

# Getting Visitors & Gaining Revenue Walkthrough

## 1.1 Introduction

This "sales summary" tab provides a step-by-step walk through guide to your accompanying; Financial Model Excel Download.

		2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023
Fiscal Year		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Marketing Budgets &amp; Visitor Totals</b>													
Monthly Marketing Budget Web		4,000	4,100	4,200	4,300	4,650	4,850	5,000	5,250	5,500	6,000	6,250	7,000
Cost Per Click (CPC)		3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Total CPC Visitors		1,333	1,367	1,400	1,433	1,550	1,617	1,667	1,750	1,833	2,000	2,083	2,333
SEO Visitors		800	825	866	900	920	970	980	1,000	1,025	1,050	1,050	1,050
SEO % Potential		80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%
SEO Total		640	660	693	720	736	776	784	800	820	840	840	840
Monthly Marketing Budget Offline		4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Total Cost Per Visit (CPV) Offline		600	600	600	600	600	600	600	600	600	600	600	600
Total Visitors		2,573	2,627	2,693	2,753	2,886	2,993	3,051	3,150	3,253	3,440	3,523	3,773
<b>Conversion Rates</b>													
Visitors Sales Opportunities		61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%
Sales Opps Total		1,570	1,602	1,643	1,680	1,760	1,826	1,861	1,922	1,985	2,098	2,149	2,302
Sales Opps For Free Trial		10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
New Free Trial Users		157	160	164	168	176	183	186	192	198	210	215	230
Sales Opps For Paying Customers		90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%
Total Sales		1,413	1,442	1,478	1,512	1,584	1,643	1,675	1,729	1,786	1,889	1,934	2,072
<b>Services</b>													
30 Minute Lesson	Price 60	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
	Sales Uptakes	85	87	89	91	95	99	100	104	107	113	116	124
	Sales Total	5,086	5,191	5,322	5,442	5,704	5,915	6,029	6,226	6,430	6,799	6,964	7,458
1 Hour Lesson	Price 75	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
	Sales Uptakes	85	87	89	91	95	99	100	104	107	113	116	124
	Sales Total	6,357	6,489	6,653	6,802	7,130	7,393	7,537	7,782	8,037	8,499	8,704	9,322
Private Simulator (1 Hour)	Price 95	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%
	Sales Uptakes	170	173	177	181	190	197	201	208	214	227	232	249
	Sales Total	16,105	16,439	16,853	17,232	18,062	18,730	19,093	19,715	20,361	21,530	22,051	23,616
Private Simulator (3 Hours)	Price 180	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%
	Sales Uptakes	396	404	414	423	444	460	469	484	500	529	542	580
	Sales Total	71,203	72,679	74,509	76,184	79,854	82,806	84,411	87,159	90,018	95,183	97,489	104,407
Group Simulator (Corporate Days)	Price 490	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%
	Sales Uptakes	678	692	710	726	761	789	804	830	857	907	928	994
	Sales Total	332,281	339,168	347,707	355,524	372,654	386,427	393,917	406,743	420,086	444,189	454,950	487,231
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Plan marketing budget expenditure to get new customers to view you product or service. Encompass various strategies aimed at promoting products or services, Pay-Per-Click (PPC) and Search Engine Optimization (SEO) standing out as crucial components in today's digital landscape. PPC advertising allows businesses to bid on ad placement in search engine results or on websites, paying a fee only when their ad is clicked. This targeted approach ensures visibility to potential customers actively seeking related offerings. Conversely, SEO focuses on organic visibility, optimizing website content and structure to rank higher in search engine results, driving unpaid traffic. Both PPC and SEO synergize to enhance online presence and attract relevant traffic, ultimately contributing to revenue generation. By strategically combining these tactics, businesses can maximize their online visibility, engage with their target audience effectively, and convert leads into valuable customers, thereby bolstering revenue streams.

Experiment with the tab to see how differing marketing strategies affect visitor streams and how they may affect revenues.

# Finance Model & Financials Walkthrough

## 1.1 Introduction

This document provides a step-by-step walk through guide to your accompanying; Financial Model Excel Download.

