

Universal Funding Proposal & Business Planning / Forecasting Model Forecast Report

Version 1.0 - 11 of 11 (B)



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The Universal Forecast and Funding Proposal Model - Purpose

Use the Universal Forecast and Funding Proposal Model to support your business planning and create the following:

- **Your 5-year Business Plan and Forecast**
 - ✓ Years 1 and 2 detailed by month
 - ✓ Years 3 to 5 detailed per year
- **Understand and Plan for Your Future**
- **Model the Impact of Funding on Your Business**
- **Apply for Loan or Equity Funding**

You can use the Universal Forecasting and Funding Proposal Model regardless of the accounting system you use, to build a 5-year Business Plan / Forecast for your business.

Use your plan to understand, plan and budget for the future to help you and your team maintain a clear picture of exactly where you are on your journey.

If your business needs to raise finance, your Business Plan can quickly and easily be used to generate a robust Funding Proposal that provides everything lenders or investors need to approve funding.

*“A good plan today is better than
a perfect plan tomorrow”*

George S Patton

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1. Forecast Report – (Step 11)

The final tab in the Universal Forecast and Funding Proposal Model is the Forecast Report on Tab 11, as its name implies, it is used to generate a Forecast Report with a summary of the key financial figures for the next 5 years.

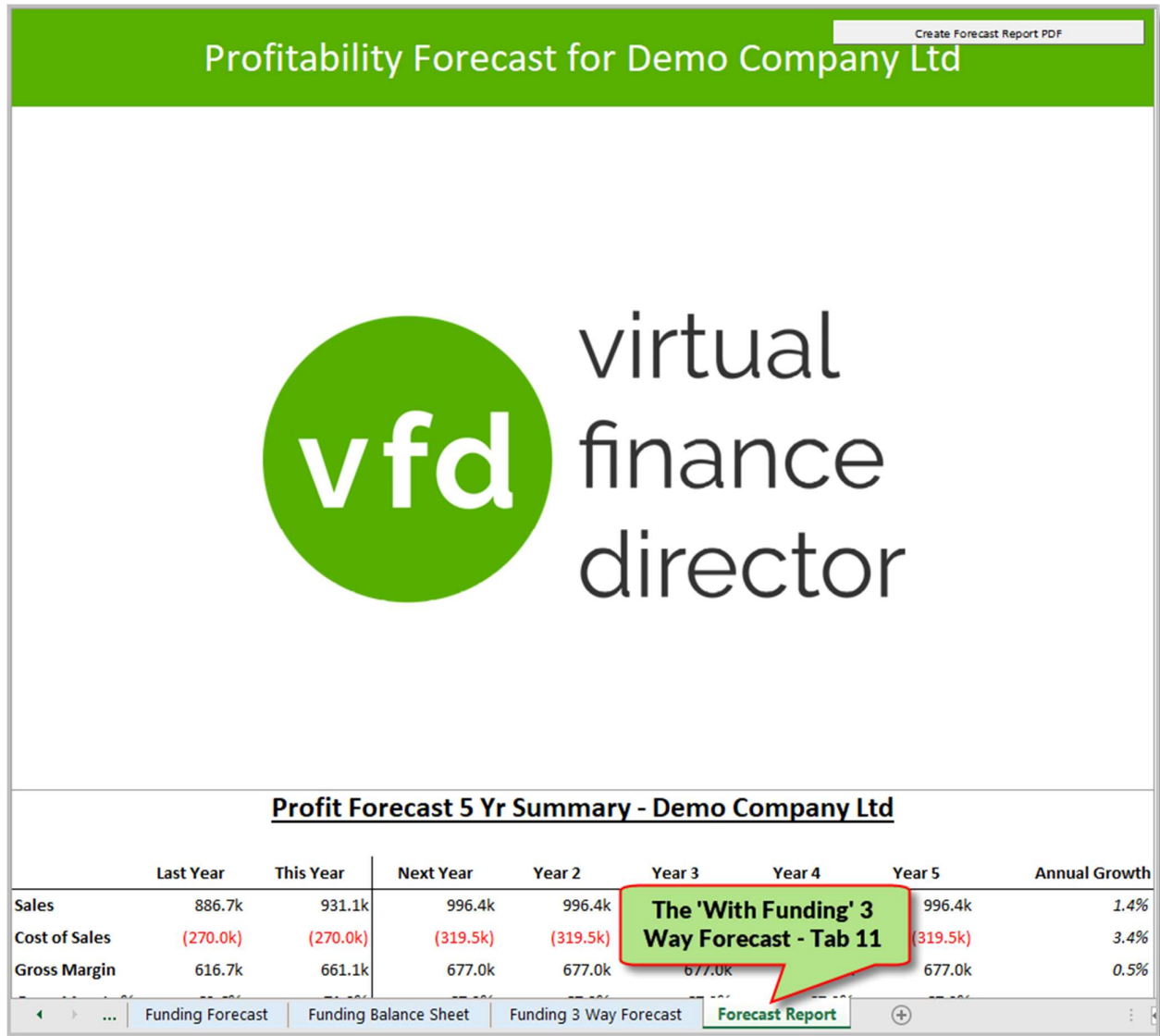


Figure 1 - Step 11: Forecast Report

The Forecast Report includes the following sections:

1. A Title Page
2. Profit Forecast – 5 Year Summary

Playbook

3. Profit Forecast – This year, last year, next year
4. Sales Forecast
5. Margin Forecast
6. Overheads Forecast
7. Profit Forecast
8. Detailed P&L (Sales and Gross Margin breakdown by month)
9. Detailed P&L, (Overheads and Net Profit breakdown by month)

Completing this section of the Universal Forecast and Funding Proposal Model simply requires you to enter some narrative text to summarise the key assumptions that have been entered into the model and as such form the basis of your forecast.

1.1. Forecast Report – Title Page – Entering the Company Logo

To change the logo right click the default image, then select the 'Change Picture' options, then select 'From a File', find the required logo and click to change the logo used on the cover page of the Forecast Report.



Figure 2 – Step 11: Changing the Logon on the Forecast Report PDF

Note. The default size for the logo is 1,200 x 1,200 pixels. The image you chose to insert should be sized before adding it to the report to avoid it being distorted, too small, too large or becoming distorted.

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1.2. Forecast Report – Profit Forecast Five Year Summary

The 5 Year Profit and Loss Forecast: This provides a quick overview of the key elements of your Profit and Loss account for the last two years and your 5-year forecast showing the annual growth percentage anticipated.

The summary graphics: This help visualise your forecast trend for Sales, Margin, Overheads and Net Profit.

The Profit Sensitivity Analysis: This provides a quick and easy to interpret overview of the impact of variation in the margin rate achieved and your rate of sales growth.

Earnings Before Interest, Taxation, Depreciation and Amortisation – EBITDA: Businesses are generally valued in part based on their EBITDA so your forecast net profit in year five is highlighted and the corresponding Interest, Tax, Depreciation and Amortisation deducted to show the resulting EBITDA figure.

Movement in EBITDA and Impact on your Business Valuation: Valuing companies is complex, however the movement in EBITDA in the period is typically used as the basis for a ‘rule of thumb multiplier’ used to give an estimate of the change in your business’ valuation over the next five years.

