

**The Cookie Department, Inc.**  
**Profit and Loss**  
January 2018 - December 2019

	Jan - Dec 2018	Jan - Dec 2019	Total
<b>Income</b>			
Discounts given	-321.11	-20.28	-341.39
Rebate Allowance		-1,806.24	-1,806.24
Sales Discounts	-4,503.78	-12,407.41	-16,911.19
<b>Total Discounts given</b>	<b>-\$ 4,824.89</b>	<b>-\$ 14,233.93</b>	<b>-\$ 19,058.82</b>
Hubba Income	272.71	481.66	754.37
KETO Sales		78,431.36	78,431.36
QuickBooks Payments Sales		157.00	157.00
Sales	329,663.29	154,983.70	484,646.99
Event Income		392.21	392.21
Farmers Market Sales		245.54	245.54
Online Sales	12,073.56	18,661.14	30,734.70
Third Party Income		-475.00	-475.00
<b>Total Sales</b>	<b>\$ 341,736.85</b>	<b>\$ 173,807.59</b>	<b>\$ 515,544.44</b>
Shipping and Delivery Income	6,508.05	3,700.14	10,208.19
<b>Total Income</b>	<b>\$ 343,692.72</b>	<b>\$ 242,343.82</b>	<b>\$ 586,036.54</b>
<b>Cost of Goods Sold</b>			
Cookie Production	20,012.08	22,681.26	42,693.34
COG Awaken Baked	57,235.32	11,909.70	69,145.02
COG Cake Walk		28,521.16	28,521.16
COG Chocolate Chip Nookie	25,737.24	17,276.12	43,013.36
COG Great Full	10,167.45	3,760.80	13,928.25
COG Mint Condition		18,232.72	18,232.72
COG Snap Back	33,325.24	10,815.25	44,140.49
COG Tough Cookie	28,560.41	11,156.28	39,716.69
<b>Total Cookie Production</b>	<b>\$ 175,037.74</b>	<b>\$ 124,353.29</b>	<b>\$ 299,391.03</b>
Cost of Goods Sold	0.00	2,101.58	2,101.58
Storage & Fulfillment	4,566.60	14,304.60	18,871.20
Freight Costs	19,947.08	3,679.79	23,626.87
Shipping & Delivery	25,584.10	33,561.28	59,145.38
Storage	7,841.61	20.00	7,861.61
<b>Total Storage &amp; Fulfillment</b>	<b>\$ 57,939.39</b>	<b>\$ 51,565.67</b>	<b>\$ 109,505.06</b>
<b>Total Cost of Goods Sold</b>	<b>\$ 232,977.13</b>	<b>\$ 178,020.54</b>	<b>\$ 410,997.67</b>
<b>Gross Profit</b>	<b>\$ 110,715.59</b>	<b>\$ 64,323.28</b>	<b>\$ 175,038.87</b>
<b>Expenses</b>			
Damaged/Expired Cookies	2,265.43		2,265.43
Depreciation Expense	590.21	1,136.88	1,727.09
Operating Expenses			0.00
Auto and Truck Expenses			0.00
Auto Registration	417.00		417.00

