

Ridership and Revenue

Forecasts

Reservations	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total 12mths
Number of Reservations	100	100	150	200	250	300	350	350	300	250	350	350	3,050
Authority	35	35	35	35	35	35	35	35	35	35	35	35	35

Total Sales	\$3,510.00	\$3,510.00	\$5,265.00	\$7,020.00	\$8,775.00	\$10,530.00	\$12,285.00	\$12,285.00	\$10,530.00	\$8,775.00	\$12,285.00	\$12,285.00	\$107,055.00
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Cost of Sales

Purchases

Drivers	2,500	2,500	3,750	5,000	6,000	7,000	8,000	8,000	7,000	6,000	8,000	9,000	72,750
Vehicles	400	400	500	700	800	900	1,000	1,000	900	800	1,000	1,000	9,400
	2,900	2,900	4,250	5,700	6,800	7,900	9,000	9,000	7,900	6,800	9,000	10,000	82,150

Total Cost of Sales	2,900	2,900	4,250	5,700	6,800	7,900	9,000	9,000	7,900	6,800	9,000	10,000	
	82.62%	82.62%	80.72%	81.20%	77.49%	75.02%	73.26%	73.26%	75.02%	77.49%	73.26%	81.40%	

Gross Profit before Labor	610	610	1,015	1,320	1,975	2,630	3,285	3,285	2,630	1,975	3,285	2,285	24,905
	17.38%	17.38%	19.28%	18.80%	22.51%	24.98%	26.74%	26.74%	24.98%	22.51%	26.74%	18.60%	

Labour Costs

Management	100	100	100	100	100	100	100	100	100	100	100	100	
Supervisors	200	200	200	200	200	200	200	200	200	200	200	200	
Dispatchers	300	300	300	300	300	300	300	300	300	300	300	300	
Customer Service	300	300	300	300	300	300	300	300	300	300	300	300	
Total Labor Cost	900	900	900	900	900	900	900	900	900	900	900	900	10,800

	25.64%	25.64%	17.09%	12.82%	10.26%	8.55%	7.33%	7.33%	8.55%	10.26%	7.33%	7.33%	
Gross Profit	(290)	(290)	115	420	1,075	1,730	2,385	2,385	1,730	1,075	2,385	1,385	14,105
	-8.26%	-8.26%	2.18%	5.98%	12.25%	16.43%	19.41%	19.41%	16.43%	12.25%	19.41%	11.27%	

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Gross Profit	(290)	(290)	115	420	1,075	1,730	2,385	2,385	1,730	1,075	2,385	1,385	14,105

Expenses													
Repairs/maintenance	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Advertising/marketing	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Credit Card Charges	100	100	100	100	100	100	100	100	100	100	100	100	1,200
General expenses	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Lease Interest	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Staff Training	100	100	100	100	100	100	100	100	100	100	100	100	1,200
Total Expenses	600	600	600	600	600	600	600	600	600	600	600	600	7,200

	17.09%	17.09%	11.40%	8.55%	6.84%	5.70%	4.88%	4.88%	5.70%	6.84%	4.88%	4.88%	
Net Profit/Loss	(890)	(890)	(485)	(180)	475	1,130	1,785	1,785	1,130	475	1,785	785	6,905
	-25.36%	-25.36%	-9.21%	-2.56%	5.41%	10.73%	14.53%	14.53%	10.73%	5.41%	14.53%	6.39%	

Accumilated Net Profit/Loss	(890)	(1,780)	(2,265)	(2,445)	(1,970)	(840)	945	2,730	3,860	4,335	6,120	6,905	
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Quarter Net Profit/Loss			-2,265			1,425			4,700			3,045	
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Cashflow