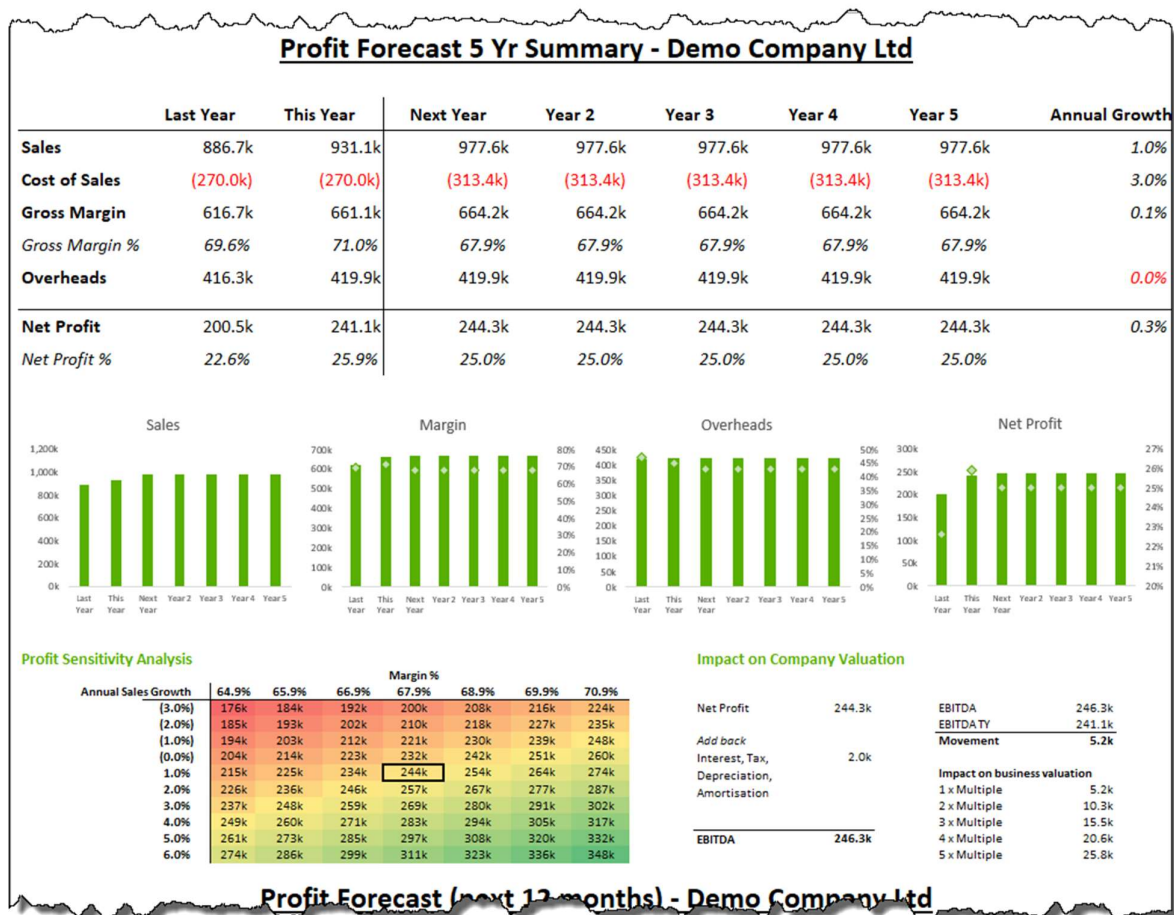


Figure 3 – Step 11: Forecast Report - Profit and Loss Forecast

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1.3. Forecast Report – Profit Forecast Summary Graphics

Immediately below the Profit and Loss forecast the report then provides an overview of the last two years and the next years forecast profit and loss showing the percentage variance for each of the key profit and loss headings; Sales, Cost of Sales, Gross Margin £, Gross Margin %, Overheads, Net Profit £ and Net Profit %.

Executive Summary: The space for you to enter your Executive summary should be used to briefly summarise the key assumptions that make up your forecast.

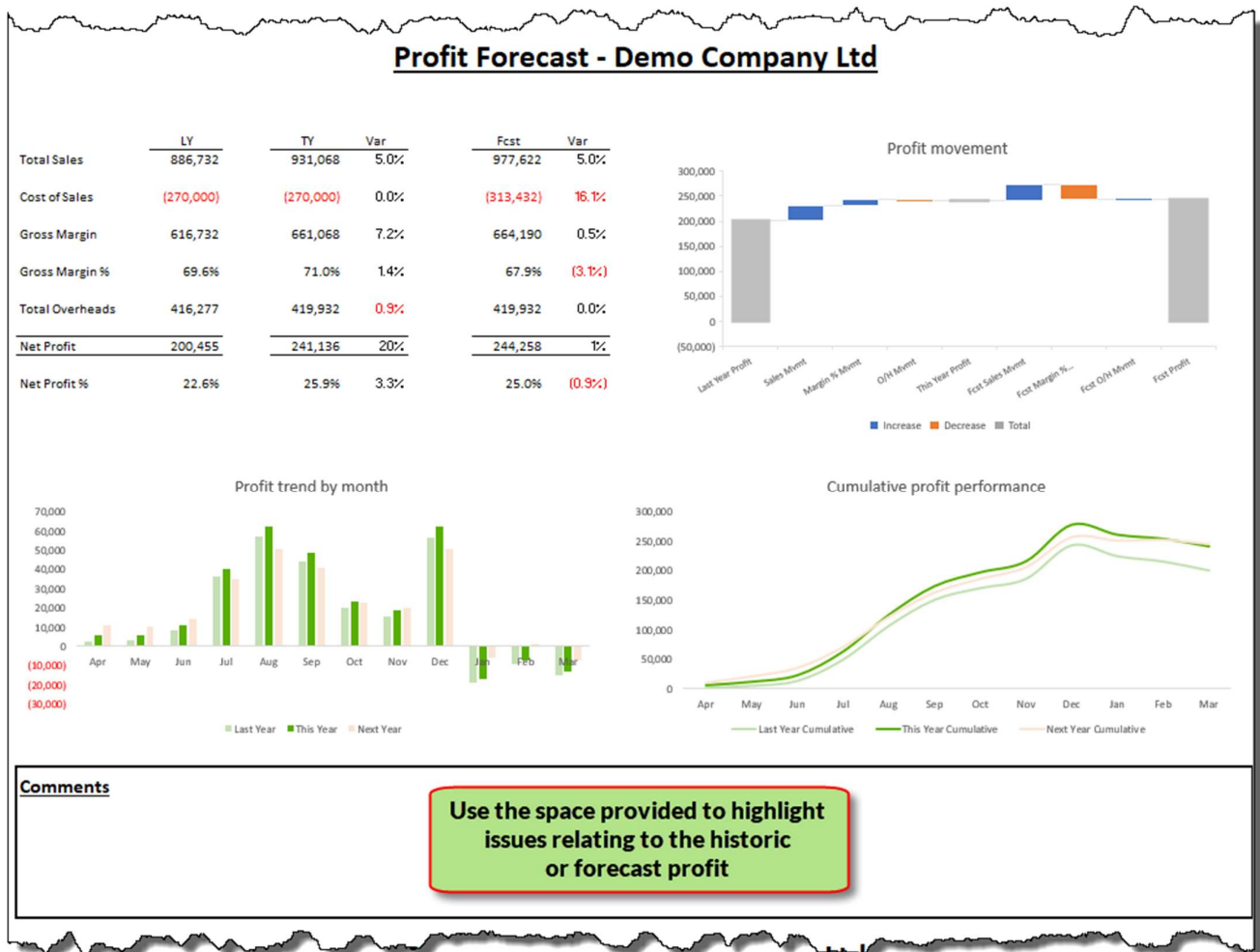


Figure 4 – Step 11: Forecast Report - Executive Summary + P&L

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1.4. Forecast Report – Sales Forecast

Your Sales Forecast is summarised in four sections:

Sales Trend by Month: The graph compares your most recent year’s trading with your prior year and the forecast for your next year’s sales by month.

