## The ENTREPRENUER'S <br> uidebdok Series ${ }^{\text {TM }}$

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## Successful Business Planning 30 Days ${ }^{\text {m }}$

## A Step-by-Step Guide for Writing a Business Plan and Starting Your Own Business, $3^{\text {rd }}$ Edition

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Five Star Reviews
Provides an important key to writing a business plan and starting your own business.

- Midwest Book Review, Oregon, WI

Amazon.com review
This is a must read for anyone before starting your own business.

- Mike Milliken, BN.com Review.

This book has helped me a great deal in thinking about my business

- Jason Myers, TX

Amazon.com review

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## DESIGNING A CUSTOMIZED BUSINESS PLANNER

IT HAS been documented that those who write down their goals are more likely to succeed then those who don't. Whether they succeed because they WRITE down their goals or because they actually HAVE goals, is another matter altogether.

However, whatever your position, be advised that at some point in the future you need to develop your own customized business planner (to write down your goals and keep track of your ideas). This planner will be based on a collection of forms and planning worksheets and should become your primary tool for planning and organizing your business. It will also become your primary tool for developing your business plan.

To help you develop your small business planner, this Guidebook contains 39 useful planning, organization, accounting, market testing, market analysis and small business transaction forms. Use them as your starting point.

## PUTTING TOGETHER A SMALL BUSINESS PLANNER

TO CREATE your own customized business planner, follow these four simple steps:

## 1. Print out all the forms at the back of this guidebook (from pages 19 to 58) using the print command in Adobe Acrobat Reader. Al-

 though these forms look tiny and crowded on screen, they will print out beautifully on paper. If desired add your company name, address etc. in the field box at the top of each form.2. Head down to your nearest Office

Depot or Staples right now! That's right, put on your jacket, tie your shoes and head out the door. And don't forget to take your forms with you. Office Depot and Staples offer do-it-yourself photocopying for about a nickel a copy.
3. Photocopy twenty doublesided sheets of Form \#1 (Daily Planner), five or so of Form \#2 (Idea Organizer) and as many of the others as you like. Feel free to add dividers and section titles as required. And if you want to rip out all the bookkeeping forms, because bookkeeping just isn't your cup of tea and your Uncle Joe is going to handle all this anyway - then go ahead. In fact, if you want to add new sections, thicken existing ones, or start all over
again with somebody else's forms or worksheets, then who's going to stop you? This is YOUR planner.
4. For a little over $\$ 1$, you can now get these sheets comb bound into your own handy, portable business planner. Both Office Depot and Staples have the equipment to do this. You might even consider laminating the front cover with your favorite inspirational picture. Your total cost, including photocopying? Less than $\$ 5$ (the best $\$ 5$ investment you will ever make).

NOTE Instead of getting your business planner comb bound, purchase a good quality binder, preferably one made of leather. This binder should be thin and
light enough that it isn't a chore to carry around, and large enough that it can hold from 50 to 100 sheets of paper. Although a binder planner cannot be folded in half like a comb bound planner, has pages that don't turn as smoothly, and it is more likely to lose pages with heavy use, it is easier to add and remove material from.

## GETTING THE MOST OUT OF OUR 39 BUSINESS FORMS

TO GET the most out of the 39 forms provided in this guidebook, follow these guidelines:

Don't copy any one of ours forms if you can get the form mass-produced more cheaply. This is particularly true of the transaction forms (Forms $36,37,38 \& 39$ ) located at the end of this guidebook. Generic and customized three-part, sales orders, purchase orders and invoices can be purchased inexpensively at printing shops and office supply stores.

Enlarge or shrink forms while photo-
copying to make better use of space or if you want to cut and paste in your own business name or logo. Alternatively, you can use a rubber stamp for your business name and address or type in the Adobe Acrobat form box.

Every composer knows the anguish and despair occasioned by forgetting ideas which one has not time to write down. HECTOR BERLIOZ

Photocopy and print these forms for personal use ONLY. These forms are not for resale. They are to be used to help you, and only you, understand, set-up and plan your business. Think of them as seeds for future inspiration and innovation.

Use our forms as guides for creating your own customized forms. Additional forms can be created using DTP and word processing software (all forms in this book were created using Word97).