Financial Year	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2024	2024	2024	Totals
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar		
<b>Income Statement</b>																	
<b>Revenue</b>																	
30 Minute Lesson	5,086	5,191	5,322	5,442	5,704	5,915	6,029	6,226	6,430	6,799	6,964	7,458	7,458	7,563	7,668		
1 Hour Lesson	6,357	6,489	6,653	6,802	7,130	7,393	7,537	7,782	8,037	8,499	8,704	9,322	9,322	9,454	9,586		
Private Simulator (1 Hour)	16,105	16,439	16,853	17,232	18,062	18,730	19,093	19,715	20,361	21,530	22,051	23,616	23,616	23,950	24,283		
Private Simulator (3 Hours)	71,203	72,679	74,509	76,184	79,854	82,806	84,411	87,159	90,018	95,183	97,489	104,407	104,407	105,882	107,358		
Group Simulator (Corporate Days)	332,281	339,168	347,707	355,524	372,654	386,427	393,917	406,743	420,086	444,189	454,950	487,231	487,231	494,118	501,004		
<b>Total Revenue</b>	<b>431,033</b>	<b>439,966</b>	<b>451,044</b>	<b>461,183</b>	<b>483,405</b>	<b>501,271</b>	<b>510,986</b>	<b>527,625</b>	<b>544,933</b>	<b>576,200</b>	<b>590,158</b>	<b>632,033</b>	<b>632,033</b>	<b>640,966</b>	<b>649,900</b>	<b>6,149,837</b>	
<b>Total COGS</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-35,984</b>	<b>-431,808</b>
Direct Salaries and Wages	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-31,654	-379,848
Marketing	-4,000	-4,000	-4,000	-4,000	-4,000	-4,000	-4,000	-4,000	-4,000	-4,000	-4,000	-4,000	-4,000	-4,000	-4,000	-4,000	-48,000
Utilities	-125	-125	-125	-125	-125	-125	-125	-125	-125	-125	-125	-125	-125	-125	-125	-125	-1,500
Insurance	-205	-205	-205	-205	-205	-205	-205	-205	-205	-205	-205	-205	-205	-205	-205	-205	-2,460
Misc																	
COGS Placeholder 5																	
<b>GROSS MARGIN</b>	<b>395,049</b>	<b>403,982</b>	<b>415,060</b>	<b>425,199</b>	<b>447,421</b>	<b>465,287</b>	<b>475,002</b>	<b>491,641</b>	<b>508,949</b>	<b>540,216</b>	<b>554,174</b>	<b>596,049</b>	<b>596,049</b>	<b>604,982</b>	<b>613,916</b>	<b>5,718,029</b>	
<b>Variable Expenses</b>																	
Equipment Maintenance	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-41,916
Fuel	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-13,493	-161,916
Plants	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-5,916
Fertilizer	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-11,234	-123,574
Placeholder 5																	
Placeholder 6																	
Placeholder 7																	
Placeholder 8																	
<b>Total Variable Expenses</b>	<b>-28,713</b>	<b>-28,713</b>	<b>-28,713</b>	<b>-28,713</b>	<b>-28,713</b>	<b>-28,713</b>	<b>-28,713</b>	<b>-28,713</b>	<b>-28,713</b>	<b>-28,713</b>	<b>-28,713</b>	<b>-17,479</b>	<b>-17,479</b>	<b>-6,893</b>	<b>-6,893</b>	<b>-333,322</b>	
<b>Total Admin Salary and Wages</b>	<b>-45,063</b>	<b>-45,063</b>	<b>-45,063</b>	<b>-45,063</b>	<b>-45,063</b>	<b>-45,063</b>	<b>-45,063</b>	<b>-45,063</b>	<b>-45,063</b>	<b>-45,063</b>	<b>-45,063</b>	<b>-45,063</b>	<b>-45,063</b>	<b>-45,063</b>	<b>-45,063</b>	<b>-540,756</b>	
<b>Fixed Expenses</b>																	
Advertising	-1,750	-1,750	-1,750	-1,750	-1,750	-1,750	-1,750	-1,750	-1,750	-1,750	-1,750	-1,750	-1,750	-1,750	-1,750	-1,750	-21,000

On the income statement tab you will see your main components of your profit and loss which is total revenue total cost of goods sold, gross margin, total variable expenses, total admin salaries and wages, total fixed expenses, depreciation and amortization. Interest expense, net profit before tax, your corporate tax and as a result net profit.