Cumulative Sales Performance: The graph shows your cumulative sales performance for the most recent year’s trading with the prior year and your forecast for the next twelve months sales.

Sales Trend by Customer: Your top five customers / sales channels, (Sales Nominals), are shown graphically comparing sales by customer in the most recent year with your prior year and your forecast for next year’s sales.

Top Ten Customers / Sales Channel: Sales are shown in tabular form, detailing each of the top ten customers/sales channels, with a sub-total for sales to all other customers/sales channels. Sales for your most recent year, prior year and your forecast for next year’s sales are shown in absolute terms and as a percentage of the total for each of the three years.

Comments: The comments section below the Sales Forecast should be used to note the key assumptions that make up your Sales Forecast.

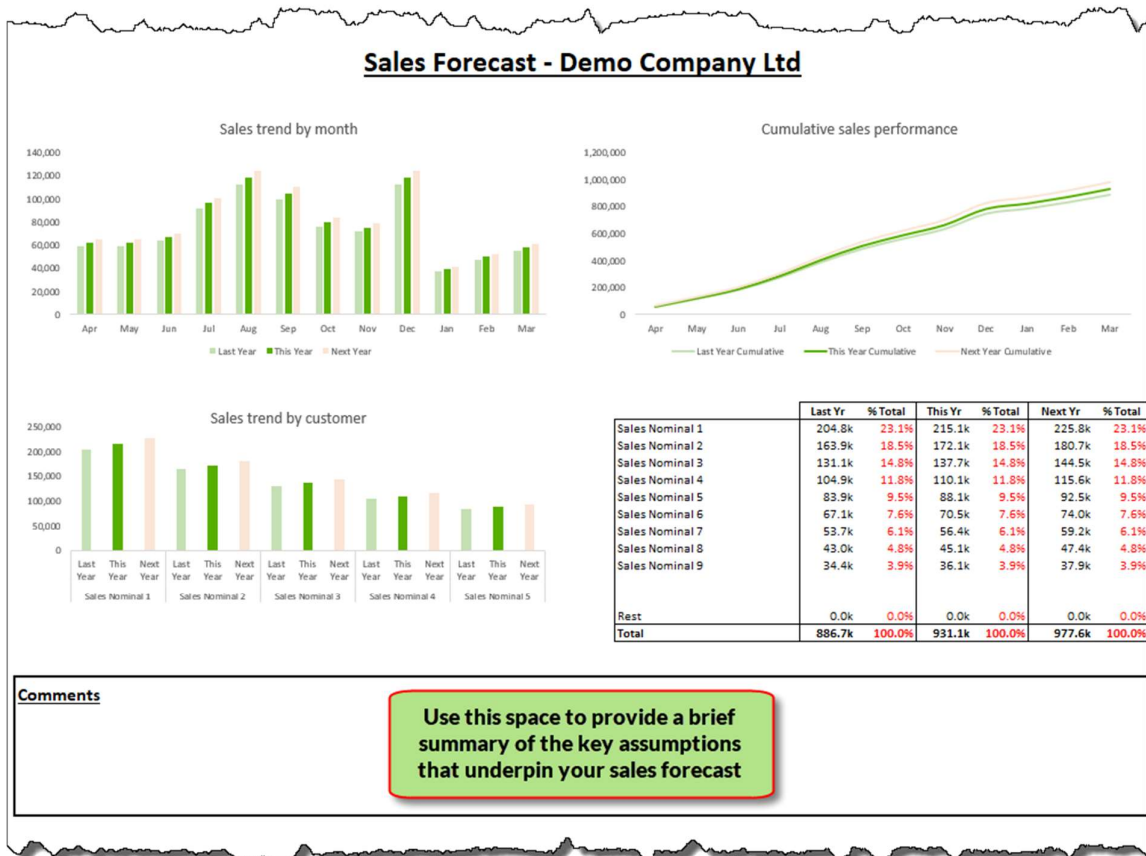


Figure 5 – Tab 11: Forecast Report - Sales Forecast

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1.5. Forecast Report – Margin Forecast

Your Margin Forecast is summarised in four sections:

Margin Trend by Month: The graph compares the margin you achieved in the most recent year's trading with your prior year and the forecast for your next year's margin by month.

Cumulative Margin Performance: The graph shows the cumulative margin performance in absolute terms for the most recent year's trading with your prior year and your forecast for the next twelve months margin.

Margin Percentage Trend by Month: The graph shows the margin you achieved for the most recent year's trading and compares it with the prior year and the margin forecast for each of the next twelve months.

Cumulative Margin Percentage Performance: The graph compares your cumulative margin percentage performance for your most recent year's trading with your prior year and your forecast for the next twelve months margin.

Comments: The comments section below the Margin Forecast should be used to note the key assumptions that make up the Margin Forecast.