Use our forms for creating your own computerized spreadsheets. If you have a spreadsheet or database program, as well as some computer programming savvy, you might consider using our forms as guides to set up your own database and spreadsheet forms. These computer-based forms can then be used to automatically add, subtract and perform other calculations in the blink of an eye. This is especially useful when making financial projections or maintaining huge customer lists.

Use forms that solve problems. What you put in your perfect business planner is up to you. Effective organization is closely formation is flourishing.
FUNFACT
linked to your individual goals - and no one else knows those better than yourself. Bear in mind though that all forms are a waste of time, unless they actually accomplish something. In other words, if you can't see any real value in writing something down or organizing it in a new way, then don't. This rule cannot be overstated. Excessive paperwork won't make you rich.

## Use white-out if necessary.

 Any of our forms, once printed, can be modified to your specific needs by "whiting out" individual columns or words. as a means of accumulating in-
## SYNOPSIS OF THE 39 FORMS IN THIS GUIDEBOOK

THE FOLLOWING is a synopsis of the 39 forms shown in the following pages. These forms are classified under the following four headings:

- Planning \& Organization Forms
- Accounting Forms
- Market Testing \& Analysis Forms
- Basic Business Transaction Forms

The following entries give a brief summary of each form and its use, as well as a reference to which guidebook in The Entrepreneur's Guidebook Series it is exemplified and discussed in more detail. Filledin examples of Forms \#1, \#2, \#3 and \#6
are shown on pages $15,16,17$ and 18 respectively.

## Planning \& Organization Forms

1. Daily Planner - Use this form to plan your week, daily tasks, and daily appointments (see page 15).
2. Idea Organizer - Use this form to keep track of product ideas, plans of action, goals, or even your shopping list (see page 16).
3. Important Contacts - Use this form for keeping track of phone numbers \& addresses for clients, manufacturers, product representatives, suppliers and vendors. If you need a large address book, buy dividers at a supply shop. Then write in the appropriate letter of
the alphabet in a red felt pen in the upper box (see page 17).
4. Customer Records - Use this form to keep track of customer ordering habits and basic personal and business information (see Guidebook \#50).
5. Project Priority - Use this form to prioritize ideas for products or services. This form can be used in conjunction with the Project Evaluation Checklist in Guidebook \#16 (see Guidebook \#16).
6. Project Planner - Use this form to keep track of a project's progress, task start and finish dates, and who is responsible for completing each task (see p. 18).
7. Business Plan Outline - Use this form as a starting point for a more detailed
business plan (see Guidebook \#9).
8. Personal Income Statement - Use this form to help budget your personal finances (see Guidebook \#81).
9. Personal Net Worth Statement - Use this form to determine your personal net worth (see Guidebook \#81).
10. Cash Flow Statement - Use this form to project how much money will pass in and out of your business during a specified period. This form is particularly useful when set up as a spreadsheet so you can vary numbers and make profit or loss projections (see Guidebook \#80).
11. Three Year Income Projection - Use this form to project your income and deductible expenses (such as depre-
ciation) for the next three years of your business operation (see Guidebook \#80).

## Accounting Forms

12. General Journal - Use this form to keep a record of all business transactions involving the exchange of capital (see Guidebook \#28).
13. General Ledger - Use this form to set up all asset, expense, revenue, liability and owner's equity accounts (see Guidebook \#28).
14. Daily Cash Sheet - Use this form to keep track of cash revenues for a typical business day, week or month (see Guidebook \#28).
15. Weekly Sales \& Cash Report - Use
this form to simply your record keeping. It can be used to replace a daily cash sheet, expense journal \& income journal (see Guidebook \#28).
16. Synoptic Ledger - Use this form, instead of using a separate General Ledger page for each asset, expense, revenue, liability or owner's equity account (see Guidebook \#28).
17. Trial Balance Worksheet - Use this form to prepare a trial balance and keep all ledger accounts up to date (see Guidebook \#28).
18. Income Statement - Use this form to sum up profits (or losses) and expenses for monthly, quarterly or yearly periods (see Guidebook \#28).
19. Balance Sheet - Use this form to total
your assets, liabilities and owner's equity to determine your financial position (see Guidebook \#28).
20. Manufacturer's Cost of Goods Sold Use this form to calculate the cost of goods sold for manufacturing a product or products (see Guidebook \#40).
21. Asset Depreciation Record - Use this form to keep track of the depreciation of capital items, like computers, automobiles, buildings, and machinery (see Guidebook \#28)
22. Inventory "In-Stock" Record - Use this form as a record for individual products and to keep track of orders and instock quantities (see Guidebook \#29).
23. Period Ending Inventory Record - Use this form to keep track of merchandise
and business (see Guidebook \#29).
24. Bank Reconciliation - Use this form to verify bank statements you receive from the bank are complete and accurate (see Guidebook \#35).

