



Introduction to Accounting – Profit and Loss Statements

MONEY MAKERS – WEEK 3
A PRESENTATION BY SETH
CLARK CO-OWNER BLUE
VALLEY BISTRO



The Income Statement ^{4.1} (n) *Presents the results of operation, revenues, expenses, net profit or loss, and net profit or loss per share – for the accounting period.*

Report Card No. 1

Revenue	50
- Expenses	30
Profit	20

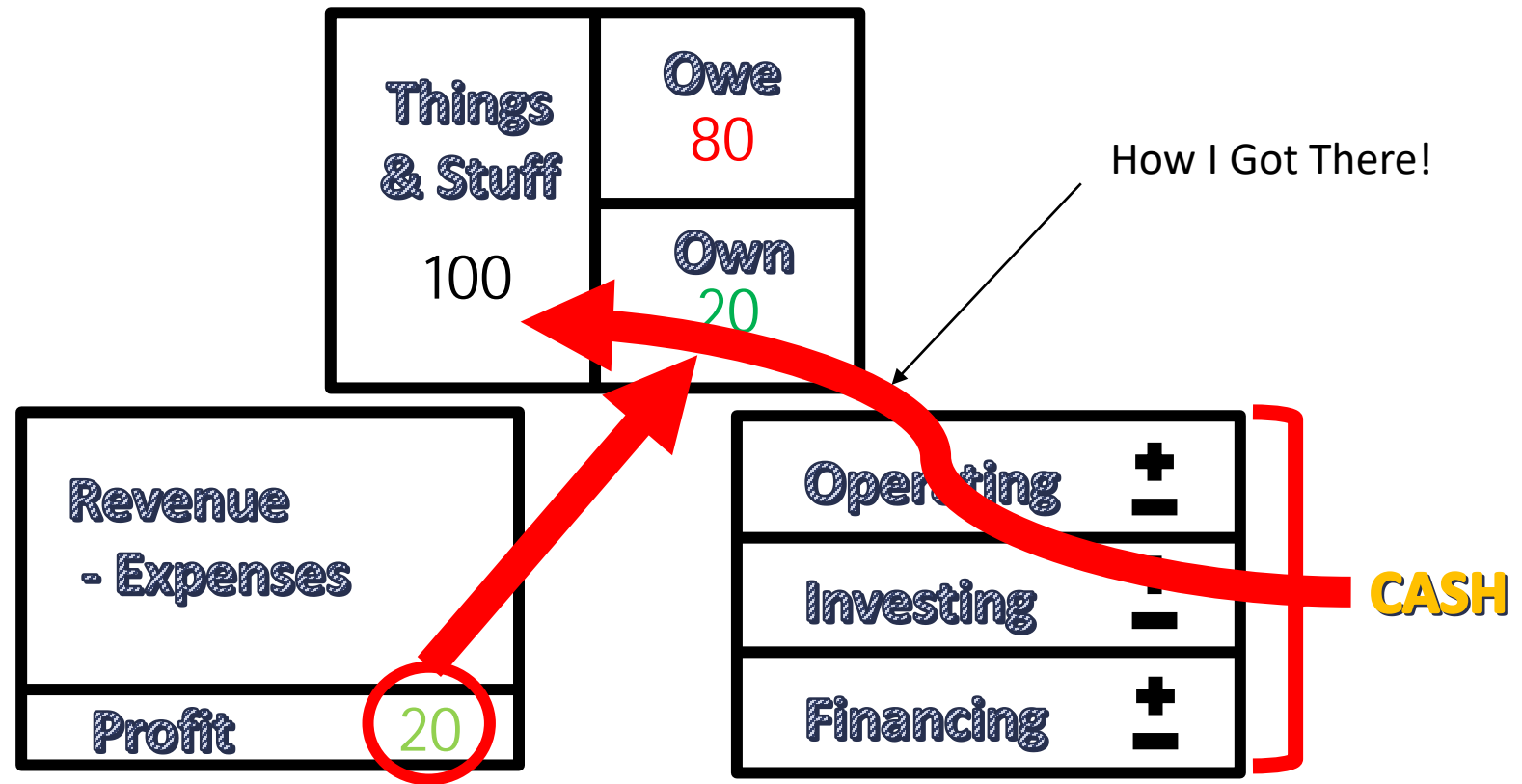
Report Card No. 2

Things & Stuff 100	Owe 80
	Own 20

Report Card No. 3



The Map





The Complete Set of Books

Things & Stuff	Owe
	Own

Revenue - Expenses
Profit

Operating	+ -
Investing	+ -
Financing	+ -

Things & Stuff	Owe
	Own

Beginning Balance Sheet	Income Statement	Statement of Cash Flow	Ending Balance Sheet
Snapshot	Movie	Movie	Snapshot
"As of..."	"For the 3 months of..."	"For the 3 months of..."	"As of..."
World Atlas	Street Map	Street Map	World Atlas
	Theory	Fact	

