

Ridership and Revenue

Reservations	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total 12mths
Number of Reservations	50	50	75	100	125	150	150	175	150	125	175	175	1,500
Average Fare for Extended	40	40	40	40	40	40	40	40	40	40	40	40	40
Total Sales	\$2,000.00	\$2,000.00	\$3,000.00	\$4,000.00	\$5,000.00	\$6,000.00	\$6,000.00	\$7,000.00	\$6,000.00	\$5,000.00	\$7,000.00	\$7,000.00	\$60,000.00

Cost of Sales													
Purchases													
Drivers	1,250	1,250	1,900	2,500	3,000	3,500	4,000	4,000	3,500	3,000	4,000	4,500	36,400
Vehicles	200	200	250	350	400	450	500	500	450	400	500	500	4,700
	1,450	1,450	2,150	2,850	3,400	3,950	4,500	4,500	3,950	3,400	4,500	5,000	41,100
Total Cost of Sales	1,450	1,450	2,150	2,850	3,400	3,950	4,500	4,500	3,950	3,400	4,500	5,000	
	72.50%	72.50%	71.67%	71.25%	68.00%	65.83%	75.00%	64.29%	65.83%	68.00%	64.29%	71.43%	
Gross Profit before Labor	550	550	850	1,150	1,600	2,050	1,500	2,500	2,050	1,600	2,500	2,000	18,900
	27.50%	27.50%	28.33%	28.75%	32.00%	34.17%	25.00%	35.71%	34.17%	32.00%	35.71%	28.57%	

Labour Costs													
Management	50	50	50	50	50	50	50	50	50	50	50	50	
Supervisors	100	100	100	100	100	100	100	100	100	100	100	100	
Dispatchers	150	150	150	150	150	150	150	150	150	150	150	150	
Customer Service	150	150	150	150	150	150	150	150	150	150	150	150	
Total Labor Cost	450	450	450	450	450	450	450	450	450	450	450	450	5,400
	22.50%	22.50%	15.00%	11.25%	9.00%	7.50%	7.50%	6.43%	7.50%	9.00%	6.43%	6.43%	
Gross Profit	100	100	400	700	1,150	1,600	1,050	2,050	1,600	1,150	2,050	1,550	13,500
	5.00%	5.00%	13.33%	17.50%	23.00%	26.67%	17.50%	29.29%	26.67%	23.00%	29.29%	22.14%	

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Gross Profit	100	100	400	700	1,150	1,600	1,050	2,050	1,600	1,150	2,050	1,550	13,500
Expenses													
Repairs/maintenance	50	50	50	50	50	50	50	50	50	50	50	50	600
Advertising/marketing	50	50	50	50	50	50	50	50	50	50	50	50	600
Credit Card Charges	50	50	50	50	50	50	50	50	50	50	50	50	600
General expenses	50	50	50	50	50	50	50	50	50	50	50	50	600
Lease Interest	50	50	50	50	50	50	50	50	50	50	50	50	600
Staff Training	50	50	50	50	50	50	50	50	50	50	50	50	600
Total Expenses	300	300	300	300	300	300	300	300	300	300	300	300	3,600
	15.00%	15.00%	10.00%	7.50%	6.00%	5.00%	5.00%	4.29%	5.00%	6.00%	4.29%	4.29%	
Net Profit/Loss	(200)	(200)	100	400	850	1,300	750	1,750	1,300	850	1,750	1,250	9,900
	-10.00%	-10.00%	3.33%	10.00%	17.00%	21.67%	12.50%	25.00%	21.67%	17.00%	25.00%	17.86%	

Accumilated Net Profit/Loss	(200)	(400)	(300)	100	950	2,250	3,000	4,750	6,050	6,900	8,650	9,900	
Quarter Net Profit/Loss			-300			2,550			3,800			3,850	