Auto Reimbursement & Lease	7,475.00	3,050.00	10,525.00
Gas		158.24	158.24
Vehicle Repairs & Maintenance	52.55		52.55
<b>Total Auto and Truck Expenses</b>	<b>\$ 7,944.55</b>	<b>\$ 3,208.24</b>	<b>\$ 11,152.79</b>
Bank Service Charges	357.69	206.88	564.57
Business Licenses and Permits	150.00	300.00	450.00
Business Use of Home		5,000.00	5,000.00
Computer and Internet Expenses	1,609.27	447.19	2,056.46
Dues and Subscriptions	296.25		296.25
Fundbox Fees		93.21	93.21
General & Administrative			0.00
Discount Terms		994.03	994.03
<b>Total General &amp; Administrative</b>	<b>\$ 0.00</b>	<b>\$ 994.03</b>	<b>\$ 994.03</b>
Insurance Expense	10,298.28	8,631.68	18,929.96
General Liability Insurance	400.00		400.00
<b>Total Insurance Expense</b>	<b>\$ 10,698.28</b>	<b>\$ 8,631.68</b>	<b>\$ 19,329.96</b>
Marketing	2,029.48	9,284.31	11,313.79
Advertising & Promotion	14,932.51	2,873.48	17,805.99
Creative Services	25,847.50	6,590.00	32,437.50
Demos			0.00
Materials	35.00	399.00	434.00
W/Comp Insurance	1,658.94		1,658.94
<b>Total Demos</b>	<b>\$ 1,693.94</b>	<b>\$ 399.00</b>	<b>\$ 2,092.94</b>
Digital Marketing		1,145.00	1,145.00
Event Planning		275.00	275.00
Grocery Promotional Discounts		83.98	83.98
Printing and Reproduction	1,907.59		1,907.59
Sales Support	18,755.43	1,349.00	20,104.43
Slotting	1,409.78		1,409.78
Trade Shows	2,609.00	1,679.10	4,288.10
<b>Total Marketing</b>	<b>\$ 69,185.23</b>	<b>\$ 23,678.87</b>	<b>\$ 92,864.10</b>
Meals and Entertainment	514.86	2,080.06	2,594.92
Office & Computer Supplies	992.47	839.44	1,831.91
Parking & Tolls	119.13	48.30	167.43
Payroll Expenses		1,000.00	1,000.00
Co. P/R Taxes	10,055.23	2,197.21	12,252.44
Officer Salaries	30,851.47	7,637.75	38,489.22
Payroll Fees	14.00		14.00
<b>Total Payroll Expenses</b>	<b>\$ 40,920.70</b>	<b>\$ 10,834.96</b>	<b>\$ 51,755.66</b>
Postage	6,239.97	2,080.38	8,320.35
Professional Fees		5,070.00	5,070.00
Accounting Fees	4,500.00	3,240.00	7,740.00
Consulting Services	1,000.00		1,000.00
Legal Fees	1,856.50	2,400.00	4,256.50
<b>Total Professional Fees</b>	<b>\$ 7,356.50</b>	<b>\$ 10,710.00</b>	<b>\$ 18,066.50</b>

QuickBooks Payments Fees	97.39	2,068.63	2,166.02
Rent Expense	14,000.00		14,000.00
Research & Development	5,436.38	1,053.19	6,489.57
Sales Expense	775.00	13,698.36	14,473.36
Bill Back		31.40	31.40
Commission	544.16	2,851.06	3,395.22
Merchant Account Fees	7,612.64	4,934.85	12,547.49
Total Sales Expense	<b>\$ 8,931.80</b>	<b>\$ 21,515.67</b>	<b>\$ 30,447.47</b>
Sample Shipping	429.00	368.00	797.00
Software	500.65	1,045.33	1,545.98
Telephone	3,431.81	2,736.14	6,167.95
Tools and Utensils		14.60	14.60
Travel Expense	334.15		334.15
Lodging	656.20	248.25	904.45
Transportation Expense	971.11	1,550.42	2,521.53
Total Travel Expense	<b>\$ 1,961.46</b>	<b>\$ 1,798.67</b>	<b>\$ 3,760.13</b>
Utilities	941.43	765.78	1,707.21
Total Operating Expenses	<b>\$ 182,114.82</b>	<b>\$ 100,519.25</b>	<b>\$ 282,634.07</b>
Taxes Paid	800.00	620.76	1,420.76
FTB		744.21	744.21
Total Taxes Paid	<b>\$ 800.00</b>	<b>\$ 1,364.97</b>	<b>\$ 2,164.97</b>
Total Expenses	<b>\$ 185,770.46</b>	<b>\$ 103,021.10</b>	<b>\$ 288,791.56</b>
Net Operating Income	<b>-\$ 75,054.87</b>	<b>-\$ 38,697.82</b>	<b>-\$ 113,752.69</b>
Other Income			
Cash Back Rewards	78.06		78.06
Interest Income	5.69	0.09	5.78
Total Other Income	<b>\$ 83.75</b>	<b>\$ 0.09</b>	<b>\$ 83.84</b>
Other Expenses			
Interest Expense	20,320.34	11,530.63	31,850.97
Total Other Expenses	<b>\$ 20,320.34</b>	<b>\$ 11,530.63</b>	<b>\$ 31,850.97</b>
Net Other Income	<b>-\$ 20,236.59</b>	<b>-\$ 11,530.54</b>	<b>-\$ 31,767.13</b>
Net Income	<b>-\$ 95,291.46</b>	<b>-\$ 50,228.36</b>	<b>-\$ 145,519.82</b>

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