## Market Testing \& Analysis Forms

25. Product Costs Sheet - Use this form to determine the actual costs in manufacturing a specific product (see Guidebook \#52).
26. Request for Printing Quotation - Use this form to request a job printing quote from a printer or service bureau (see Guidebook \#26).
27. Direct Mail Promotion Costs Sheet Use this form to determine both the to-
tal variable and fixed costs in launching a DM promotion, each mailings unit cost, and the total number of mailings you can afford (see Guidebook \#52).
28. GM, BE, ROI \& Projected Profit - Use this form to determine the Gross Margin, Break Even point, Return on Investment, and the Profit Potential for a particular product or service (see Guidebook \#80).
29. Graphical Analysis Sheet - Use this form to keep track of product sales, catalog sales, profits, or expenses. The mini-graphs can be broken up into months, days, or weeks (see Guidebook \#68 \& \#80).
30. Daily Record of Responses - Use this form to keep track of individual responses, advertising mediums, and
sales totals for one or several promotions. This form is especially useful for gathering information to evaluate mail order and DM promotions (see Guidebook \#50).
31. Direct Mail Promotion Record - Use this form to keep track of the number of responses from a direct mail promotion using house and outside lists (see Guidebook \#68).
32. Newspaper \& Magazine Ad Record Use this form to keep track of individual advertising campaigns. This form can also be used to keep track of individual promotions (or individual products) being advertised in many different mediums (see Guidebook \#68).
33. Item \& Media Effectiveness Record Use this form to compare the success
of a specific product in different advertising mediums or the return of a specific advertising medium with different products (see Guidebook \#68).
34. Catalog Item Sales Analysis Sheet Use this form to rank products in order to determine whether they should be continued or not (see Guidebook \#68).
35. Gross Catalog Sales Analysis Sheet Use this form to keep track of how well a catalog pulls in orders and sales (see Guidebook \#68).

## Basic Business Transaction

## Forms

36. Purchase Order - Use this form to place an order with another (see Guidebook \#30).
37. Sales Order - Use this form to bill customers who pick up their goods directly from you (see Guidebook \#30).
38. Invoice - Use this form to record an order from a customer who has credit with your company (see Guidebook \#30).
39. Return Authorization - Use this form for tax purposes - to record whenever an item is returned (see Guidebook \#30).

## Form 1

SATURDAY Date: Jan 7, 95 WEEK \# 1

| ABC | TASKS \& APPOINTMENTS | I. | ABC | WEEKLY PLANNER |
| :--- | :--- | :---: | :--- | :--- |
| A1 | Do bank reconciliation |  | B | Organize client files |
| A5 | Pick up the kids at school | $3: 30$ | A | Do bank reconciliation |
| A3 | Meet Bill to discuss new suppliers | $10: 00$ | A | Register for small business course |
| A2 | Phone suppliers and discuss prices |  | B | Visit mom |
| A4 | Have lunch with Gene | $12: 30$ | C | Get book from library on display ads |
| B1 | Organize client files |  | B | Brainstorm on ideas for radio commercial |
| C1 | Go grocery shopping |  |  |  |
| A2 | Call plumbers to look at pipes |  |  |  |

## IDEA ORGANIZER

## Form 2

SUBJECT: Part-time Business Ideas

| $x$ | Mail-order Fruit Seller | It seems to me that the market <br> for DTP'ers is saturated. How- <br> ever, I may be able to get some <br> customers through Mary. She <br> has some company contacts. |  |
| :---: | :--- | :--- | :--- |
| $\checkmark$ | Exotic Tea Retailer |  |  |
| $\checkmark$ | Desktop Publisher | Harold's Stereo Shop is going <br> out of business. May be able to <br> get some stereo equipment at a <br> discount. |  |
| $x$ | Researcher of Family Roots |  |  |
| $x$ | Diet Consultant | Curb Address Painter |  |
| $\checkmark$ |  |  |  |
| $\checkmark$ | Disk Jockey |  |  |
|  |  |  |  |


| copywriters $\quad$ IMPORTAN | $\square$ IMPORTANT CONTACTS |
| :---: | :---: |
| Bob Brown <br> 55 Holland Ave. New Milford NJ 55555 | 555-555-5555 <br> Email: bob@smbtn.com |
| Mary Smith 55 Pen Road, Wynn PA 55555 | 555-555-5555 |
| May Zip 55 NW 23rd Ave. \#555, Gainesville FL 55555 | 555-555-5555 Fax: 555-555-5555 |
| John Doe 55 Sniffen Road, Westport CT 55555 | 555-555-555 |