Please note that some categories has their own sub-categories so you'll see the utilization for example for fixed expenses, for variable expenses or for example for the revenue the cash flow statement you will see your cash flow broken down by cash flow from operating activities, cash flow from investing activities, and cash flow from financing activities the same information you will see on the cash flow statement

Indoor Golf Centre Finance Model - Excel

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**Cash Flow Statement**  
Model Name  
Go to the Table of Contents

Financial year

Month Jan-23 Feb-23 Mar-23 Apr-23 May-23 Jun-23 Jul-23 Aug-23 Sep-23 Oct-23 Nov-23 Dec-23 Jan-24

**Cash Flow Statement**

**Cash Flow from Operating Activities**

Cash Receipts	431,033	439,966	451,044	461,183	483,405	501,271	510,986	527,625	544,933	576,200	590,158	632,033	632,033
30 Minute Lesson	5,086	5,191	5,322	5,442	5,704	5,915	6,029	6,226	6,430	6,799	6,964	7,458	7,458
1 Hour Lesson	6,357	6,489	6,653	6,802	7,130	7,393	7,537	7,782	8,037	8,499	8,704	9,322	9,322
Private Simulator (1 Hour)	16,105	16,439	16,853	17,232	18,062	18,730	19,093	19,715	20,361	21,530	22,051	23,616	23,616
Private Simulator (3 Hours)	71,203	72,679	74,509	76,184	79,854	82,806	84,411	87,159	90,018	95,183	97,489	104,407	104,407
Group Simulator (Corporate Days)	332,281	339,168	347,707	355,524	372,654	386,427	393,917	406,743	420,086	444,189	454,950	487,231	487,231
Placeholder 6													
Placeholder 7													
Cash Payments	1,015	1,015	1,015	1,015	1,015	1,015	1,015	1,015	1,015	1,015	1,015	1,015	1,015
Interest Paid	-21,659	-20,818	-19,977	-19,136	-18,296	-17,455	-16,614	-15,773	-14,932	-14,091	-13,250	-12,409	-12,409
Corporate Tax Paid	-86,207	-87,993	-90,209	-92,237	-96,681	-100,254	-102,197	-105,525	-108,987	-115,240	-118,032	-126,407	-126,407
<b>CASH INFLOW</b>	<b>431,033</b>	<b>439,966</b>	<b>451,044</b>	<b>461,183</b>	<b>483,405</b>	<b>501,271</b>	<b>510,986</b>	<b>527,625</b>	<b>544,933</b>	<b>576,200</b>	<b>590,158</b>	<b>632,033</b>	<b>632,033</b>
<b>CASH OUTFLOW</b>	<b>-86,192</b>	<b>-108,637</b>	<b>-110,012</b>	<b>-111,199</b>	<b>-114,802</b>	<b>-117,535</b>	<b>-118,637</b>	<b>-121,124</b>	<b>-123,744</b>	<b>-129,157</b>	<b>-131,108</b>	<b>-138,642</b>	<b>-137,801</b>
Net Cash Flow from Operating Activities	345,841	331,329	341,032	349,984	368,602	383,737	392,349	406,501	421,189	447,043	459,050	493,391	494,232
Net Cash Flow from Investing Activities (Indirect)	344,130	329,618	339,321	348,273	366,891	382,026	390,638	404,790	419,478	445,332	457,339	491,680	492,782
<b>Cash Flow from Investing Activities</b>													
Fixed Assets Capital Expenditure	450,000												
Placeholder 1													
Net Cash Flow from Investing Activities	450,000	0	0	0	0	0	0	0	0	0	0	0	0
<b>Cash Flow from Financing Activities</b>													
Debt Drawdowns	-450,000												
Placeholder 1													
Placeholder 2													
Placeholder 3													
Debt Repayments		-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-16,818	-16,818
Placeholder 1													
Ordinary Equity Raisings													
Placeholder 1													
Ordinary Equity Buybacks													

2023 Sales Summary | IS 2023 | CF 2023 | BS 2023 | Statements Summary 2023 | 2024 Sales Summary | IS 2024 | CF 2024 | BS 2024 | Statements Summary 2024 | 2025 Sales Summary

The balance sheet will show you the breakdown of your current assets, non-current assets, current liabilities, non-current liabilities and equity by its sub-categories.

