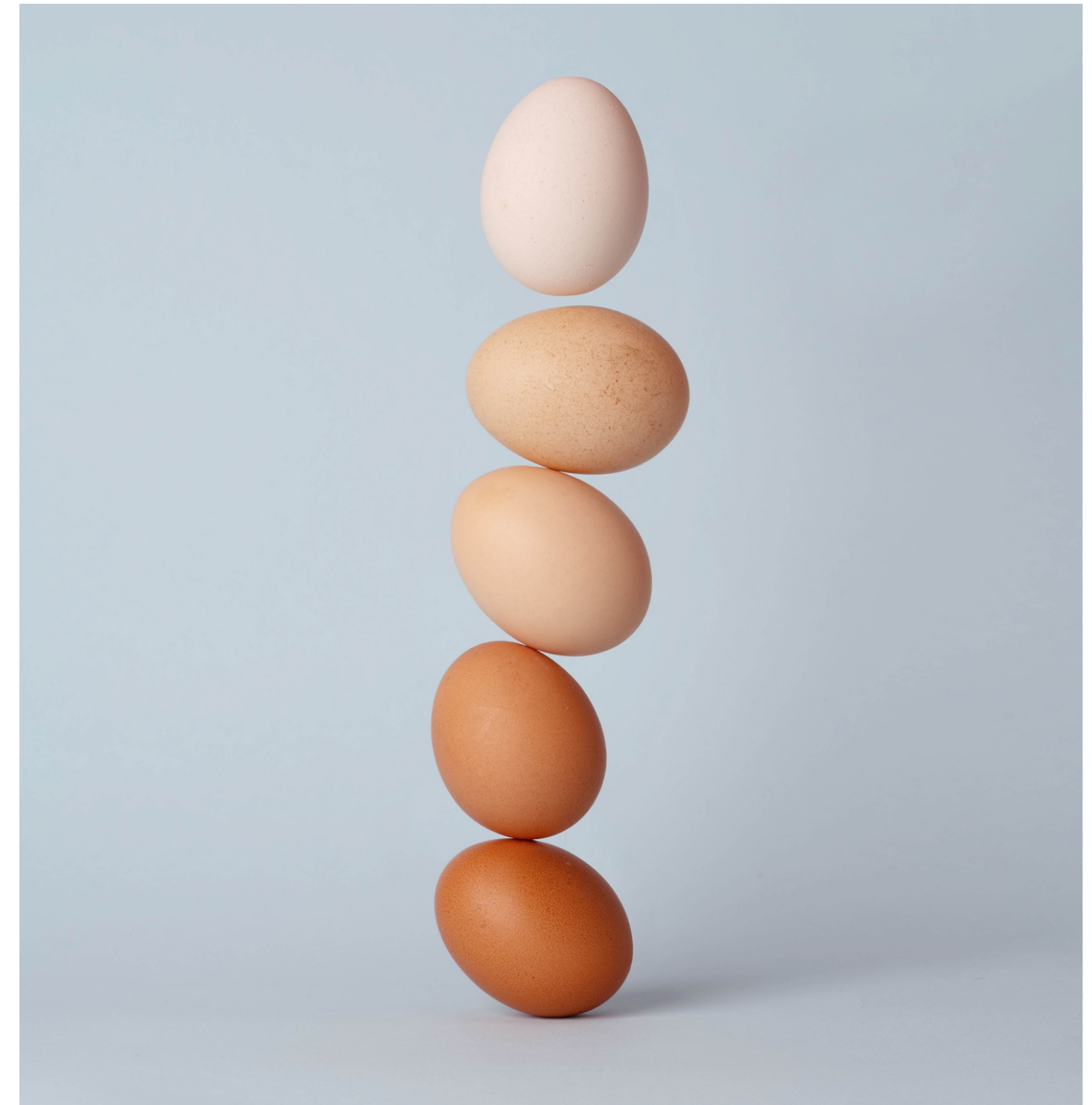
GROSS PROFIT

- OVERHEAD

NET PROFIT

7. TIMING

1. Bills Owed vs Income Received
2. Lag Time in Order Fulfillment Cycle
3. Review Policies



8. BOOKKEEPING



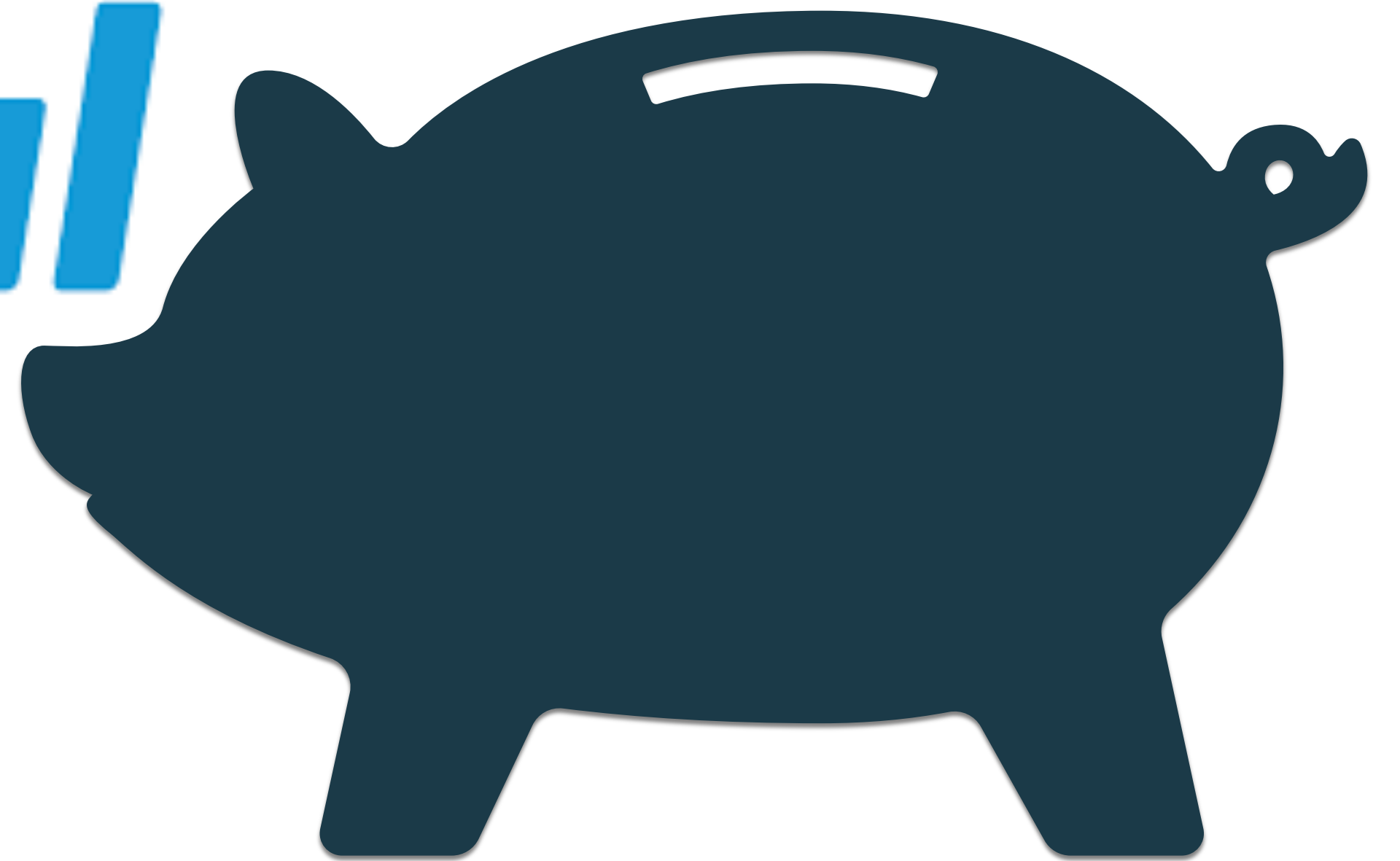
1. Automatic Bank Feeds
2. Going Paperless
3. Monthly Reconciliations
4. Phenomenal Reporting
5. System Transparency

9. INVESTING

1. Earn Interest
2. Your Best Asset
3. Risk
4. Diversify



PayPal





DIVERSIFY

1. In what you know
2. Not all in one basket
3. More than you
4. Without you

10. REVIEW



1. Daily
2. Weekly
3. Monthly
4. Quarterly
5. Annually



WARNING SEATBELT BUCKLE UP NOW
Always use proper seat belt technique. Buckle up. Please don't drink and drive. Buckle up. Please don't drink and drive. Buckle up. Please don't drink and drive.

WARNING
EVEN WITH ADVANCED AIR BAGS
Always use proper seat belt technique. Buckle up. Please don't drink and drive. Buckle up. Please don't drink and drive. Buckle up. Please don't drink and drive.