## PROJECT PLANNER

## Form 6

Project Idea: "Modern Cooking Methods for Modern Living" Date: 4/1/95
Description: Writing and promotion of a 150 page color cook book, targeted towards vegetarians. Major sections include 59 recipes for rice, 32 ways to cook a potato, and 39 spice combinations that will blow your taste buds out of the sky.

| Tasks to be <br> Completed | Starting <br> Date | Target <br> Date | Task <br> Assigned To | STATUS | P |
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| Cook Book | $5 / 21 / 94$ | $3 / 21 / 95$ | $M e$ |  |  |

Notes: Completed as Scheduled

| Marketing Plan | $3 / 1 / 95$ | $5 / 8 / 95$ | Carol |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Notes: Ahead of Schedule

| Rice Cooker Prototype | $2 / 21 / 95$ | $4 / 7 / 95$ | Bob Stroop |  |  |
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Notes: Behind Schedule

SUNDAY
Date:
MONDAY
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| ABC | WEEKLY PLANNER |
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*** CONFIDENTIAL MARKETING DATA ***


| Date: ${ }^{\text {a }}$ | Evaluation Method | \#1 |  |  |  |  | \#2 |  |  |  |  |  |  | \#3 | \#4 |  |
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| Project Idea | Market | Time | Diff. | Risk | Profit | T | 1 | 23 | 4 | 56 | 7 | 8 | T | T | T | $\mathbf{P}$ |
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| Method \#1 | Method \#2 | Method \#3 | Method \#4 |
| :---: | :---: | :---: | :---: |
| TIME - The longer the project will take, the lower the rating. <br> DIFFICULTY - The greater the degree of difficulty, the lower the rating. <br> RISK - The greater the risk (cost of venture) the lower the rating. <br> PROFIT - The higher the potential for profit, the higher the rating. <br> Give a rating (between 1-5) for each of the above categories. | 1 - MARKET Demand <br> 2 - PRODUCT Value <br> 3 - COMPANY Ease of Formation <br> 4 - OFFICE Ease of Set-up <br> 5 - ADVERTISING Potential <br> 6 - PROMOTION Testing Potential <br> 7 - EXPANSION Potential <br> 8 - PROFIT Potential <br> Give a rating (between 1-5) for each of the above categories. | Complete EGS's Project Evaluation Checklist (see Guidebook \#16) for each project idea. Transfer results to this form. | Sum totals from Evaluation Methods \#1, \#2, and \#3. This final total will give you a final project score out of a hundred. <br> NOTE: After using any of the four evalauation methods, prioritizie projects by giving the highest score a number 1 , the second hightest a number 2, etc. |


| Tasks to be | Starting <br> Completed | Target <br> Date | Task <br> Date | Assigned To | STATUS |
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Notes:


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Personal Income Statement

INCOME


Household
Rent/Mortgage Payments
Household/Apt. Insurance
Property Taxes
Utilities (telephone, power, etc.)
Maintenance \& Repairs
Furniture \& Appliances
Stereos, TVs, \& Computers
Day Care Services
Other Household Expenses


Gifts. Donations \& Dues Education, Books \& Magazines
Medical/Dental/Life Insurance Education, Books \& Magazines
Medical/Dental/Life Insurance Doctor \& Dentist Fees Prescription Medicines Loans, Debts \& Credit Payments Investment \& Savings Plans Other Personal Expenses

1. $\qquad$
2. $\qquad$
 Food Clothing Laundry \& Cleaning Music, Morives \& Theatre Drinking, Dining \& Dancing Sporting Activites Vacation \& Travel
B) TOTAL LIVING EXPENSES $\square$

## TOTAL DISPOSABLE INCOME (A - B) \$

Name:
Date:


Cash Flow Statement

Beginning Cash Balance


CASH IN


CASH OUT
Inventory \& Raw Mater. Staff Salaries \& Wages Payroll Expenses Outside Labor \& Serv. General Supplies Repairs \& Maintenance