Indoor Golf Centre Finance Model - Excel

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1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40

**Balance Sheet**  
[Company Name]

Financial Year 2023 2023 2023 2023 2023 2023 2023 2023 2023 2023 2023 2023 2024 2024 2024

Month Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Totals

**Balance Sheet**

**Current Assets**

Cash	345,841	682,012	1,027,044	1,380,187	1,751,108	2,136,322	2,529,308	2,935,605	3,355,748	3,800,905	4,257,228	4,747,052	5,238,657	5,729,116	6,227,563
Accounts Receivable															
Inventory															
Total Current Assets	345,841	682,012	1,027,044	1,380,187	1,751,108	2,136,322	2,529,308	2,935,605	3,355,748	3,800,905	4,257,228	4,747,052	5,238,657	5,729,116	6,227,563

**Non-Current Assets**

Assets Closing Net Book Value	451,711	453,422	455,133	456,844	458,555	460,266	461,977	463,688	465,399	467,110	468,821	470,532	471,982	473,432	474,882
CAPEX Prepayment															
Fixed Assets	451,711	453,422	455,133	456,844	458,555	460,266	461,977	463,688	465,399	467,110	468,821	470,532	471,982	473,432	474,882
Total Non-Current Assets	451,711	453,422	455,133	456,844	458,555	460,266	461,977	463,688	465,399	467,110	468,821	470,532	471,982	473,432	474,882
Total Assets	797,552	1,135,434	1,482,177	1,837,031	2,209,663	2,596,588	2,991,285	3,399,293	3,821,147	4,268,015	4,726,049	5,217,584	5,710,639	6,202,548	6,702,445

**Current Liabilities**

CAPEX Payable															
Accounts Payable															
Corporate Tax Payable	-86,207	-87,993	-90,209	-92,237	-96,681	-100,254	-102,197	-105,525	-108,987	-115,240	-118,032	-126,407	-126,407	-128,193	-129,980
Total Current Liabilities	-86,207	-87,993	-90,209	-92,237	-96,681	-100,254	-102,197	-105,525	-108,987	-115,240	-118,032	-126,407	-126,407	-128,193	-129,980

**Non-Current Liabilities**

Debt	-450,000	-433,182	-416,364	-399,546	-382,728	-365,910	-349,092	-332,274	-315,456	-298,638	-281,820	-265,002	-248,184	-231,366	-214,548
Other Non-Current Liabilities															
Placeholder															
Total Non-Current Liabilities	-450,000	-433,182	-416,364	-399,546	-382,728	-365,910	-349,092	-332,274	-315,456	-298,638	-281,820	-265,002	-248,184	-231,366	-214,548

**Total Liabilities**

Total Liabilities	-536,207	-521,175	-506,573	-491,783	-479,409	-466,164	-451,289	-437,799	-424,443	-413,878	-399,852	-391,409	-374,591	-359,559	-344,528
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**Net Assets**