Mom and Pop Inc. - The Financial Rosetta Stone												
		ASSETS				=	LIABILITIES			+	OWNER'S EQUITY	
		CASH	A/R	INVEN	PPE	=	A/P	T/P	N/P	+	Invest.	Earnings
1	F	\$ 5,000				=				+	\$ 5,000	
2	F	\$ 8,000				=				+		
3	I	\$ (4,500)			\$ 4,500	=				+		
4.1	O	\$ (15,000)		\$ 15,000		=				+		
4.2	O	\$ 31,000	\$ 19,000			=				+		\$ 50,000 REV
4.3	O			\$ (10,000)		=				+		\$ (10,000) COGS
5	O	\$ (16,500)				=	\$ 2,000			+		\$ (18,500) Op. Exp.
Int.	O	\$ (800)				=				+		\$ (800) Int. Exp.
Dep.	F				\$ (1,500)	=				+		\$ (1,500) Dep.
Tax	O	\$ (1,500)				=		\$ 500		+		\$ (2,000) Tax
NR	F	\$ (4,000)				=			\$ (4,000)	+		
BAL 12/31		\$ 1,700	\$ 19,000	\$ 5,000	\$ 3,000	=	\$ 2,000	\$ 500	\$ 4,000	+		\$ 17,200
TOT		\$			28,700	=	\$		6,500	+	\$	22,200

F = Financing

I = Investing

O = Operating

Balance Sheet

Income Statement

Statement of Cash Flow

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My Shortcuts

- Home
- My Company
- Income Tracker
- Bill Tracker
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- Snapshots
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- Vendors
- Employees
- Bank Feeds

My Shortcuts

- View Balances
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Home Page

Insights

Purchase Orders

Enter Bill

- Report Center
- Memorized Reports
- Scheduled Reports
- Commented Reports
- Company Snapshot
- Process Multiple Reports

Company & Financial

- Customers & Receivables
- Sales
- Jobs, Time & Mileage
- Vendors & Payables
- Purchases
- Inventory
- Employees & Payroll
- Banking
- Accountant & Taxes
- Budgets
- List

- Contributed Reports
- Advanced Reports

Custom Reports

- QuickReport
- Transaction History
- Transaction Journal

Ctrl+Q

Profit & Loss Standard

- Profit & Loss Detail
- Profit & Loss YTD Comparison
- Profit & Loss Prev Year Comparison
- Profit & Loss by Job
- Profit & Loss by Class
- Profit & Loss Unclassified
- Income by Customer Summary
- Income by Customer Detail
- Expenses by Vendor Summary
- Expenses by Vendor Detail
- Income & Expense Graph

- Balance Sheet Standard
- Balance Sheet Detail
- Balance Sheet Summary
- Balance Sheet Prev Year Comparison
- Net Worth Graph

- Statement of Cash Flows
- Cash Flow Forecast

Search Company or Help

COMPANY

Chart of Accounts

Inventory Activities

Items & Services

Order Checks

QuickBooks 2021 is here

Calendar

BANKING

Record Deposits

Reconcile

Write Checks

Check Register

Print Checks

Enter Credit Card Charges

EMPLOYEES

Payroll Center

Enter Time

Pay Employees

Pay Liabilities

Process Payroll Forms

HR Essentials and Insurance

Search Company or Help

Customize Report Comment on Report Share Template Memorize Print E-mail Excel Hide Header Collapse Refresh

Dates Custom From 02/01/2020 To 02/28/2020 Show Columns Total only Sort By Default

Show Applied Filters

3:08 PM

04/12/21

Accrual Basis

Creswell Coffee Company

Profit & Loss

February 1 - 28, 2020

Feb 1 - 28, 20	
Ordinary Income/Expense	
Income	
Sales	75,341.16
Total Income	75,341.16
Cost of Goods Sold	21,720.85
Gross Profit	53,620.31
Expense	46,094.21
Net Ordinary Income	7,526.10
Other Income/Expense	
Other Income	19,000.00
Net Other Income	19,000.00
Net Income	26,526.10

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Customize Report **Comment on Report** **Share Template** **Memorize** **Print** **E-mail** **Excel** **Hide Header** **Refresh**

Dates **Custom** From 02/01/2020 To 02/28/2020 Total By Account list Sort By Default

