THE MARKET
DOWNTOWN ALLENTOWN

TELL US ABOUT YOURSELF.

PROFORMA WORKSHEET.

Proforma Considerations: We expect that each merchant's plans will be unique, according to your specific business. This is a sample proforma that can be used for a wide variety of merchants and may require some customization.

You may submit your proforma to us in any format that you deem most suitable for your business's merchant plan but it must include the info below.

	Weekly	Monthly	Annual
Projected Sales			
Food			
Alcohol			
Total Projected Sales			
Fixed Expenses			
Advertising / Web / Marketing / Donations			
Insurance			
Licenses / Inspections			
Parking / Fuel / Distribution			
Payroll			
Payroll Taxes & Unemployment			
Phone			
Rent			
Other			
Subtotal			
Variable Expenses			
Bank Loans			
Cost of Goods			
Electric / Water / Gas			
Repairs / Maintenance			
Shrinkage Waste			
Supplies			
Uniforms			
Other			
Subtotal			
Total Expenses			
Total Projected Sales			
Less Expenses	–	–	–
= Net Income			