Advertising
Car, Delivery \& Travel
Legal \& Account. Fees Rent / Lease Payments Rented / Leased Equip. Telephone Utilities Insurance
Licenses \& Permits Interest Charges Federal Income Tax Other Taxes
Other Operating Exp. Loan Repayments Payments on Fixed Assets Capital Expenditues Owner's Withdrawal
Total CASH OUT


CASH FLOW
CASH Balance (non-cash flow info)


Sales Volume Accounts Receivable Bad Debts Inventory on Hand Accounts Payable

Depreciation



## GROSS SALES

LESS Returns and Allowances
LESS Sales Tax (if included in sales)


ADD OTHER INCOME:
Royalties and Dividends on Stock Interest from Bank Accounts
Gains from Sale of Fixed Assets
Other Income

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## GROSS INCOME

LESS COST OF GOODS SOLD:
Inventory at Beginning of Fiscal Period
ADD Cost of Goods Purchased During Fiscal Period
ADD Freight \& Delivery Charges
LESS Purchased Returns
LESS Inventory at the End of the Fiscal Period
TOTAL Cost of Goods Sold


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## GROSS PROFIT



LESS VARIABLE Expenses (controllable) (selling) Accounting \& Legal Fees
Advertising
Business Tax, Fees, Licenses, Dues \& Subscriptions Interest Charges (Debt Expenses)
Maintenance \& Repairs
Meals \& Entertainment
Motor Vehicle Expenses (except deprec. allowance)
Office Supplies
Sales Salaries \& Wages
Other Variable Expenses

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LESS FIXED Expenses (overhead) (administrative)
Administrative Salaries \& Wages
Bad Debts
Depreciation
Insurance
Mortgage / Rent Payments
Payroll Expenses \& Taxes
Property Taxes
Telephone \& Utilities (Heat, Hydro)
Other Fixed Expenses
TOTAL Operating Expenses (fixed + variable)

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NET INCOME (Before Taxes)
LESS Estimated Tax Payments
NET INCOME (After Taxes)




Date: $\qquad$ Period: $\qquad$
A. Opening Balance (opening change float)
B. Collections (cash in) *all sales figures include sales tax collected or collectible*

Cash Sales (Cash Register Receipts) Sales on Account (New A/C Receivables)
Gross Sales
$\qquad$
$\qquad$

ADD:
A/C Receivables Collected Other Income Collected
$\qquad$ LESS:
Sales Returns
Sales on Account
$\qquad$


Sales Tax Collected \& Collectible
Total Sales Tax Refunded
C. Total Cash To Be Accounted For (A+B)
$\qquad$
D. Cash Disbursements (cash out)

