

The Cookie Department, Inc.
Profit and Loss
January - December 2020

	<u>Total</u>
Income	
Discounts given	-18.72
Rebate Allowance	-273.48
Sales Discounts	-26,410.97
Total Discounts given	-\$ 26,703.17
Hubba Income	52.63
KETO Sales	209,500.74
QuickBooks Payments Sales	-1,216.00
Sales	3,918.42
Event Income	1,475.66
Online Sales	51,441.36
Total Sales	\$ 56,835.44
Shipping and Delivery Income	-179.00
Total Income	\$ 238,290.64
Cost of Goods Sold	
Cookie Production	30,768.29
COG Awaken Baked	136.80
COG Cake Walk	67,515.71
COG Champion Chip	17,570.96
COG Chocolate Chip Nookie	245.28
COG Great Full	782.60
COG Mint Condition	26,699.44
Total Cookie Production	\$ 143,719.08
Cost of Goods Sold	454.00
Film and Packaging	3,519.23
Storage & Fulfillment	10,795.14
Freight Costs	3,086.24
Shipping & Delivery	15,317.91
Storage	40.00
Total Storage & Fulfillment	\$ 29,239.29
Total Cost of Goods Sold	\$ 176,931.60
Gross Profit	\$ 61,359.04
Expenses	
Depreciation Expense	1,136.88
Operating Expenses	
Bank Service Charges	393.29
Business Licenses and Permits	175.00
Computer and Internet Expenses	656.56
Fundbox Fees	2,563.62

General & Administrative		
Discount Terms		603.80
Discount Terms - Distributor		550.00
Total Discount Terms	\$	1,153.80
Total General & Administrative	\$	1,153.80
Insurance Expense		5,324.17
Health Insurance		181.95
Total Insurance Expense	\$	5,506.12
Marketing		4,263.90
Advertising & Promotion		12,691.75
Creative Services		3,302.50
Digital Marketing		2,526.81
Marketing Professional		363.60
Printing and Reproduction		821.00
Sales Support		99.00
SEO Services		-50.00
Trade Shows		1,178.08
Total Marketing	\$	25,196.64
Meals and Entertainment		1,094.41
Office & Computer Supplies		1,991.91
Parking & Tolls		15.00
Postage		1,220.37
Professional Fees		
Accounting Fees		4,140.00
Legal Fees		25.00
Total Professional Fees	\$	4,165.00
QuickBooks Payments Fees		491.34
Research & Development		8,015.57
Sales Expense		8,071.20
Bill Back		396.80
Commission		889.34
Merchant Account Fees		6,307.01
Total Sales Expense	\$	15,664.35
Software		3,197.46
Telephone		2,736.19
Travel Expense		1,369.01
Transportation Expense		159.14
Total Travel Expense	\$	1,528.15
Utilities		1,380.86
Total Operating Expenses	\$	77,145.64
Research & Developmentch		0.00
Taxes Paid		
FTB		800.00

Total Taxes Paid	\$	800.00
Total Expenses	\$	79,082.52
Net Operating Income	-\$	17,723.48
Other Income		
Cash Back Rewards		11.97
Interest Income		0.03
Total Other Income	\$	12.00
Other Expenses		
Interest Expense		25,219.95
Total Other Expenses	\$	25,219.95
Net Other Income	-\$	25,207.95
Net Income	-\$	42,931.43

Wednesday, Apr 14, 2021 03:25:52 PM GMT-7 - Accrual Basis