Show | Applied Filters

3:01 PM

04/11/21

Accrual Basis

Creswell Coffee Company
Transaction Detail By Account
February 1 - 28, 2020

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Sales									
Sales Receipt	02/01/2020	ca-c...	Cash Sales		CCC		Undeposited...	592.17	592.17
Sales Receipt	02/01/2020	ca-c...	Cash Sales	Daily Over o...	CCC		Undeposited...	-3.74	588.43
Sales Receipt	02/01/2020	ch-c...	Charge Card Sales		CCC		Credit Cards...	996.21	1,584.64
Sales Receipt	02/01/2020	ch-b...	Charge Card Sales		Burg		Credit Cards...	1,012.98	2,597.62
Sales Receipt	02/01/2020	ch-5...	Charge Card Sales		58		Credit Cards...	171.95	2,769.57
Sales Receipt	02/01/2020	ca-b...	Cash Sales		Burg		Undeposited...	199.32	2,968.89
Sales Receipt	02/01/2020	ca-5...	Cash Sales		58		Undeposited...	258.40	3,227.29
Sales Receipt	02/01/2020	ca-5...	Cash Sales	Daily Over o...	58		Undeposited...	15.00	3,242.29
Sales Receipt	02/02/2020	ca-c...	Cash Sales		CCC		Undeposited...	458.87	3,701.16
Sales Receipt	02/02/2020	ca-c...	Cash Sales	Daily Over o...	CCC		Undeposited...	-6.81	3,694.35
Sales Receipt	02/02/2020	ch-c...	Charge Card Sales		CCC		Credit Cards...	557.37	4,251.72
Sales Receipt	02/02/2020	ch-b...	Charge Card Sales		Burg		Credit Cards...	585.09	4,836.81
Sales Receipt	02/02/2020	ch-b...	Charge Card Sales		58		Credit Cards...	187.95	5,024.76
Sales Receipt	02/02/2020	ca-b...	Cash Sales		Burg		Undeposited...	209.85	5,234.61
Sales Receipt	02/02/2020	ca-b...	Cash Sales	Daily Over o...	Burg		Undeposited...	0.06	5,234.67
Sales Receipt	02/02/2020	ca-5...	Cash Sales		58		Undeposited...	192.45	5,427.12
Sales Receipt	02/02/2020	ca-5...	Cash Sales	Daily Over o...	58		Undeposited...	24.92	5,452.04
Sales Receipt	02/03/2020	ca-c...	Cash Sales		CCC		Undeposited...	428.68	5,880.72
Sales Receipt	02/03/2020	ca-c...	Cash Sales	Daily Over o...	CCC		Undeposited...	0.12	5,880.84
Sales Receipt	02/03/2020	ca-b...	Cash Sales		Burg		Undeposited...	151.44	6,032.28
Sales Receipt	02/03/2020	ca-5...	Cash Sales		58		Undeposited...	268.53	6,300.81
Sales Receipt	02/03/2020	ca-5...	Cash Sales	Daily Over o...	58		Undeposited...	17.97	6,318.78
Sales Receipt	02/03/2020	ch-c...	Charge Card Sales		CCC		Credit Cards...	589.24	6,908.02
Sales Receipt	02/03/2020	ch-b...	Charge Card Sales		Burg		Credit Cards...	372.75	7,280.77
Sales Receipt	02/03/2020	ch-5...	Charge Card Sales		58		Credit Cards...	239.57	7,520.34
Sales Receipt	02/04/2020	ca-c...	Cash Sales		CCC		Undeposited...	453.35	7,973.69
Sales Receipt	02/04/2020	ca-c...	Cash Sales	Daily Over o...	CCC		Undeposited...	-0.29	7,973.40
Sales Receipt	02/04/2020	ch-c...	Charge Card Sales		CCC		Credit Cards...	649.18	8,622.58
Sales Receipt	02/04/2020	ch-b...	Charge Card Sales		Burg		Credit Cards...	483.65	9,106.23
Sales Receipt	02/04/2020	ch-5...	Charge Card Sales		58		Credit Cards...	253.95	9,360.18
Sales Receipt	02/04/2020	ca-5...	Cash Sales		58		Undeposited...	150.00	9,510.18

Show Applied Filters

3:08 PM

04/12/21

Accrual Basis

Creswell Coffee Company
Profit & Loss
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Dates