RADIO
MEDIA
PHONE
DISP
CLOCK
SRC
SETUP
1:30 PM
Monday 07/09/2018
SEEK/TRACK CAT/FOLDER

PASSENGER AIR BAG
0 1 2 3 4
A/C

CREATE GOALS



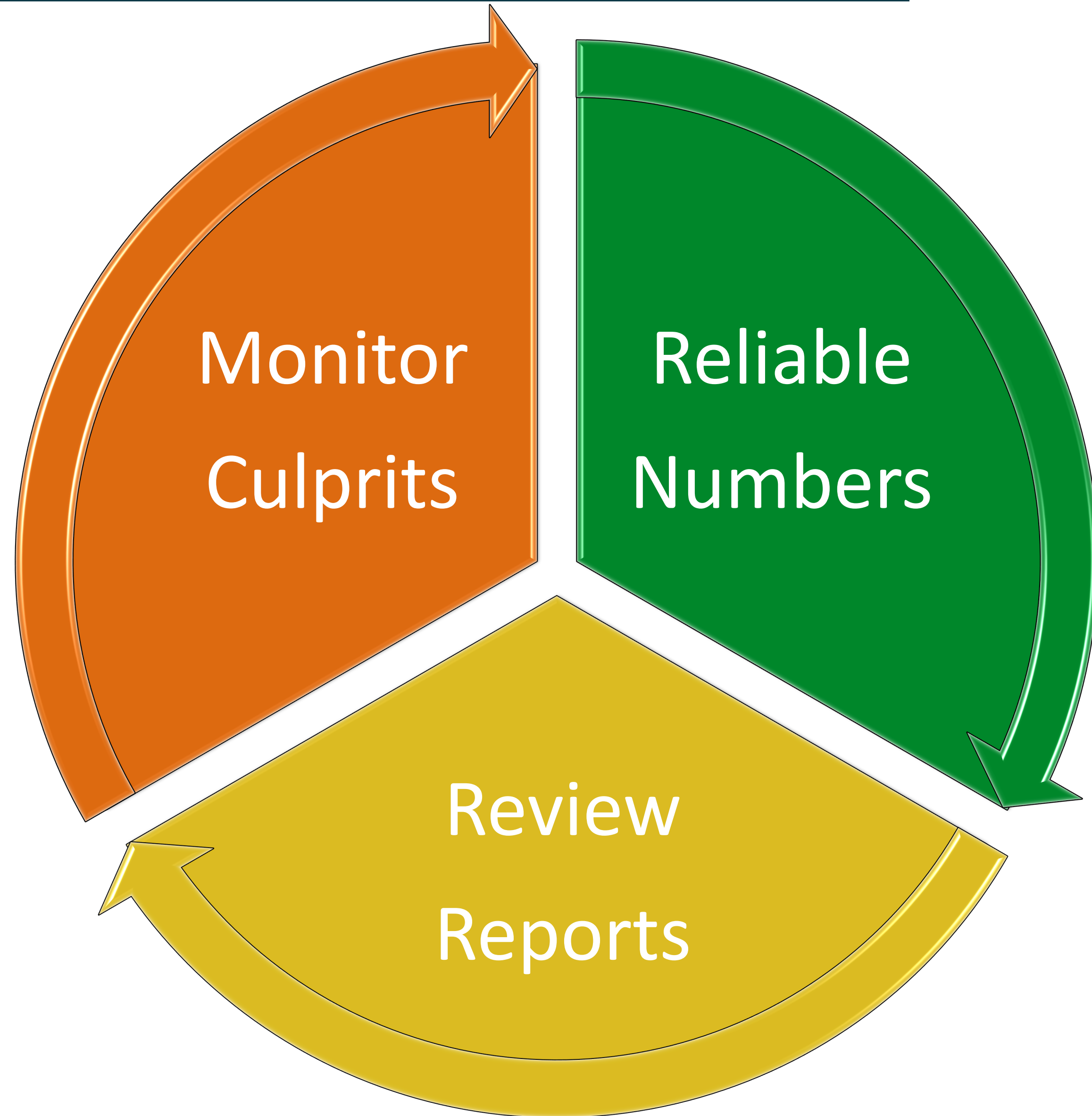


NAVIGATE

- ▶ Have Goals
- ▶ Track Progress
- ▶ Celebrate
- ▶ Adjust

**Monitor
Culprits**

Now You Know



3 to 4 Months
of Cash
Reserves

12 to 18 Month
Rolling Forecast

Leave a Legacy

YOUR ACTION TASKS

1. Maintain Reliable Numbers
2. Schedule Time for Review
3. Set Goals and Track Progress

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Email: mariel@accountingforjewelers.com

Call Mariel: 615-601-2034

www.accountingforjewelers.com