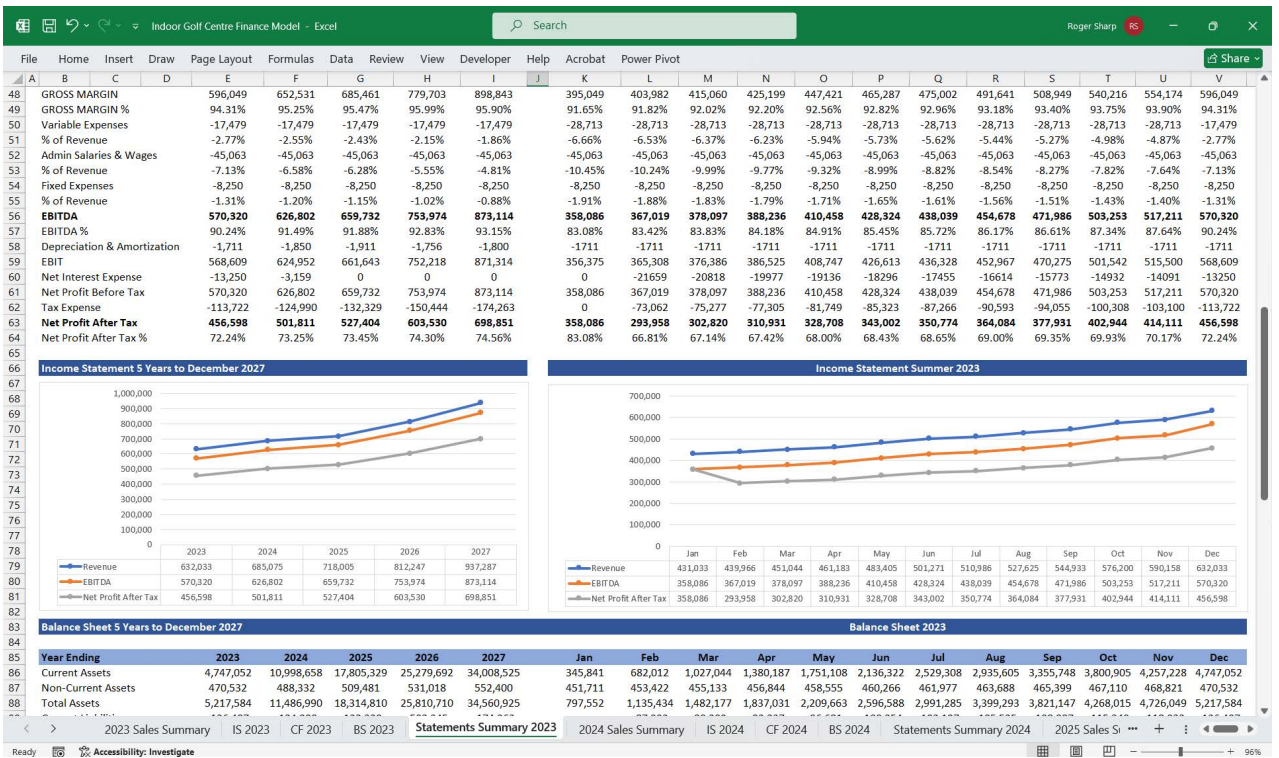
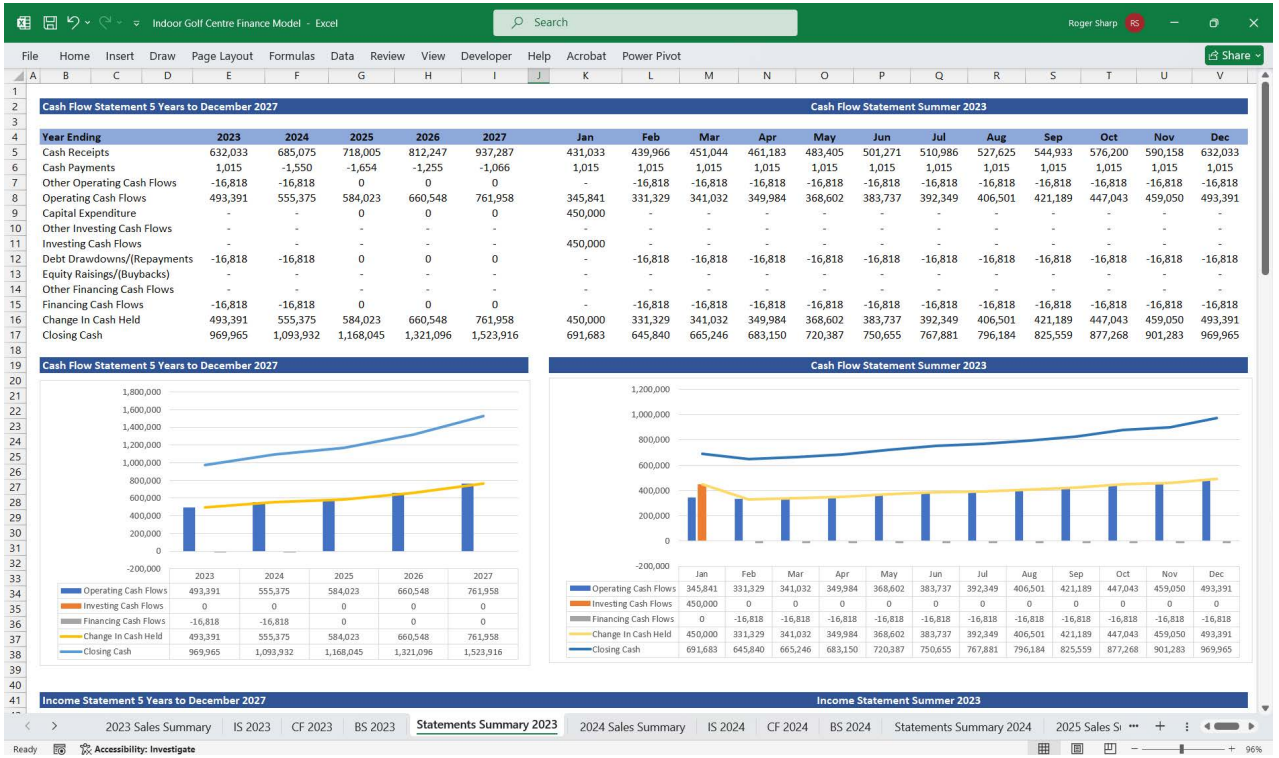
Net Assets	261,346	614,258	975,604	1,345,248	1,730,254	2,130,424	2,539,996	2,961,494	3,396,705	3,854,137	4,326,198	4,826,175	5,336,049	5,842,989	6,357,917
Ordinary Equity															
Retained Profits	261,346	614,258	975,604	1,345,248	1,730,254	2,130,424	2,539,996	2,961,494	3,396,705	3,854,137	4,326,198	4,826,175	5,336,049	5,842,989	6,357,917
Total Equity	261,346	614,258	975,604	1,345,248	1,730,254	2,130,424	2,539,996	2,961,494	3,396,705	3,854,137	4,326,198	4,826,175	5,336,049	5,842,989	6,357,917