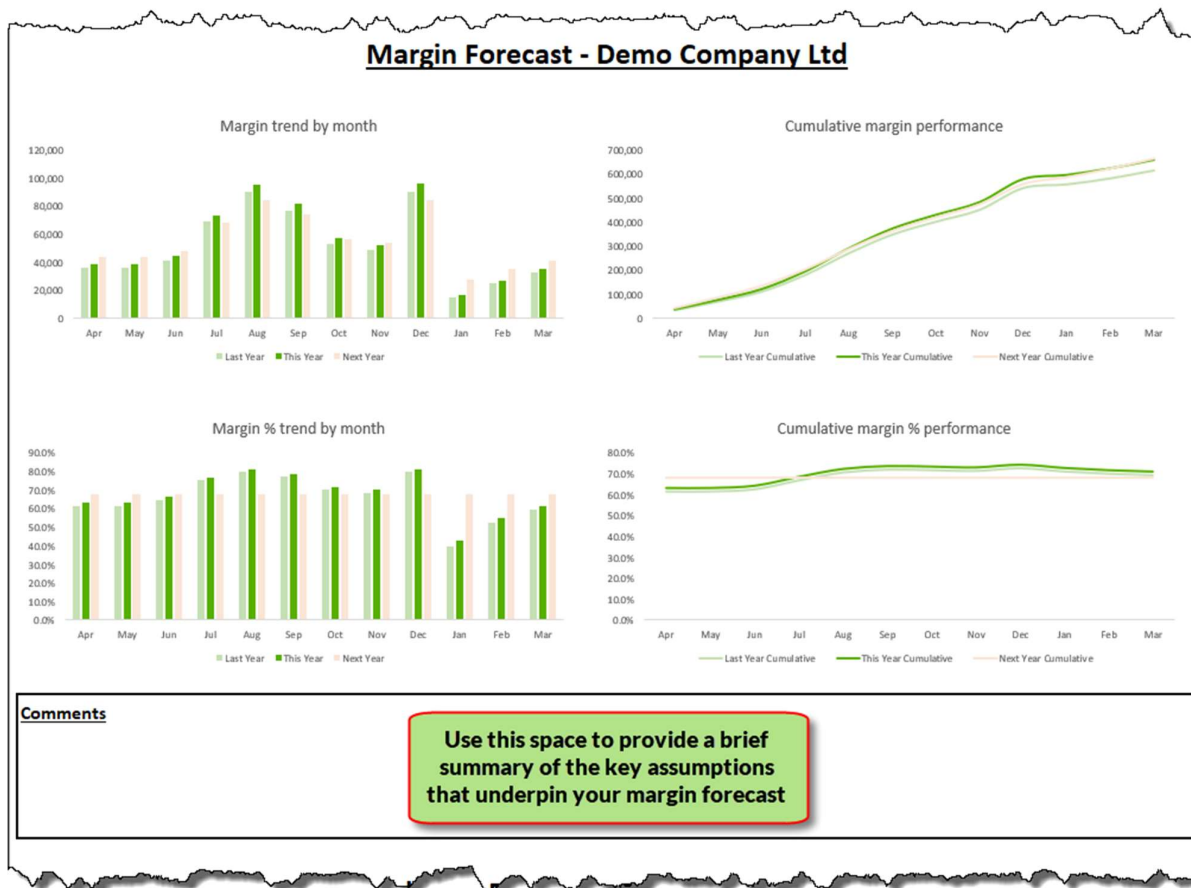


Figure 6 - Step 11: Forecast Report - Margin Forecast

Playbook

1.6. Forecast Report – Overheads Forecast

Your Overheads Forecast is summarised in three sections:

Overheads Summary: Your total overheads for the most recent year, the prior year and your forecast for next year are detailed in tabular form highlighting the variance in each with a graphical illustration of your top 10 overhead spend items.

Overheads Trend by Month: The graph shows your overheads for each month for your most recent year's trading and compares it with your prior year and the overheads forecast for each of the next twelve months.

Cumulative Overheads Performance: The graph shows the cumulative overheads performance in absolute terms for the most recent year's trading with your prior year and your forecast for the next twelve months forecast overheads.

Comments: The comments section below the Overheads Forecast should be used to note the key assumptions that make up your Overheads Forecast.

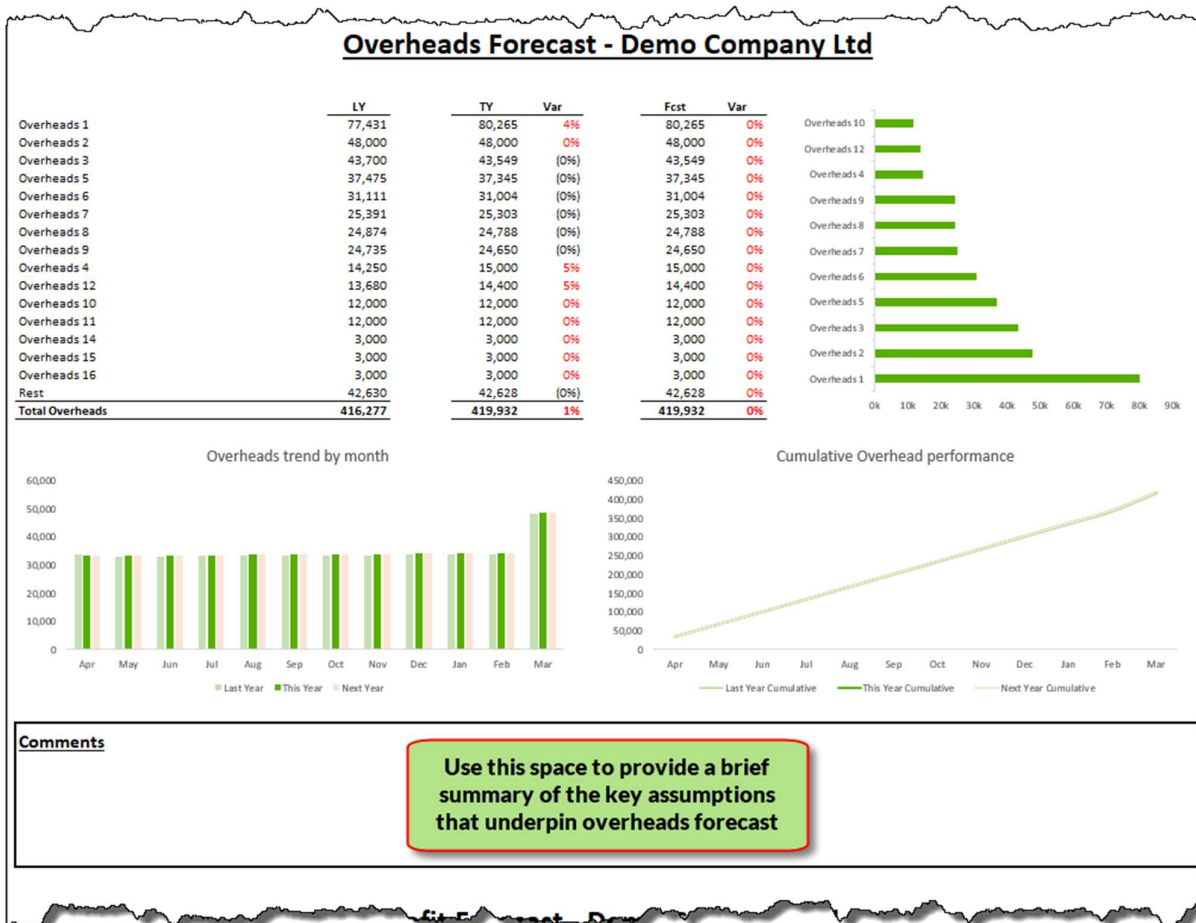


Figure 7 – Step 11: Forecast Report - Overheads Forecast

Playbook

1.7. Forecast Report – Profit Forecast

The Profit Forecast is summarised in four sections:

Profit and Loss Summary: To present all relevant information on the same page your profit and loss data is summarised next to...

Profit Movement: The waterfall graph shows your profit movement over the 3 years, starting with last year's profit, showing the impact of sales, margin percentage movement, overhead movement to highlight the overall profit for next year and the key factors that drive the movement.

Profit Trend by Month: The graph shows the profit generated in each month for the most recent year's trading and compares it with your prior year and the profit forecast for each of your next twelve months.

Cumulative Profit Performance: The graph shows the cumulative profit performance in absolute terms for the most recent year's trading with your prior year and forecast for the next twelve months.

Comments: The comments section below the Profit Forecast should be used to note the key issues or observations that support your Profit Forecast.