Custom

From

02/01/2020

To

02/28/2020

Total By

Account list

Sort By

Default

Show | Applied Filters

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04/11/21

Accrual Basis

Creswell Coffee Company

Transaction Detail By Account

February 1 - 28, 2020

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Purchases									
Sales Receipt	02/01/2020	ca-c...	Cash Sales	Purchase m...	CCC		Undeposited...	12.05	12.05
Bill	02/01/2020	754474	Lox, Stocks, and ...	204 Bagels			Accounts Pa...	163.20	175.25
Credit Card Cha...	02/01/2020		Safeway	balsamic, c...	CCC		Alaska (Busi...	31.87	207.12
Bill	02/02/2020		Kevin Doerty	10 Lbs Soc...	CCC		Accounts Pa...	130.00	337.12
Sales Receipt	02/02/2020	ca-c...	Cash Sales	Bi-Mart - Co...	CCC		Undeposited...	6.33	343.45
Check	02/03/2020		Umpqua	306003407	CCC		Checking	106.34	449.79
Sales Receipt	02/03/2020	ca-c...	Cash Sales	Eggs	CCC		Undeposited...	65.00	514.79
Sales Receipt	02/03/2020	ca-b...	Cash Sales	Eggs, Cann...	Burg		Undeposited...	69.07	583.86
Credit Card Cha...	02/03/2020		New Day Bakery				Chase	105.00	688.86
Check	02/03/2020		Umpqua	306003402	58		Checking	100.49	789.35
Bill	02/04/2020	163653	Childers Meat, Inc.		CCC		Accounts Pa...	150.15	939.50
Bill	02/04/2020	163645	Childers Meat, Inc.		Burg		Accounts Pa...	147.15	1,086.65
Bill	02/04/2020	236380	The Bread Stop B...		CCC		Accounts Pa...	80.82	1,167.47
Bill	02/04/2020	236380	The Bread Stop B...	Overpaymen...	CCC		Accounts Pa...	-53.10	1,114.37
Check	02/04/2020		Columbia Distribu...		CCC		Checking	196.81	1,311.18
Sales Receipt	02/05/2020	ca-c...	Cash Sales	Tangled Orc...	CCC		Undeposited...	165.00	1,476.18
Sales Receipt	02/05/2020	ca-c...	Cash Sales	Bi-Mart - Ca...	CCC		Undeposited...	12.98	1,489.16
Sales Receipt	02/05/2020	ca-c...	Cash Sales	Winco	CCC		Undeposited...	145.72	1,634.88
Credit Card Cha...	02/05/2020		Costco		58		Alaska (Busi...	157.43	1,792.31
Credit Card Cha...	02/05/2020		Costco		CCC		Alaska (Busi...	991.14	2,783.45
Credit Card Cha...	02/05/2020		Costco		Burg		Alaska (Busi...	870.27	3,653.72
Sales Receipt	02/05/2020	ca-b...	Cash Sales	2 kegs beer	Burg		Undeposited...	154.00	3,807.72
Sales Receipt	02/05/2020	ca-b...	Cash Sales	2 dozen egg...	Burg		Undeposited...	5.18	3,812.90
Check	02/05/2020		Umpqua	312003600	Burg		Checking	94.44	3,907.34
Bill	02/05/2020	39016	Coffee Break Service		CCC		Accounts Pa...	92.95	4,000.29
Check	02/06/2020		Umpqua	306003707	CCC		Checking	81.86	4,082.15
Sales Receipt	02/06/2020	ca-c...	Cash Sales	kombucha	CCC		Undeposited...	65.00	4,147.15
Check	02/06/2020		Umpqua	306003703	58		Checking	134.05	4,281.20
Bill	02/06/2020	236438	The Bread Stop B...		Burg		Accounts Pa...	121.24	4,402.44
Credit Card Cha...	02/07/2020		Cash and Carry				Citi - Costco	93.99	4,496.43
Credit Card Cha...	02/07/2020		Costco	444662287			Citi - Costco	187.72	4,684.15

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Home

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Income Tracker

Bill Tracker

Calendar

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Vendors

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Hide Header

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Refresh

Dates Custom From 02/01/2020 To 02/28/2020 Show Columns Total only Sort By Default

Show Applied Filters

3:12 PM

04/12/21

Accrual Basis

Creswell Coffee Company Profit & Loss February 1 - 28, 2020

Feb 1 - 28, 20

Ordinary Income/Expense	
Income	
Sales	75,341.16
Total Income	75,341.16
Cost of Goods Sold	
Purchases	21,510.60
Retail	210.25
Total COGS	21,720.85
Gross Profit	53,620.31
Expense	46,094.21
Net Ordinary Income	7,526.10
Other Income/Expense	
Other Income	19,000.00
Net Other Income	19,000.00
Net Income	26,526.10

Search Company or Help



Search Company or Help



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Collapse

Refresh

Dates

Custom



From 02/01/2020



To 02/28/2020



Show Columns

Total only



Sort By Default



Show | Applied Filters

3:00 PM

04/11/21

Accrual Basis

Creswell Coffee Company

Profit & Loss

February 1 - 28, 2020

Feb 1 - 28, 20

Ordinary Income/Expense	
Income	
Sales	75,341.16
Total Income	75,341.16
Cost of Goods Sold	
Purchases	21,510.60
Retail	210.25
Total COGS	21,720.85
Gross Profit	53,620.31
Expense	
Bank Charges	1,857.04
Insurance	329.42
Interest Paid	326.18
Marketing	1,287.00
Meals	
Employee	75.50
Company	48.10
Total Meals	123.60
Music and Entertainment	268.90
Payroll	
Taxes	4,082.61
Wages	35,901.03
Total Payroll	39,983.64
Professional Fees	325.00
Rent	60.00
Tools & Supplies	245.54
Utilities	1,287.89
Total Expense	46,094.21
Net Ordinary Income	7,526.10
Other Income/Expense	
Other Income	
Gain (Loss) on Asset Sale	10,000.00

My Shortcuts

- Home
- My Company
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- Bill Tracker
- Calendar
- Snapshots
- Customers
- Vendors

Employees

View and manage your employees

Bank Feeds

My Shortcuts

View Balances

Run Favorite Reports

Open Windows

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Dates

Custom

From 02/01/2020

To

02/28/2020

Show Columns

Total only

Sort By

Default

Show | Applied Filters

3:00 PM

04/11/21

Accrual Basis

Creswell Coffee Company

Profit & Loss

February 1 - 28, 2020

Modify Report: Profit & Loss

Display

Filters

Header/Footer

Fonts & Numbers

REPORT DATE RANGE

Dates

Custom

The date range you specify in the From and To fields

From

02/01/2020

To

02/28/2020

REPORT BASIS

☒ Accrual☐ Cash

This setting determines how this report calculates income and expenses.