Total Error Checks Result  
Alert Check (Negative Cash)

2023 Sales Summary | IS 2023 | CF 2023 | BS 2023 | Statements Summary 2023 | 2024 Sales Summary | IS 2024 | CF 2024 | BS 2024 | Statements Summary 2024 | 2025 Sales Summary



The summary of these three statements you'll find on the "statement summary" tab (1 For Each Year) on the top you have the income statement which is broken done into 5 years and the selected which you can view here.



Income statements are also broken down into 5 year key metrics, you can also view this same information in charts.

You will also notice in all three statements that tax rates have been set with a formula = "Cell" \* 0.20 = to 20 Percent

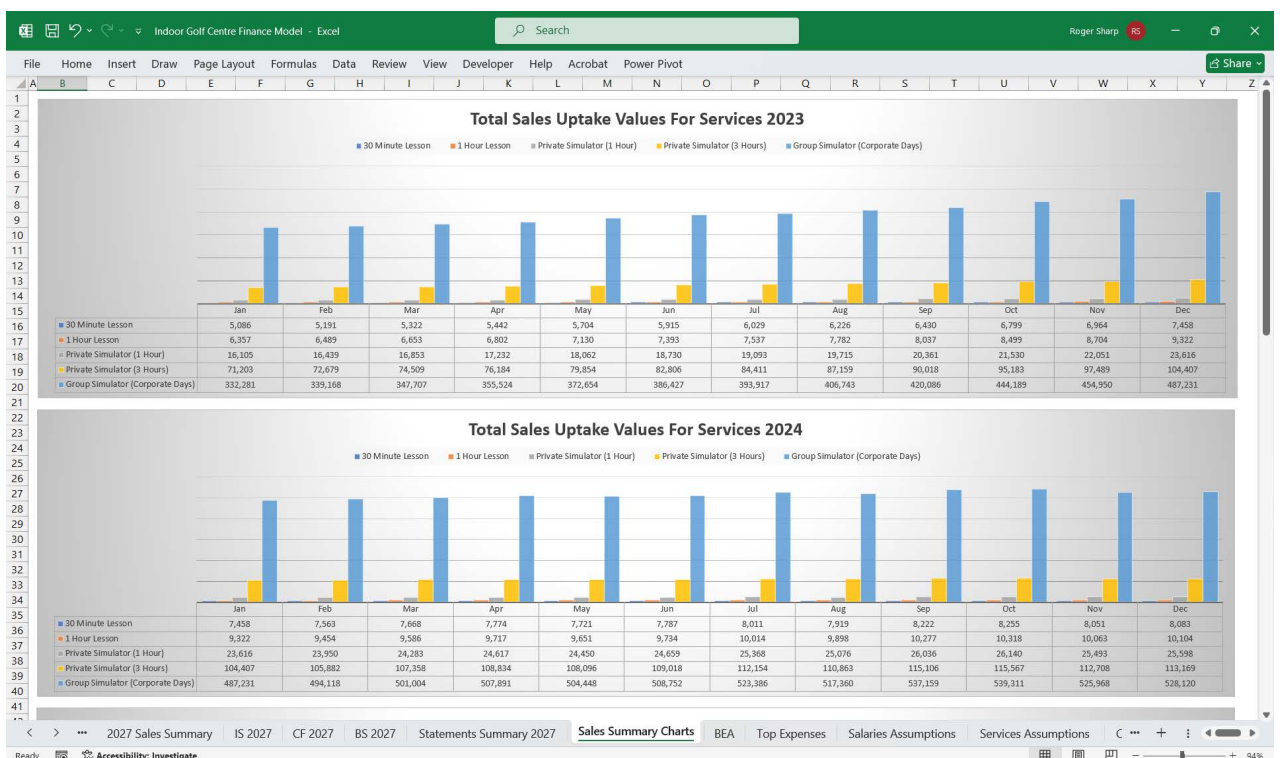
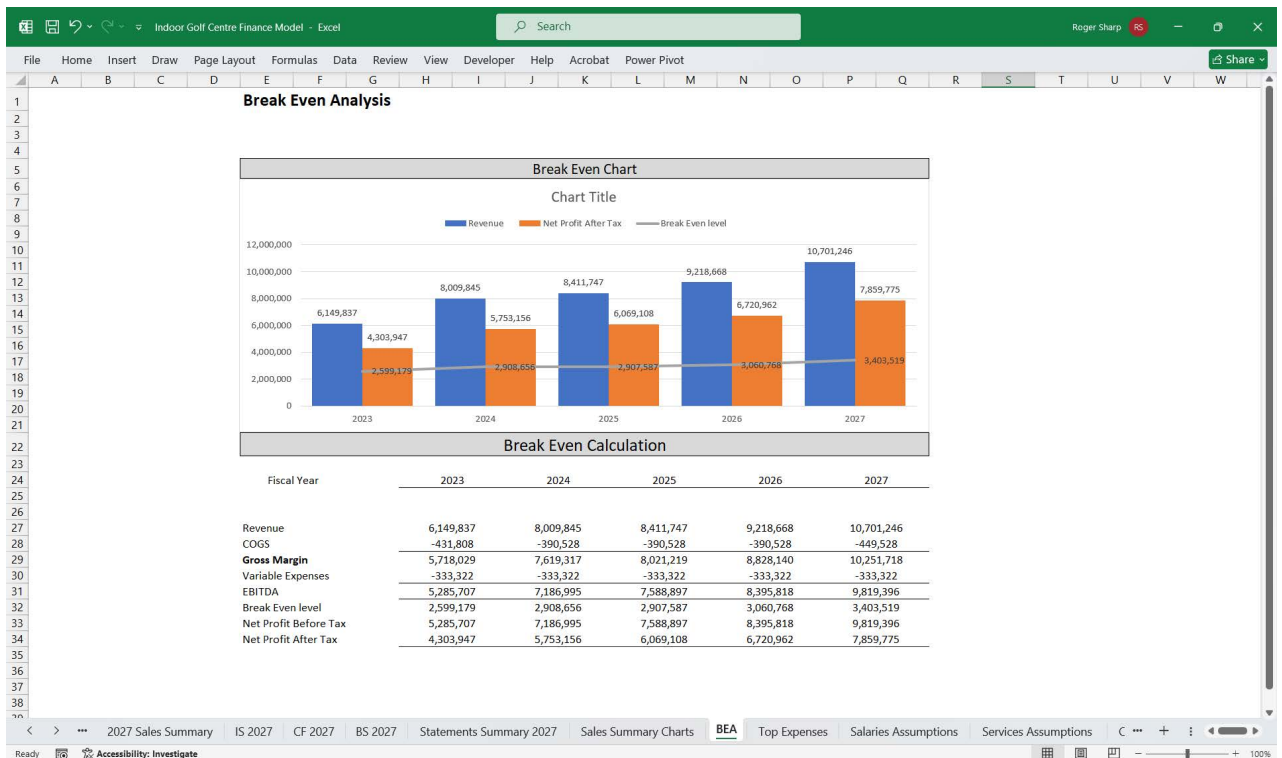
You can of course edit these cells (and any other cell you wish to edit.