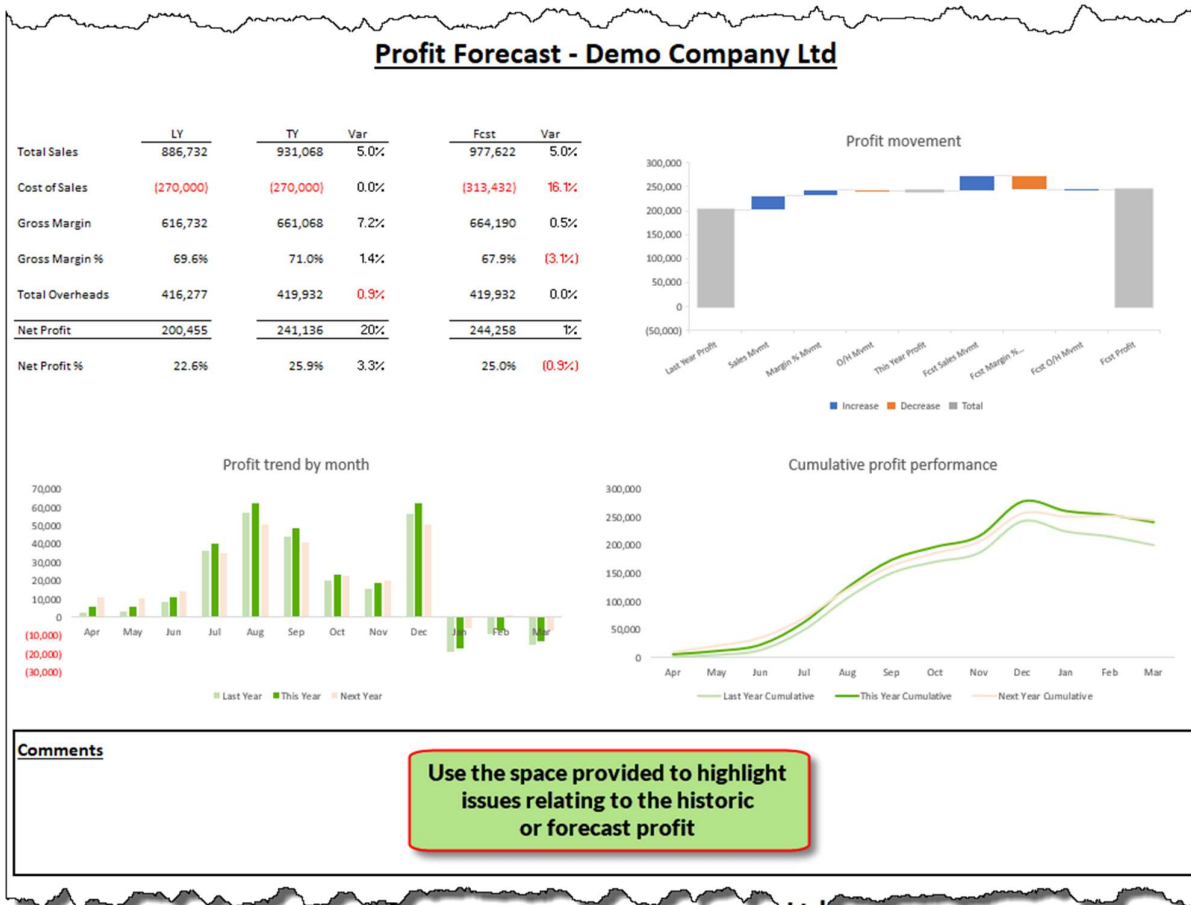


Figure 8 – Step 11: Forecast Report - Profit and Loss Forecast

Playbook

1.8. Forecast Report - Detailed P&L

The detailed profit and loss forecast figures for your next twelve months is provided as follows.

Detailed P&L - Demo Company Ltd														
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Yr1 Total	YoY%
Revenue														
Sales Nominal 1	14,970	14,968	16,266	23,355	28,716	25,427	19,313	18,264	28,745	9,587	12,088	14,137	225,835	5.0%
Sales Nominal 2	11,976	11,975	13,012	18,684	22,973	20,341	15,451	14,611	22,996	7,669	9,670	11,310	180,668	5.0%
Sales Nominal 3	9,580	9,580	10,410	14,947	18,378	16,273	12,361	11,689	18,397	6,136	7,736	9,048	144,535	5.0%
Sales Nominal 4	7,664	7,664	8,328	11,958	14,703	13,018	9,888	9,351	14,717	4,908	6,189	7,238	115,628	5.0%
Sales Nominal 5	6,132	6,131	6,662	9,566	11,762	10,415	7,911	7,481	11,774	3,927	4,951	5,791	92,502	5.0%
Sales Nominal 6	4,905	4,905	5,330	7,653	9,410	8,332	6,329	5,985	9,419	3,141	3,961	4,633	74,002	5.0%
Sales Nominal 7	3,924	3,924	4,264	6,122	7,528	6,665	5,063	4,788	7,535	2,513	3,169	3,706	59,201	5.0%
Sales Nominal 8	3,139	3,139	3,411	4,898	6,022	5,332	4,050	3,830	6,028	2,010	2,535	2,965	47,361	5.0%
Sales Nominal 9	2,511	2,511	2,729	3,918	4,818	4,266	3,240	3,064	4,823	1,608	2,028	2,372	37,889	5.0%
Other														
New Customer 1														
New Customer 2														
New Customer 3														
New Customer 4														
New Customer 5														
New Customer 6														
New Customer 7														
New Customer 8														
New Customer 9														
New Customer 10														
New Customer 11														
New Customer 12														
New Customer 13														
New Customer 14														
New Customer 15														
Total Sales	64,802	64,796	70,412	101,100	124,310	110,070	83,606	79,064	124,435	41,500	52,326	61,199	977,622	5.0%
Cost of Sales	(20,776)	(20,774)	(22,575)	(32,413)	(39,855)	(35,289)	(26,805)	(25,348)	(39,895)	(13,305)	(16,776)	(19,631)	(313,432)	16.1%
Gross Margin	44,026	44,022	47,838	68,687	84,456	74,781	56,801	53,716	84,540	28,195	35,550	41,578	664,190	0.5%
Gross Margin %	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	(3.1%)
Overheads														
Overheads 27	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overheads 29	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overheads 30	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overheads 13	51	51	52	52	52	52	53	53	53	53	54	51	628	0.0%
Other Overheads	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%
Bad Debt	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%
New Overhead 1														
New Overhead 2														
New Overhead 3														
New Overhead 4														
New Overhead 5														
New Overhead 6														
New Overhead 7														
New Overhead 8														
New Overhead 9														
New Overhead 11														
New Overhead 12														
New Overhead 13														
New Overhead 14														
New Overhead 15														
Total Overheads	33,279	33,375	33,472	33,568	33,666	33,764	33,862	33,960	34,060	34,159	34,259	48,509	419,932	0.0%
Net Profit	10,747	10,647	14,366	35,118	50,790	41,017	22,939	19,755	50,481	(5,964)	1,291	(6,930)	244,258	1.3%
Net Profit %	16.6%	16.4%	20.4%	34.7%	40.9%	37.3%	27.4%	25.0%	40.6%	(14.4%)	2.5%	(11.3%)	25.0%	(0.9%)

Figure 9 - Step 11: Forecast Report - Detailed P&L

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2. Generate the Forecast Report (Step 11)

When all commentary has been entered simply scroll to the top of the tab and click on the Create Forecast Report PDF button in the header of the sheet.



Figure 10 – Step 11: Click the Button to Generate the Forecast Report PDF

2.1. Forecast Report – Title Page

Having clicked the Create Forecast Report PDF button, the Universal Forecast and Funding Proposal Model will automatically generate and open the final PDF file as illustrated below.

The title page simply includes the company name and the company logo as shown in the example below.



Figure 11 - Step 11: Forecast Report PDF – Title Page

Playbook

2.2. Forecast Report – Profit Forecast – 5 Year Summary

The Five-Year Profit Forecast Summary presents the following information and is detailed as shown below.