COLUMNS

Display columns by

Total only

across the top.

Sort by

Default

Sort in

☒ Ascending order☐ Descending order

Add subcolumns for

☐ Previous Period☒ Previous Year☐ Year-To-Date☐ % of Row☐ % of Column☐ \$ Change☐ \$ Change☐ % of YTD☒ % of Income☐ % of Expense☐ % Change☐ % Change

Advanced...

Revert

OK

Cancel

Help

Tools & Supplies

245.54

Utilities

1,287.89

Total Expense

46,094.21

Net Ordinary Income

7,526.10

Other Income/Expense

Other Income

Gain/(Loss) on Asset Sale

10,000.00

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Dates

Custom

From 02/01/2020

To 02/28/2020

Show Columns

Total only

Sort By Default

Show | Applied Filters

3:04 PM

04/11/21

Accrual Basis

Creswell Coffee Company

Profit & Loss

February 1 - 28, 2020

	Feb 1 - 28, 20	Feb 19	% of Income
Ordinary Income/Expense			
Income			
Sales	75,341.16	41,834.14	100.0%
Total Income	75,341.16	41,834.14	100.0%
Cost of Goods Sold			
Purchases	21,510.60	17,090.39	28.6%
Retail	210.25	628.00	0.3%
Total COGS	21,720.85	17,718.39	28.8%
Gross Profit	53,620.31	24,115.75	71.2%
Expense			
Bank Charges	1,857.04	1,421.08	2.5%
Insurance	329.42	269.75	0.4%
Interest Paid	326.18	0.00	0.4%
Marketing	1,287.00	735.14	1.7%
Meals			
Employee	75.50	223.68	0.1%
Company	48.10	43.87	0.1%
Total Meals	123.60	267.55	0.2%
Music and Entertainm...	268.90	475.00	0.4%
Office Supplies	0.00	376.12	0.0%
Payroll			
Taxes	4,082.61	2,139.31	5.4%
Wages	35,901.03	14,546.67	47.7%
Total Payroll	39,983.64	16,685.98	53.1%
Professional Fees	325.00	187.50	0.4%
Rent	60.00	0.00	0.1%
Repairs and Maintena...	0.00	260.00	0.0%
Tools & Supplies	245.54	399.87	0.3%
Utilities	1,287.89	1,599.68	1.7%
Vehicle	0.00	2.30	0.0%
Total Expense	46,094.21	22,679.97	61.2%
Net Ordinary Income	7,526.10	1,435.77	4.0%

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Customize Report

Comment on Report

Share Template

Memorize

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E-mail

Excel

Hide Header

Collapse

Refresh

Dates

Last Fiscal Year

From 02/01/2020

To 02/28/2020

Show Columns

Total only

Sort By Default

Show

This Fiscal Quarter

This Fiscal Quarter-to-date

This Fiscal Year

04/11/21

This Fiscal Year-to-Last Mo...

Accrual

This Fiscal Year-to-date

Yesterday

Last Week

Last Week-to-date

Last Month

Last Month-to-date

Last Fiscal Quarter

Last Fiscal Quarter-to-date

Last Fiscal Year

Last Fiscal Year-to-date

Next Week

Next 4 Weeks

Next Month

Next Fiscal Quarter

Next Fiscal Year

Custom

Creswell Coffee Company

Profit & Loss

February 1 - 28, 2020

	Feb 1 - 28, 20	Feb 19	% of Income
Ordinary Income/Expense			
Income			
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Expense			
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Insurance	329.42	269.75	0.4%
Interest Paid	326.18	0.00	0.4%
Marketing	1,287.00	735.14	1.7%
Meals			
Employee	75.50	223.68	0.1%
Company	48.10	43.87	0.1%
Total Meals	123.60	267.55	0.2%
Music and Entertainm...	268.90	475.00	0.4%
Office Supplies	0.00	376.12	0.0%
Payroll			
Taxes	4,082.61	2,139.31	5.4%
Wages	35,901.03	14,546.67	47.7%
Total Payroll	39,983.64	16,685.98	53.1%
Professional Fees	325.00	187.50	0.4%
Rent	60.00	0.00	0.1%
Repairs and Maintena...	0.00	260.00	0.0%
Tools & Supplies	245.54	399.87	0.3%
Utilities	1,287.89	1,599.68	1.7%
Vehicle	0.00	2.30	0.0%
Total Expense	46,094.21	22,679.97	61.2%
Net Ordinary Income	7,526.10	1,435.77	4.0%