E. Net Cash (C-D)

## F. Actual Cash Count

Bills
Coins
Checks


Credit Card Slips $\qquad$
TOTAL Cash in Register or Till


Prepared BY: $\qquad$

|  |  | Weekly Sales \& Cash Report |  |  |  |  |  |  | Form 15 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | AC\# | DESCRIPTION | DATE | DATE | DATE | DATE | DATE | DATE | DATE | POSTED <br> TOTALS |
|  |  |  | MON | TUE | WED | THU | FRI | SAT | SUN |  |
|  |  | Revenue Accounts | ' nct MInnı Dal |  | ^/D |  | ^/D |  | Dant |  |
| 2 |  | Sales 1 (cash, checks, credit cards) |  |  |  |  |  |  |  |  |
| 3 |  | Sales 2 |  |  |  |  |  |  |  |  |
| 4 |  | Sales Tax Collected |  |  |  |  |  |  |  |  |
| 5 |  | Other Income |  |  |  |  |  |  |  |  |
| 6 |  | Refund/Returns (debit) |  |  |  |  |  |  |  |  |
| 7 |  | CASH INCOME (add 2 to 5 less 6) |  |  |  |  |  |  |  |  |
|  |  | Liability Accounts |  |  |  |  |  |  |  |  |
| 9 |  | New Accounts Payable (credit) |  |  |  |  |  |  |  |  |
| 10 |  | Accounts Payable Paid (debit) |  |  |  |  |  |  |  |  |
| 11 |  | Bank Loans Paid (principle only)\| |  |  |  |  |  |  |  |  |
|  |  | Owner's Equity Accounts |  |  |  |  |  |  |  |  |
| 13 |  | Personal Drawings (cash) |  |  |  |  |  |  |  |  |
| 14 |  | Personal Drawings (check) |  |  |  |  |  |  |  |  |
|  |  | Expense Accounts |  |  |  |  |  |  |  |  |
| 16 |  | Advertising |  |  |  |  |  |  |  |  |
| 17 |  | Automobile |  |  |  |  |  |  |  |  |
| 18 |  | Insurance |  |  |  |  |  |  |  |  |
| 19 |  | Interest |  |  |  |  |  |  |  |  |
| 20 |  | Phone |  |  |  |  |  |  |  |  |
| 21 |  | Supplies |  |  |  |  |  |  |  |  |
| 22 |  | Rent/Mortgage |  |  |  |  |  |  |  |  |
| 23 |  | Repairs \& Maintenance |  |  |  |  |  |  |  |  |
| 24 |  | Shipping \& Postage |  |  |  |  |  |  |  |  |
| 25 |  | Travel \& Entertainment |  |  |  |  |  |  |  |  |
| 26 |  | Utilities (light, heat, water) |  |  |  |  |  |  |  |  |
| 27 |  | Wages Paid |  |  |  |  |  |  |  |  |
| 28 |  | Other |  |  |  |  |  |  |  |  |
| 29 |  | Petty Cash Slips |  |  |  |  |  |  |  |  |
| 30 |  | Miscellaneous Cash Payments |  |  |  |  |  |  |  |  |
|  |  | Asset Accounts |  |  |  |  |  |  |  |  |
| 32 |  | Inventory Purchased |  |  |  |  |  |  |  |  |
| 33 |  | Equipment Purchased |  |  |  |  |  |  |  |  |
| 34 |  | New A/C Receivables (debit) |  |  |  |  |  |  |  |  |
| 35 |  | OPENING CASH BALANCE |  |  |  |  |  |  |  |  |
| 36 |  | A/R Collected (credit) |  |  |  |  |  |  |  |  |
| 37 <br> 38 |  | CASH AVAILABLE 7+35+36 |  |  |  |  |  |  |  |  |
|  |  | PAYOUT $13+29+30$ |  |  |  |  |  |  |  |  |
| 39 |  | Net Cash (Cash on Hand) 37-38 |  |  |  |  |  |  |  |  |
|  |  | Actual Cash Count |  |  |  |  |  |  |  |  |
| $\left\lvert\, \frac{40}{41}\right.$ |  | Cash Over or Short |  |  |  |  |  |  |  |  |
| 41 |  | BANK DEPOSIT 39-35 |  |  |  |  |  |  |  |  |
| 4 |  | FLOAT TOMMORROW $36+42$ |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |
|  |  | End of Week BALANCES | (18 to 31) |  | A/P |  | A/R |  | Bank |  |


|  |  | Asset Accounts |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | DESCRIPTION | DAILY CASH |  |  | A/R |  |  | PURCHASES |  | BANK |  |  |  | MISC <br> 1 IN | Rent | UTIL |  |
|  |  | IN | OUT | BAL | IN | OUT | BAL | IN | OUT | IN | , | OUT | BAL |  |  |  |  |
| 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 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 41 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 42 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 43 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 44 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 45 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 46 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 47 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 48 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 49 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 50 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  | ASSE | (D | DE | BIT) | ACC | OUN | TS |  |  |


| Expense Accounts |  |  |  |  |  |  | Revenue Accounts |  |  |  | Liability Accounts |  |  |  | Owner's Equity |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| ADVE | AUTO | INSU | SUPL | Рhone | Payroll | MISC |  | SALES |  | MISC | A/P |  |  | $\begin{array}{\|c\|} \hline \text { MISC } \\ \hline \text { IN } \\ \hline \end{array}$ | $\begin{array}{\|\|c\|} \hline \text { DRAW } \\ \hline \text { IN } \end{array}$ | $\begin{array}{\|r\|} \hline \text { MISC } \\ \hline \text { IN } \\ \hline \end{array}$ |  |
| IN | IN | IN | IN | IN | IN | IN | IN | N OUT | BAL | IN | IN | OUT | BAL |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | 1 |
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|  |  |  |  |  |  |  |  |  |  | EQUIT | (C | EDIT) | ACC | OUNT |  |  |  |