1. Profit and Loss Summary detailing the last two years and the next five years.
2. A graphical overview of Sales, Margin, Overheads, and net profit for the last two and next five years.
3. A Profit Sensitivity Analysis showing the impact of variation in Margin and / or Sales volume.
4. The year five Earnings before Interest, Taxation, Depreciation and Amortisation, (EBITDA).
5. EBITDA movement in the period and an estimation on the business valuation*.

* Note: Valuing a business is a complex issue that depends on many issues, the movement in the valuation provided in this report is a simple multiple of the movement in EBITDA in the period.

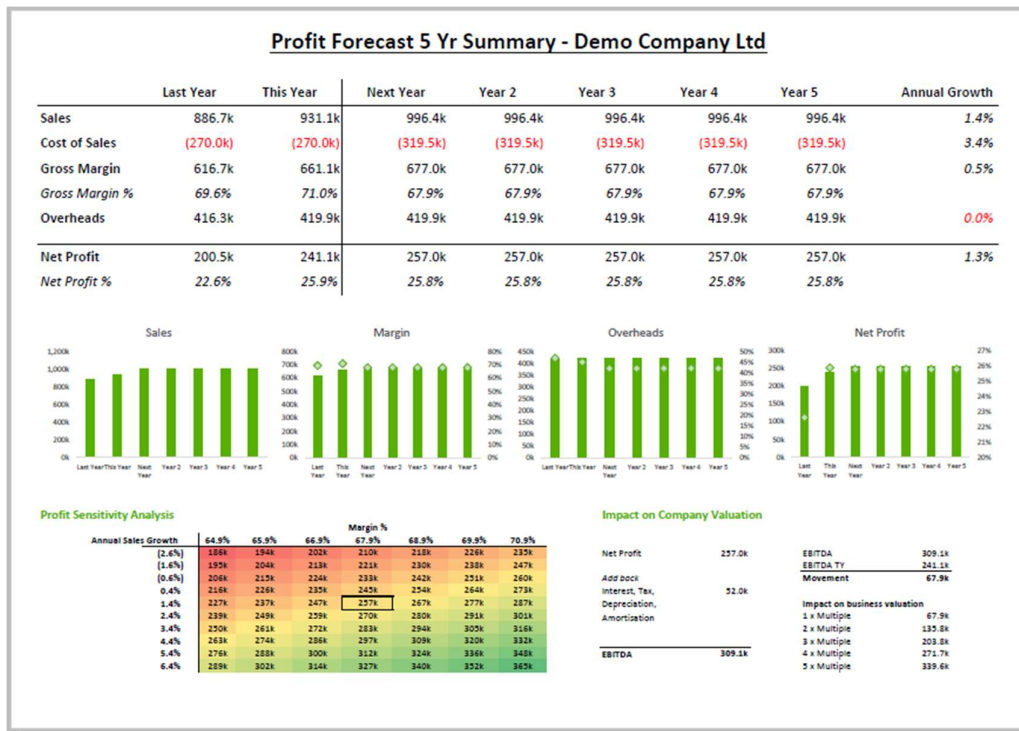


Figure 12 - Step 11: Forecast Report PDF – Profit Forecast Five Year Summary

Playbook

2.3. Forecast Report – Profit Forecast – (Next 12 Months)

Your Profit and Loss Forecast for the previous two years and the next 12 months are detailed as shown below.

The Profit and Loss Forecast page is presented in two sections:

1. The Executive Summary.
2. The Key P&L Summary for Last Year, This Year and Next Year*.

* *The Executive Summary is not automatically generated.*

This the text that makes up the Executive Summary, (if used), is entered as detailed above.

Profit Forecast (next 12 months) - Demo Company Ltd					
Executive Summary					
	Last Year	This Year	Var	Next Year	Var
Total Sales	886,732	931,068	5.0%	996,411	7.0%
Cost of Sales	(270,000)	(270,000)	0.0%	(319,456)	18.3%
Gross Margin	616,732	661,068	7.2%	676,955	2.4%
Gross Margin %	69.6%	71.0%	1.4%	67.9%	(3.1%)
Total Overheads	416,277	419,932	0.9%	419,932	0.0%
Net Profit	200,455	241,136	20%	257,023	7%
Net Profit %	22.6%	25.9%	3.3%	25.8%	(0.1%)

Figure 13 - Step 11: Forecast Report PDF – Profit Forecast (12 Months)

2.4. Forecast Report – Sales Forecast

The Sales Forecast for the next 12 months is presented and detailed as shown below.

The Sales Forecast is presented in 5 sections:

1. Sales Trend by Month, (Last Year vs. This Year vs. Next Year).
2. Sales Trend by Customer or by Sales Channel, (Sales Nominal).

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- Cumulative Sales Performance, (Last Year vs. This Year vs. Next Year).
- Sales by Customer / Sales Channel in tabular form, (Last Year vs. This Year vs. Next Year).
- Sales Forecast – Comments*

* The Comments are not automatically generated, the narrative entered as described above populates this section of the Forecast Report.

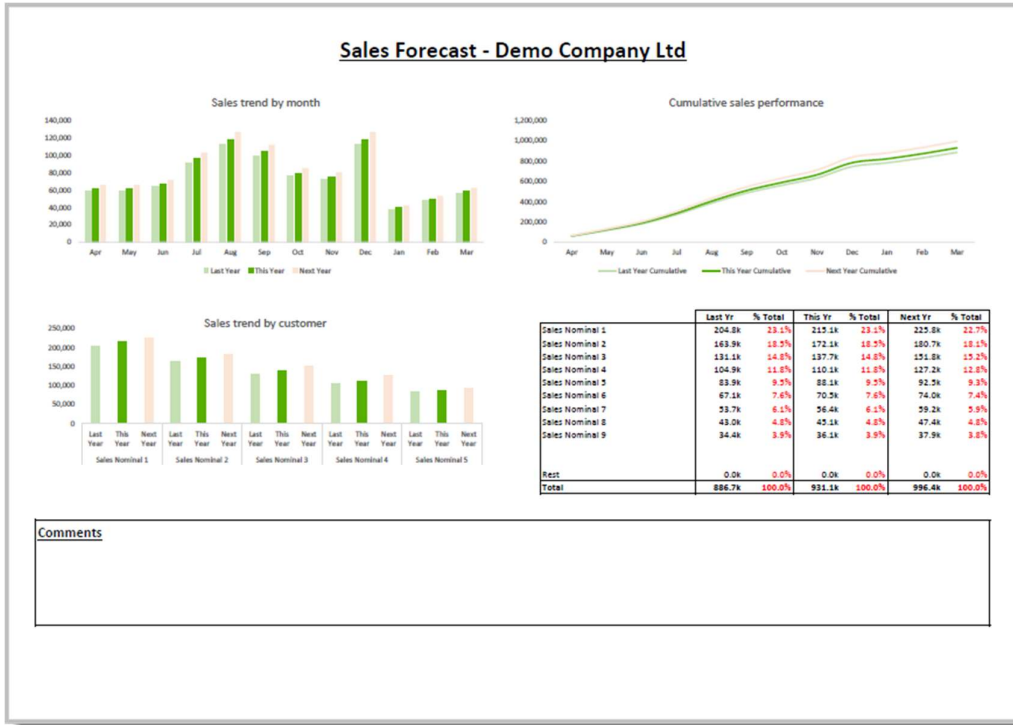


Figure 14 – Step 11: Forecast Report PDF – Sales Forecast

2.5. Forecast Report PDF – Margin Forecast

The Margin Forecast for the next 12 months is presented and detailed as shown below.