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Dates Last Fiscal Year

From 01/01/2020

To 12/31/2020

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04/11/21

Accrual Basis

Creswell Coffee
Profit &
January through D

Jan - Dec 20

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Dates Last Fiscal Year

From 01/01/2020



To 12/31/2020



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Accrual Basis

Creswell Coffee Company

Profit & Loss

January through December 2020

	Jan 20	Jan 19	% of Income	Feb 20	Feb 19	% of Income	Mar 20	Mar 19	% of Income	Apr 20
▼ Ordinary Income/Expense										
▼ Income										
Sales	73,447.69	45,007.94	100.0%	78,506.60	41,834.14	100.0%	69,415.62	52,290.46	100.0%	
Sublease	0.00	0.00	0.0%	0.00	0.00	0.0%	0.00	960.10	0.0%	
Total Income	73,447.69	45,007.94	100.0%	78,506.60	41,834.14	100.0%	69,415.62	53,250.56	100.0%	
▼ Cost of Goods Sold										
Purchases	33,938.36	17,432.00	46.2%	21,754.12	17,090.39	27.7%	22,026.11	17,237.20	31.7%	
Retail	304.32	729.73	0.4%	210.25	628.00	0.3%	601.75	165.13	0.9%	
Total COGS	34,242.68	18,161.73	46.6%	21,964.37	17,718.39	28%	22,627.86	17,402.33	32.6%	
Gross Profit	39,205.01	26,846.21	53.4%	56,542.23	24,115.75	72%	46,787.76	35,848.23	67.4%	
▼ Expense										
Amortization	0.00	0.00	0.0%	0.00	0.00	0.0%	0.00	0.00	0.0%	
Bank Charges	2,451.35	888.69	3.3%	1,936.36	1,421.08	2.5%	1,555.52	1,231.86	2.2%	
Continuing Ed	0.00	0.00	0.0%	0.00	0.00	0.0%	0.00	0.00	0.0%	
Depreciation	0.00	0.00	0.0%	0.00	0.00	0.0%	0.00	0.00	0.0%	
Dues and Subscriptions	0.00	0.00	0.0%	0.00	0.00	0.0%	0.00	0.00	0.0%	
Insurance	790.49	594.63	1.1%	329.42	269.75	0.4%	349.42	283.75	0.5%	
Interest Paid	1,703.27	0.73	2.3%	326.18	0.00	0.4%	913.02	0.00	1.3%	
Licenses and Permits	1,884.00	360.00	2.6%	0.00	0.00	0.0%	-285.00	783.00	-0.4%	
Marketing	1,946.00	664.81	2.6%	1,287.00	735.14	1.6%	1,678.06	1,349.00	2.4%	
▼ Meals										
Employee	8.75	34.32	0%	75.50	223.68	0.1%	46.35	35.45	0.1%	
Company	150.00	-32.00	0.2%	48.10	43.87	0.1%	154.94	71.04	0.2%	
Total Meals	158.75	2.32	0.2%	123.60	267.55	0.2%	201.29	106.49	0.3%	
Music and Entertainm...	1,019.50	1,656.95	1.4%	268.90	475.00	0.3%	155.90	463.90	0.2%	
Office Supplies	67.78	127.63	0.1%	0.00	376.12	0.0%	10.37	36.59	0%	
▼ Payroll										
Taxes	4,245.44	1,976.57	5.8%	4,082.61	2,139.31	5.2%	5,677.71	1,892.79	8.2%	
Wages	31,498.28	14,150.39	42.9%	35,901.03	14,546.67	45.7%	33,321.77	12,839.40	48%	
Total Payroll	35,743.72	16,126.96	48.7%	39,983.64	16,685.98	50.9%	38,999.48	14,732.19	56.2%	

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Payroll & Payments services
have expired. Upgrade to
QuickBooks 2021 now.

Upgrade Now

Breakout No. 2 Questions

Showing you what I just showed you, assuming it was your business and your numbers:

- 1) What is the Income Statement telling us
- 2) What isn't the Income Statement telling us
- 3) What additional info might be helpful

