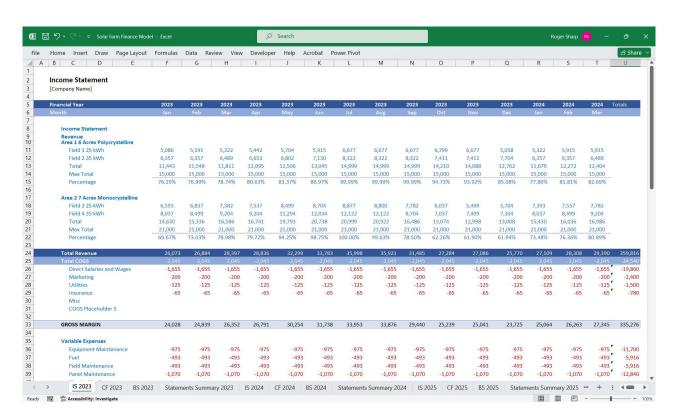
Finance Model &

Financials Walkthrough

1.1 Introduction

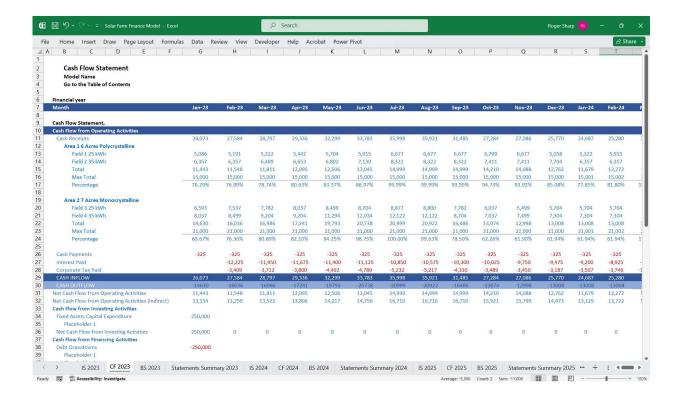
This document provides a step-by-step walk through guide to your accompanying; Financial Model Excel Download.



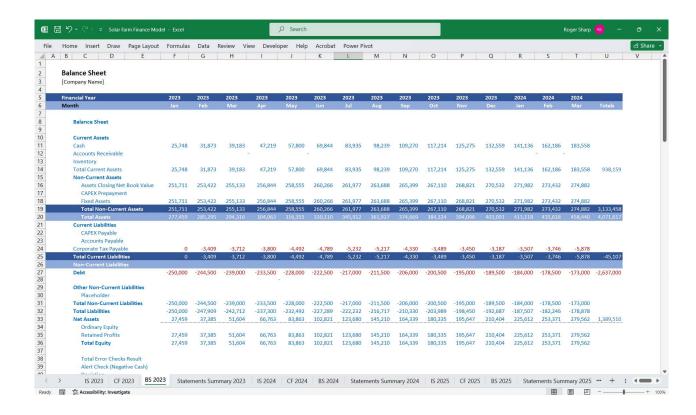
On the income statement tab you will see your main components of your profit and loss which is total revenue total cost of goods sold, gross margin, total variable expenses, total admin salaries and wages, total fixed expenses, depreciation and amortization.

Interest expense, net profit before tax, your corporate tax and as a result net profit.

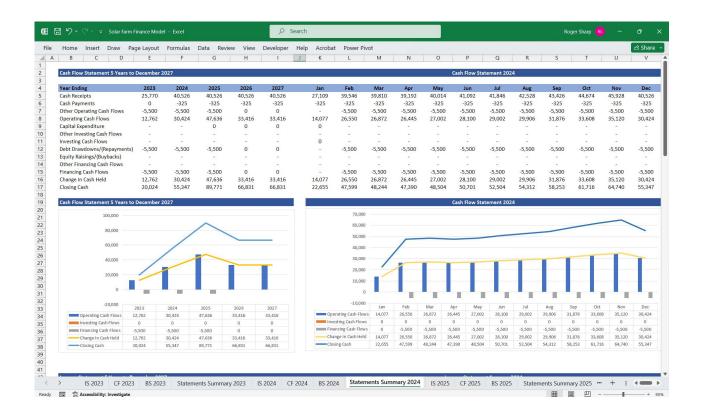
Please note that some categories has their own sub-categories so you'll see the utilization for example for fixed expenses, for variable expenses or for example for the revenue the cash flow statement you will see your cash flow broken down by cash flow from operating activities, cash flow from investing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