The Margin Forecast is presented in 5 sections:

- Margin Trend by Month, (Last Year vs. This Year vs. Next Year).
- Margin % Trend by Month.
- Cumulative Margin Performance, (Last Year vs. This Year vs. Next Year).
- Cumulative Margin % Performance, (Last Year vs. This Year vs. Next Year).
- Margin Forecast – Comments*

* The Comments are not automatically generated, the narrative entered as described above populates this section of the Forecast Report.

Playbook

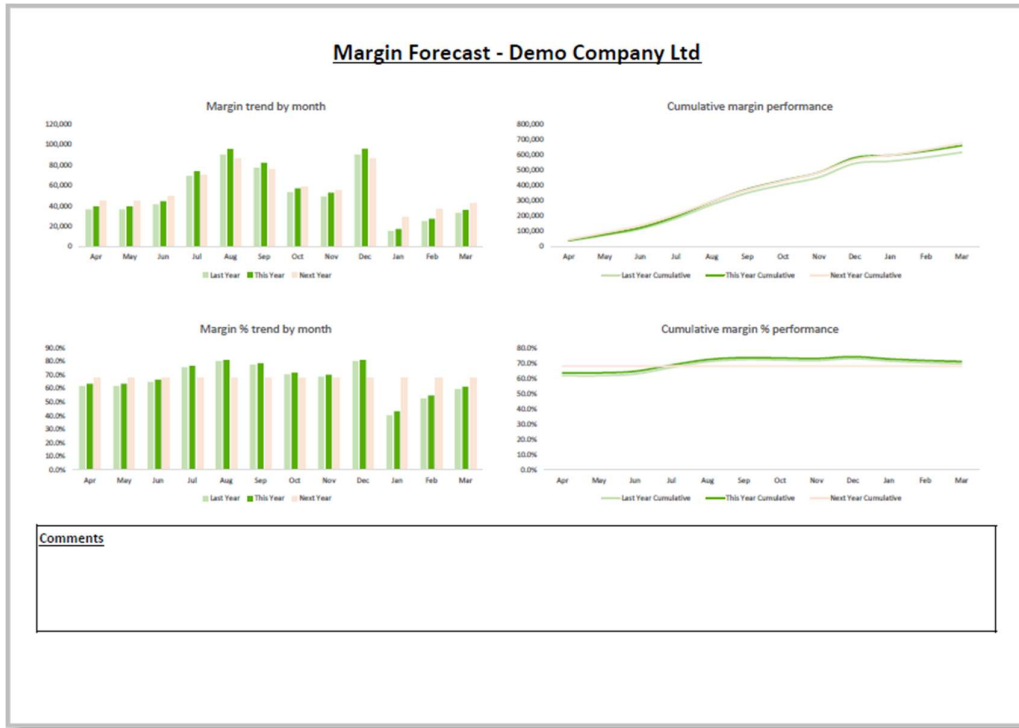


Figure 15 - Step 11: Forecast Report PDF - Margin Forecast

2.6. Forecast Report PDF - Overheads Forecast

The Overheads Forecast for the next 12 months is presented and detailed as shown below.

The Overheads Forecast is presented in 5 sections:

1. Overheads Breakdown (Last Year vs. This Year vs. Next Year).
2. Overheads Trend by Month.
3. Cumulative Overheads, (Last Year vs. This Year vs. Next Year).
4. Overheads Forecast - Comments*

* The Comments are not automatically generated, the narrative entered as described above populates this section of the Forecast Report.

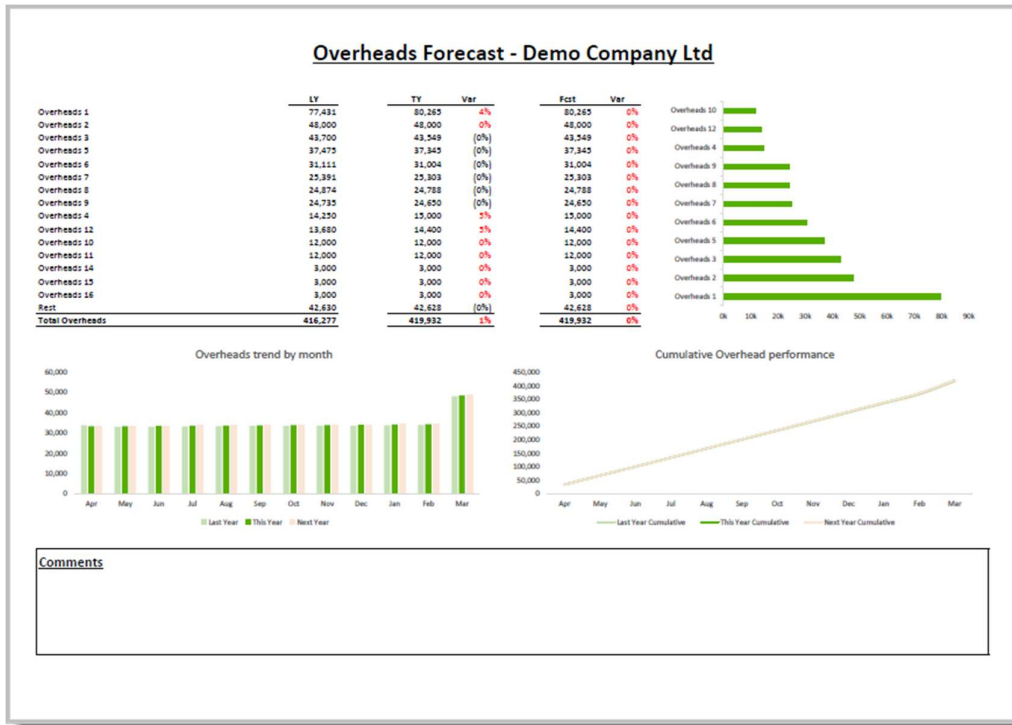


Figure 16 – Step 11: Forecast Report PDF – Overheads Forecast

2.7. Forecast Report PDF – Profit Forecast

The Profit Forecast for the next 12 months is presented and detailed as shown below.

The Profit Forecast is presented in 5 sections:

1. Net Profit / Profit and Loss detail (Last Year vs. This Year vs. Next Year).
2. Profit breakdown showing the movement from Last Year to Next Year's forecast Profit.
3. Profit Trend by month, (Last Year vs. This Year vs. Next Year).
4. Cumulative Profit Performance, (Last Year vs. This Year vs. Next Year).
5. Profit Forecast – Comments*

* The Comments are not automatically generated, the narrative entered as described above populates this section of the Forecast Report.

