Division Profitability

Micro PC Quarter 6

Report Period All Quarters

Division Profitability

	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Quarter 5
GROSS PROFIT					
Revenues	0	0	548,854	6,183,917	14,149,298
- Rebates	0	0	4,080	89,400	322,950
- Cost of Goods Sold	0	0	272,235	2,466,881	5,699,600
= Gross Profit	**0**	**0**	**272,539**	**3,627,636**	**8,126,748**
EXPENSES					
Sales Office Leases	0	0	146,000	226,000	226,000
+ Sales Force Expense	0	0	293,728	387,989	631,154
+ Brand Promotions	0	0	0	0	0
+ Special Programs	0	0	0	0	0
+ Ad Creation/Revision	0	0	60,000	30,000	90,000
+ Point of Purchase Display Expenses	0	0	400	600	1,200
+ Advertising Expenses	0	0	92,551	141,912	517,883
+ Engineering Cost for New Brands	0	120,000	0	120,000	60,000
+ Market Research	88,000	0	40,000	40,000	40,000
= Operating Expenses	**88,000**	**120,000**	**632,679**	**946,501**	**1,566,237**
Operating Profit	**-88,000**	**-120,000**	**-360,140**	**2,681,135**	**6,560,511**
MISCELLANEOUS INCOME AND EXPENSES					
+ Other Income	0	0	0	0	0
- Other Expenses	0	0	0	0	0
- Research and Development Costs	0	0	0	0	5,471,946
- Set Up Costs for New Sales Offices	0	330,000	180,000	0	350,000
= Net Profit for Division	**-88,000**	**-450,000**	**-540,140**	**2,681,135**	**738,565**
Cumulative Net Profit for Division	**-88,000**	**-538,000**	**-1,078,140**	**1,602,995**	**2,341,560**