Financial Optic Tool No. 1 - MTP

	A	B	C	E	G	I	M	O	Q
1	2020 Sample								
2	Creswell Coffee Co.			Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20
3	Income								
4		Total Sales		\$ 75,000	\$ 97,500	\$ 69,000	\$ 39,000	\$ 66,000	\$ 78,900
5		COGS		\$ 30,300	\$ 26,300	\$ 23,300	\$ 29,500	\$ 26,000	\$ 26,500
6		Gross Profit		\$ 44,700	\$ 71,200	\$ 45,700	\$ 9,500	\$ 40,000	\$ 52,400
8	Expenses								
9		Bank Charges		\$ 2,500	\$ 1,900	\$ 1,500	\$ 800	\$ 1,500	\$ 1,400
10		Insurance		\$ 300	\$ 300	\$ 350	\$ 450	\$ 600	\$ 300
11		Marketing		\$ 1,300	\$ 1,100	\$ 1,600	\$ 600	\$ 2,300	\$ 300
12		Office Supplies		\$ 50	\$ -	\$ 10	\$ 60	\$ 20	\$ 180
13		Adj. Total Payroll		\$ 41,500	\$ 39,300	\$ 38,000	\$ 9,200	\$ 17,800	\$ 25,000
14		Rent		\$ 3,000	\$ 3,000	\$ 3,000	\$ -	\$ -	\$ 3,000
15		Repairs & Maintenance		\$ 100	\$ -	\$ 60	\$ 140	\$ -	\$ 200
19		Tools & Supplies		\$ 500	\$ 250	\$ 700	\$ 200	\$ 250	\$ 450
20		Utilities		\$ 3,700	\$ 1,400	\$ 3,100	\$ -	\$ 1,300	\$ 1,800
21		Total Expenses		\$ 52,950	\$ 47,250	\$ 48,320	\$ 11,450	\$ 23,770	\$ 32,630
23	Net Income			\$ (8,250)	\$ 23,950	\$ (2,620)	\$ (1,950)	\$ 16,230	\$ 19,770
24	Acruial			\$ (8,250)	\$ 15,700	\$ 13,079	\$ 11,130	\$ 27,360	\$ 47,129

Financial Optic Tool No. 2 - Averages

	A	B	C	E	G	I	M	O	Q
1	2020 Sample								
2	Creswell Coffee Co.		Avg	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20
3	Income								
4		Total Sales	\$ 76,000	\$ 75,000	\$ 97,500	\$ 69,000	\$ 39,000	\$ 66,000	\$ 78,900
5		COGS	\$ 25,500	\$ 30,300	\$ 26,300	\$ 23,300	\$ 29,500	\$ 26,000	\$ 26,500
6		Gross Profit	\$50,500	\$ 44,700	\$ 71,200	\$ 45,700	\$ 9,500	\$ 40,000	\$ 52,400
8	Expenses								
9		Bank Charges	\$ 1,600	\$ 2,500	\$ 1,900	\$ 1,500	\$ 800	\$ 1,500	\$ 1,400
10		Insurance	\$ 450	\$ 300	\$ 300	\$ 350	\$ 450	\$ 600	\$ 300
11		Marketing	\$ 1,100	\$ 1,300	\$ 1,100	\$ 1,600	\$ 600	\$ 2,300	\$ 300
12		Office Supplies	\$ 50	\$ 50	\$ -	\$ 10	\$ 60	\$ 20	\$ 180
13		Adj. Total Payroll	\$ 40,000	\$ 41,500	\$ 39,300	\$ 38,000	\$ 9,200	\$ 17,800	\$ 25,000
14		Rent	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ -	\$ -	\$ 3,000
15		Repairs & Maintenance	\$ 50	\$ 100	\$ -	\$ 60	\$ 140	\$ -	\$ 200
19		Tools & Supplies	\$ 900	\$ 500	\$ 250	\$ 700	\$ 200	\$ 250	\$ 450
20		Utilities	\$ 1,500	\$ 3,700	\$ 1,400	\$ 3,100	\$ -	\$ 1,300	\$ 1,800
21		Total Expenses	\$48,650	\$ 52,950	\$ 47,250	\$ 48,320	\$ 11,450	\$ 23,770	\$ 32,630
23	Net Income		\$ 1,850	\$ (8,250)	\$ 23,950	\$ (2,620)	\$ (1,950)	\$ 16,230	\$ 19,770
24	Acual			\$ (8,250)	\$ 15,700	\$ 13,079	\$ 11,130	\$ 27,360	\$ 47,129