Playbook

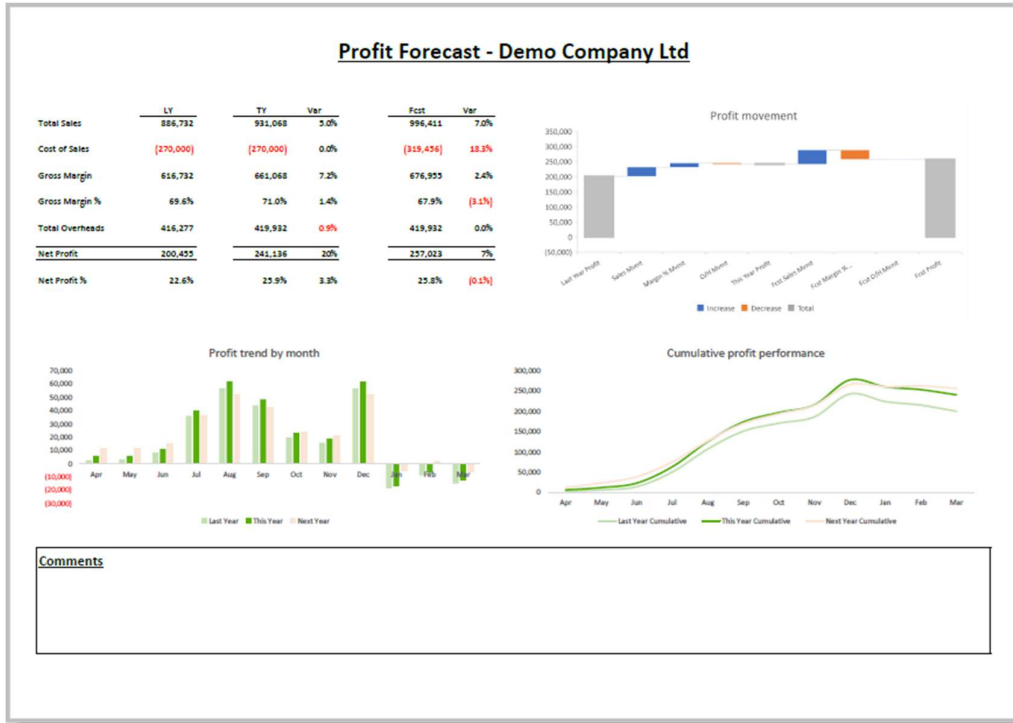


Figure 17 – Step 11: Forecast Report PDF – Profit Forecast

2.8. Forecast Report PDF – Detailed P&L

The detail of the sales broken down by month:

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Detailed P&L - Demo Company Ltd														
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Yr Total	YoY%
Revenue														
Sales Nominal 1	14,970	14,968	16,266	23,355	28,716	25,427	19,313	18,264	26,745	9,587	12,088	14,137	225,835	5.0%
Sales Nominal 2	11,976	11,975	13,012	18,064	22,973	20,341	15,451	14,611	22,996	7,669	9,670	11,310	180,668	3.0%
Sales Nominal 3	10,060	10,059	10,930	15,084	19,297	17,087	12,979	12,274	19,317	6,442	8,123	9,500	151,761	10.3%
Sales Nominal 4	8,431	8,430	9,161	13,153	16,173	14,320	10,877	10,286	16,189	5,399	6,808	7,962	127,191	15.5%
Sales Nominal 5	6,132	6,131	6,662	9,566	11,762	10,415	7,911	7,481	11,774	3,927	4,951	5,791	92,502	3.0%
Sales Nominal 6	4,905	4,905	5,330	7,653	9,410	8,332	6,329	5,985	9,419	3,141	3,961	4,633	74,002	3.0%
Sales Nominal 7	3,924	3,924	4,284	6,122	7,255	6,665	5,063	4,788	7,233	2,513	3,189	3,706	59,201	3.0%
Sales Nominal 8	3,139	3,138	3,411	4,898	6,022	5,332	4,050	3,930	6,028	2,020	2,555	2,965	47,361	3.0%
Sales Nominal 9	2,511	2,511	2,729	3,918	4,818	4,266	3,240	3,064	4,823	1,608	2,028	2,372	37,889	3.0%
Other														
New Customer 1														
New Customer 2														
New Customer 3														
New Customer 4														
New Customer 5														
New Customer 6														
New Customer 7														
New Customer 8														
New Customer 9														
New Customer 10														
New Customer 11														
New Customer 12														
New Customer 13														
New Customer 14														
New Customer 15														
Total Sales	66,047	66,041	71,766	103,043	126,700	112,186	85,213	80,584	126,826	42,298	53,332	62,376	996,411	7.0%
Cost of Sales	(21,175)	(21,179)	(23,008)	(33,036)	(40,621)	(35,967)	(27,320)	(25,836)	(40,661)	(13,261)	(17,099)	(19,998)	(319,456)	18.3%
Gross Margin	44,872	44,868	48,757	70,007	86,079	76,218	57,893	54,748	86,165	28,737	36,233	42,378	676,955	2.4%
Gross Margin %	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	67.9%	(3.1%)

Figure 18 - Step 11: Forecast Report PDF - Detailed P & L

2.9. Forecast Report PDF - Detailed P&L

The detail of the sales broken down by month:

Detailed P&L - Demo Company Ltd														
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Total	YoY%
Overheads														
Overhead 1	6,579	6,599	6,619	6,639	6,658	6,678	6,698	6,719	6,739	6,759	6,779	6,800	80,285	0.0%
Overhead 2	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	0.0%
Overhead 3	3,546	3,546	3,582	3,600	3,618	3,636	3,654	3,672	3,691	3,709	3,728	3,749	43,549	0.0%
Overhead 5	3,041	3,056	3,072	3,087	3,102	3,118	3,134	3,149	3,165	3,181	3,197	3,214	37,345	0.0%
Overhead 6	2,525	2,537	2,550	2,563	2,576	2,589	2,601	2,615	2,628	2,641	2,654	2,668	31,004	0.0%
Overhead 7	2,061	2,071	2,081	2,092	2,102	2,113	2,123	2,134	2,144	2,155	2,166	2,177	25,303	0.0%
Overhead 8	2,019	2,029	2,039	2,049	2,059	2,070	2,080	2,090	2,101	2,111	2,122	2,132	24,788	0.0%
Overhead 9	2,007	2,017	2,027	2,038	2,048	2,058	2,068	2,079	2,089	2,100	2,110	2,120	24,620	0.0%
Overhead 4	0	0	0	0	0	0	0	0	0	0	0	0	12,000	0.0%
Overhead 12	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	1,300	14,400	0.0%
Overhead 10	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	0.0%
Overhead 11	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	12,000	0.0%
Overhead 14	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 15	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 16	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 17	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 18	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 19	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 20	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 22	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 23	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 24	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 25	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 26	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 27	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 29	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 30	250	250	250	250	250	250	250	250	250	250	250	250	3,000	0.0%
Overhead 13	51	51	52	52	52	51	51	51	51	51	51	51	618	0.0%
Other Overhead 15	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%
Bad Debt	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%
New Overhead 1														
New Overhead 2														
New Overhead 3														
New Overhead 4														
New Overhead 5														
New Overhead 6														
New Overhead 7														
New Overhead 8														
New Overhead 9														
New Overhead 11														
New Overhead 12														
New Overhead 13														
New Overhead 14														
Total Overheads	33,279	33,375	33,472	33,568	33,666	33,764	33,862	33,960	34,060	34,159	34,259	34,359	419,932	0.0%
Net Profit	11,593	11,493	15,285	36,439	52,413	42,455	24,031	20,788	52,106	(5,422)	1,974	(6,133)	257,023	6.6%
Net Profit %	17.6%	17.4%	21.3%	35.4%	41.4%	37.8%	28.2%	25.8%	41.1%	(12.8%)	3.7%	(9.8%)	25.8%	(0.1%)

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