

# The Cookie Department, Inc.

## PROFIT AND LOSS

January - December 2018

	TOTAL
Income	
Discounts given	-321.11
Sales Discounts	-4,503.78
<b>Total Discounts given</b>	<b>-4,824.89</b>
Hubba Income	272.71
Sales	330,565.29
Online Sales	12,073.56
<b>Total Sales</b>	<b>342,638.85</b>
Shipping and Delivery Income	6,508.05
<b>Total Income</b>	<b>\$344,594.72</b>
Cost of Goods Sold	
Cookie Production	3,445.95
COG Awaken Baked	57,235.32
COG Chocolate Chip Nookie	25,737.24
COG Great Full	10,167.45
COG Snap Back	33,325.24
COG Tough Cookie	28,560.41
<b>Total Cookie Production</b>	<b>158,471.61</b>
Cost of Goods Sold	0.00
Film and Packaging	0.00
Storage & Fulfillment	4,566.60
Freight Costs	19,947.08
Shipping & Delivery	25,584.10
Storage	7,841.61
<b>Total Storage &amp; Fulfillment</b>	<b>57,939.39</b>
<b>Total Cost of Goods Sold</b>	<b>\$216,411.00</b>
<b>GROSS PROFIT</b>	<b>\$128,183.72</b>
Expenses	
Damaged/Expired Cookies	2,265.43
Depreciation Expense	3,961.21
Operating Expenses	
Auto and Truck Expenses	
Auto Registration	417.00
Auto Reimbursement & Lease	7,475.00
Vehicle Repairs & Maintenance	52.55
<b>Total Auto and Truck Expenses</b>	<b>7,944.55</b>
Bank Service Charges	357.69
Business Licenses and Permits	150.00
Computer and Internet Expenses	1,609.27

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Dues and Subscriptions	296.25
Insurance Expense	10,298.28
General Liability Insurance	400.00
<b>Total Insurance Expense</b>	<b>10,698.28</b>
Marketing	1,879.48
Advertising & Promotion	14,932.51
Creative Services	25,847.50
Demos	1,435.00
Materials	35.00
W/Comp Insurance	1,658.94
<b>Total Demos</b>	<b>3,128.94</b>
Printing and Reproduction	1,907.59
Sales Support	18,755.43
Slotting	1,409.78
Trade Shows	2,609.00
<b>Total Marketing</b>	<b>70,470.23</b>
Meals and Entertainment	514.86
Office & Computer Supplies	992.47
Parking & Tolls	119.13
Payroll Expenses	
Co. P/R Taxes	10,055.23
Officer Salaries	30,851.47
Payroll Fees	14.00
<b>Total Payroll Expenses</b>	<b>40,920.70</b>
Postage	6,239.97
Professional Fees	
Accounting Fees	4,500.00
Consulting Services	1,000.00
Legal Fees	1,856.50
<b>Total Professional Fees</b>	<b>7,356.50</b>
QuickBooks Payments Fees	97.39
Rent Expense	14,000.00
Research & Development	5,436.38
Sales Expense	775.00
Commission	544.16
Merchant Account Fees	7,612.64
<b>Total Sales Expense</b>	<b>8,931.80</b>
Sample Shipping	429.00
Software	500.65
Telephone	3,431.81

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Travel Expense	334.15
Lodging	656.20
Transportation Expense	971.11
<b>Total Travel Expense</b>	<b>1,961.46</b>
Utilities	941.43
<b>Total Operating Expenses</b>	<b>183,399.82</b>
Taxes Paid	800.00
<b>Total Expenses</b>	<b>\$190,426.46</b>
NET OPERATING INCOME	<b>\$ -62,242.74</b>
Other Income	
Cash Back Rewards	78.06
Interest Income	5.69
<b>Total Other Income</b>	<b>\$83.75</b>
Other Expenses	
Interest Expense	20,320.34
<b>Total Other Expenses</b>	<b>\$20,320.34</b>
NET OTHER INCOME	<b>\$ -20,236.59</b>
NET INCOME	<b>\$ -82,479.33</b>