Here some example tax rates you may wish to use

= "Cell" \* 0.10 = 10 Percent

= "Cell" \* 0.05 = 5 Percent

### Break Even Analysis Tab with Key Performance Metrics



## Total Revenue in chart format

And the "Salary Assumptions" helps you easily keep track of employee expenses, and there effects on overall revenue.

Department	Number Of Employees and Wages				
	2023	2024	2025	2026	2027
Golf Cub Manager	1 70,000	1 50,000	1 50,000	1 50,000	1 50,000
Events Manager	1 65,000	1 65,500	1 70,000	1 73,000	1 75,000
Chief Operating Officer	1 45,000	1 25,000	1 25,000	1 25,000	1 25,000
Marketing Manager	1 25,000	1 46,000	1 46,500	1 46,750	1 47,000
Senior Greenkeeper	1 45,000	1 45,000	1 45,000	1 45,500	1 45,500
Assistant Greenkeeper	3 30,000	3 30,000	4 35,000	4 40,100	5 40,100
Bar Attendant	2 37,000	1 37,000	1 37,000	1 37,200	1 37,200
Customer Success Manager	1 37,000	1 37,000	1 37,000	2 37,000	2 37,000
Simulator Technician	2 36,000	2 36,000	2 36,000	2 36,000	2 36,000
Chef	2 43,000	1 43,000	1 43,000	1 43,500	1 43,500
Telephonist	1 21,000	2 21,000	2 22,000	2 22,000	2 23,000
<b>Totals</b>					
Golf Cub Manager	1 70,000	1 50,000	1 50,000	1 50,000	1 50,000
Events Manager	1 65,000	1 65,500	1 70,000	1 73,000	1 75,000
Chief Operating Officer	1 45,000	1 25,000	1 25,000	1 25,000	1 25,000
Marketing Manager	1 25,000	1 46,000	1 46,500	1 46,750	1 47,000
Senior Greenkeeper	1 45,000	1 45,000	1 45,000	1 45,500	1 45,500
Assistant Greenkeeper	3 90,000	3 90,000	4 140,000	4 160,400	5 200,500
Bar Attendant	2 74,000	1 37,000	1 37,000	1 37,200	1 37,200
Customer Success Manager	1 37,000	1 37,000	1 37,000	2 74,000	2 74,000
Simulator Technician	2 72,000	2 72,000	2 72,000	2 72,000	2 72,000
Chef	2 86,000	1 43,000	1 43,000	1 43,500	1 43,500
Telephonist	1 21,000	2 42,000	2 44,000	2 44,000	2 46,000

Services assumptions help you gain an insight into further revenue and business expansion

Service	Percentage Increase From Previous Year				
	2023	2024	2025	2026	2027
Service 1	11%	4%	4%	2%	4%
Service 2	11%	4%	4%	2%	8%
Service 3	4%	11%	2%	2%	8%
Service 4	3%	11%	2%	2%	8%
Service 5	3%	12%	2%	2%	8%
Service 6	2%	12%	2%	2%	8%
Service	Active Customers				
	2023	2024	2025	2026	2027
Service 1	5	9	10	12	15
Service 2	6	9	12	12	16
Service 3	5	9	12	12	17
Service 4	5	9	12	15	15
Service 5	7	9	12	15	15
Service 6	4	9	12	15	19
Service	Billable Days				
	2023	2024	2025	2026	2027
Service 1	200	225	235	240	250
Service 2	200	225	235	240	260
Service 3	202	210	236	241	261
Service 4	203	210	237	242	262
Service 5	204	210	238	243	263
Service 6	205	210	239	244	264
Service	Cost Per Day				
	2023	2024	2025	2026	2027
Service 1	345	355	360	370	400
Service 2	300	300	310	340	400
Service 3	280	281	282	290	320
Service 4	350	350	360	370	400
Service 5	345	355	360	370	400
Service 6	345	355	360	370	400
Totals					
2023	245,000	718,875	846,000	1,065,000	1,500,000

Other further tabs in the worksheet, can help with the valuation and monitoring of future services or products offered.

Planned expenditure vs actual, hours planned for a project to complete vs actual time taken. Their actual budgets and how they affect future revenue and performance and Return on Investment.