Financial Optic Tool No. 3 – CoNo

	A	B	C	E	G	I	J	M	O	Q	R
1	2020 Sample						CoNo				CoNo
2	Creswell Coffee Co.		Avg	Jan-20	Feb-20	Mar-20	1Q2020	Apr-20	May-20	Jun-20	2Q2020
3	Income										
4		Total Sales	\$ 76,000	\$ 75,000	\$ 97,500	\$ 69,000	100.00%	\$ 39,000	\$ 66,000	\$ 78,900	100.00%
5		COGS	\$ 25,500	\$ 30,300	\$ 26,300	\$ 23,300	33.09%	\$ 29,500	\$ 26,000	\$ 26,500	44.59%
6		Gross Profit	\$50,500	\$ 44,700	\$ 71,200	\$ 45,700	66.91%	\$ 9,500	\$ 40,000	\$ 52,400	55.41%
8	Expenses										
9		Bank Charges	\$ 1,600	\$ 2,500	\$ 1,900	\$ 1,500	2.44%	\$ 800	\$ 1,500	\$ 1,400	2.01%
10		Insurance	\$ 450	\$ 300	\$ 300	\$ 350	0.39%	\$ 450	\$ 600	\$ 300	0.73%
11		Marketing	\$ 1,100	\$ 1,300	\$ 1,100	\$ 1,600	1.66%	\$ 600	\$ 2,300	\$ 300	1.74%
12		Office Supplies	\$ 50	\$ 50	\$ -	\$ 10	0.02%	\$ 60	\$ 20	\$ 180	0.14%
13		Adj. Total Payroll	\$40,000	\$ 41,500	\$ 39,300	\$ 38,000	49.19%	\$ 9,200	\$ 17,800	\$ 25,000	28.28%
14		Rent	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	3.73%	\$ -	\$ -	\$ 3,000	1.63%
15		Repairs & Maintenance	\$ 50	\$ 100	\$ -	\$ 60	0.07%	\$ 140	\$ -	\$ 200	0.18%
19		Tools & Supplies	\$ 900	\$ 500	\$ 250	\$ 700	0.60%	\$ 200	\$ 250	\$ 450	0.49%
20		Utilities	\$ 1,500	\$ 3,700	\$ 1,400	\$ 3,100	3.40%	\$ -	\$ 1,300	\$ 1,800	1.69%
21		Total Expenses	\$48,650	\$ 52,950	\$ 47,250	\$ 48,320	61.50%	\$ 11,450	\$ 23,770	\$ 32,630	36.90%
23	Net Income		\$ 1,850	\$ (8,250)	\$ 23,950	\$ (2,620)	5.42%	\$ (1,950)	\$ 16,230	\$ 19,770	18.52%
24	Acruial			\$ (8,250)	\$ 15,700	\$ 13,079	8.50%	\$ 11,130	\$ 27,360	\$ 47,129	46.56%

Financial Optic Tool No. 4 – CPU

	A	B	C	E	G	I	J	K	M	O	Q	R	S
1	2020 Sample						CoNo					CoNo	CPU
2	Creswell Coffee Co.		Avg	Jan-20	Feb-20	Mar-20	1Q2020	1Q2020	Apr-20	May-20	Jun-20	2Q2020	2Q2020
3	Income							24664					16509
4		Total Sales	\$ 76,000	\$ 75,000	\$ 97,500	\$ 69,000	100.00%	\$ 9.79	\$ 39,000	\$ 66,000	\$ 78,900	100.00%	\$ 11.14
5		COGS	\$ 25,500	\$ 30,300	\$ 26,300	\$ 23,300	33.09%	\$ 3.24	\$ 29,500	\$ 26,000	\$ 26,500	44.59%	\$ 4.97
6		Gross Profit	\$50,500	\$ 44,700	\$ 71,200	\$ 45,700	66.91%	\$ 6.55	\$ 9,500	\$ 40,000	\$ 52,400	55.41%	\$ 6.17
8	Expenses												
9		Bank Charges	\$ 1,600	\$ 2,500	\$ 1,900	\$ 1,500	2.44%	\$ 0.24	\$ 800	\$ 1,500	\$ 1,400	2.01%	\$ 0.22
10		Insurance	\$ 450	\$ 300	\$ 300	\$ 350	0.39%	\$ 0.04	\$ 450	\$ 600	\$ 300	0.73%	\$ 0.08
11		Marketing	\$ 1,100	\$ 1,300	\$ 1,100	\$ 1,600	1.66%	\$ 0.16	\$ 600	\$ 2,300	\$ 300	1.74%	\$ 0.19
12		Office Supplies	\$ 50	\$ 50	\$ -	\$ 10	0.02%	\$ 0.00	\$ 60	\$ 20	\$ 180	0.14%	\$ 0.02
13		Adj. Total Payroll	\$ 40,000	\$ 41,500	\$ 39,300	\$ 38,000	49.19%	\$ 4.82	\$ 9,200	\$ 17,800	\$ 25,000	28.28%	\$ 3.15
14		Rent	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	3.73%	\$ 0.36	\$ -	\$ -	\$ 3,000	1.63%	\$ 0.18
15		Repairs & Maintenance	\$ 50	\$ 100	\$ -	\$ 60	0.07%	\$ 0.01	\$ 140	\$ -	\$ 200	0.18%	\$ 0.02
19		Tools & Supplies	\$ 900	\$ 500	\$ 250	\$ 700	0.60%	\$ 0.06	\$ 200	\$ 250	\$ 450	0.49%	\$ 0.05
20		Utilities	\$ 1,500	\$ 3,700	\$ 1,400	\$ 3,100	3.40%	\$ 0.33	\$ -	\$ 1,300	\$ 1,800	1.69%	\$ 0.19
21		Total Expenses	\$48,650	\$ 52,950	\$ 47,250	\$ 48,320	61.50%	\$ 6.02	\$ 11,450	\$ 23,770	\$ 32,630	36.90%	\$ 4.11
23		Net Income	\$ 1,850	\$ (8,250)	\$ 23,950	\$ (2,620)	5.42%		\$ (1,950)	\$ 16,230	\$ 19,770	18.52%	
24		Acruar		\$ (8,250)	\$ 15,700	\$ 13,079	8.50%		\$ 11,130	\$ 27,360	\$ 47,129	46.56%	