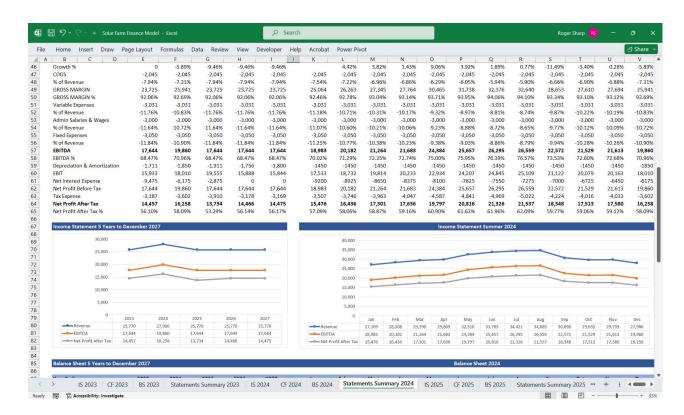


The balance sheet will show you the breakdown of your current assets, non-current assets, current liabilities, non-current liabilities and equity by its sub-categories.



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

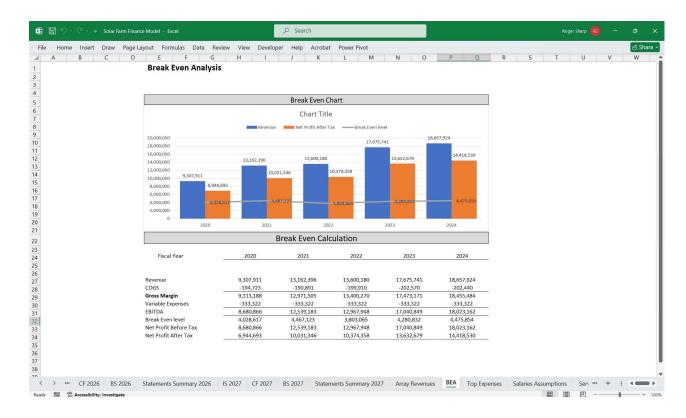
You can of course edit these cells (and any other cell you wish to edit.

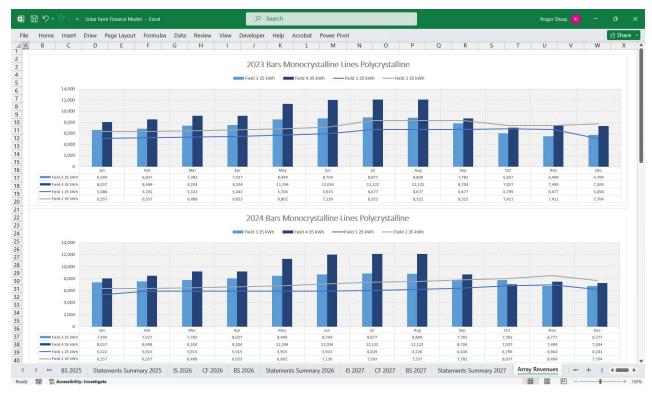
Here some example tax rates you may wish to use

="Cell"*0.10 = 10 Percent

="Cell"*0.05 = 5 Percent

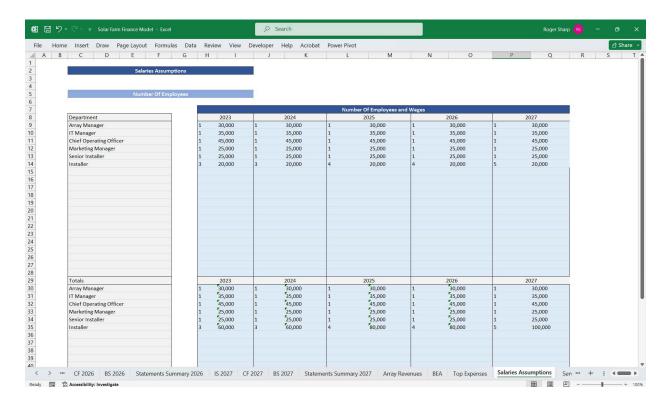
Break Even Analysis Tab with Key Performance Metrics



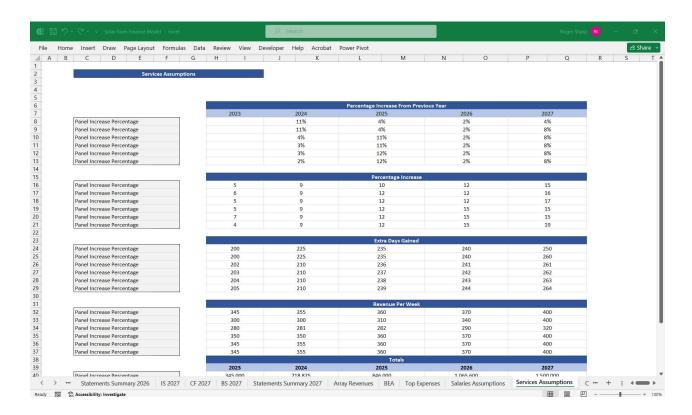


Total Revenue in chart format

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



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



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.