Trial Balance Worksheet
Form 17


LESS Returns and Allowances
LESS Sales Tax (if included in sales)
ADD OTHER INCOME:
Royalties and Dividends on Stock
Interest from Bank Accounts
Gains from Sale of Fixed Assets
Other Income
-
$\qquad$
$\qquad$
$\qquad$
$\qquad$
GROSS INCOME


LESS COST OF GOODS SOLD:
Inventory at Beginning of Fiscal Period
ADD Cost of Goods Purchased During Fiscal Period
ADD Freight \& Delivery Charges
LESS Purchased Returns
LESS Inventory at the End of the Fiscal Period
TOTAL Cost of Goods Sold
GROSS PROFIT
\$
LESS OPERATING EXPENSES:
Accounting, Legal \& Professional Fees
Advertising
Bad Debts
Car \& Truck Expenses (except depreciation allowance)
Commissions \& Fees
Depreciation (Capital Cost Allowance)
Employee Benefit Programs
Insurance
Interest Charges (Debt Expenses)
Mortgage Payments
Office Expenses
Payroll Taxes
Pension and Profit-Sharing Plans
Property Taxes
Rent or Lease
Repairs \& Maintenance
Salaries \& Wages
Supplies
Taxes, Fees, Licenses, Dues \& Subscriptions
Telephone
Travel, Meals \& Entertainment
Utilities (Heat, Hydro)
Other Operating Expenses:
TOTAL Operating Expenses
NET INCOME (Before Taxes)
LESS Estimated Tax Payments


## Cost of Goods Sold for Manufacturers

## Cost of Goods Sold FOR:

From:
To:
Materials Used to Make Products

| Materials Inventory (Beg. of Fiscal Period) |  |
| :--- | :--- |
| ADD Purchases | - |
| LESS Returns and Allowances | - |
| TOTAL Materials Available for Use |  |
| LESS Materials Inventory (End of Fiscal Period) |  |

(A)
(B)

TOTAL MATERIALS CONSUMED
LABOUR COSTS
\$
Factory Overhead
Indirect Labor (administrative)
Salaries
Payroll Taxes
Power
Heat
Light
Factory Supplies
Depreciation - Building
Depreciation - Equipment
Repairs and Maintenance
Patent Expenses
Tool and Die Expenses
Insurance for Building \& Equipment
Other Overhead
(C)
( $A+B+C$ )
TOTAL MANUFACURING COSTS
ADD Work in Process Inventory (Beg. of Fiscal Period)
LESS Work in Process Inventory (End of Fiscal Period)

## COST OF GOODS MANUFACTURED

ADD Inventory of Finished Goods (Beg. of Fiscal Period) LESS Inventory of Finished Goods (End of Fiscal Period) $\qquad$
\$

COST OF GOODS SOLD
\$

| Asset Depreciation Record |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| ASSET DESCRIPTION | Date Asset <br> Put in Service | Original <br> Cost | Business <br> Investment Use \% | Serial <br> Number | Depreciation <br> Method |  |
|  | PURCHASED FROM | Section 179 <br> Deduction | Tax <br> Category | Recovery <br> Period |  |  |
|  |  |  |  |  |  |  |

How Asset Will BeUsed:

|  | NOTES | Depreciation Prior Years | Cost of Any Improvements | Basis for Depreciation | Rate or Table \% | Depreciation Deduction | PERIOD |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 |  |  |  |  |  |  |  |
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| 18 |  |  |  |  |  |  |  |
| 19 |  |  |  |  |  |  |  |
| 20 |  |  |  |  |  |  |  |


| DATE ASSET SOLD | Amount <br> Sold For | Selling <br> Expenses | Sold to <br> Whom |
| :--- | :---: | :---: | :---: | :---: |
|  |  |  |  |

Details of Asset Dispostion: $\qquad$

Inventory Status Record FOR:
DATE:

| Item Name: | Item Size: | Shippina Instructions: |
| :--- | :--- | :--- |
| Item Number: | Item Weight: |  |
|  | Rate of Usage: | Terms of Sale: |
|  | Reorder Point: |  |
|  | Reorder Quantity: | F.O.B. Point: |
| Typical Unit Cost: | Item Location: | Shipping Point: |
| Suggested Retail: \$ |  | Discount Schedule: |
|  | \# of Items/Shipping Carton: |  |
| Our Price: \$ | Weight of Shipping Carton: | Other: |


| Name of Firm | Address | Contact | Phone/Fax | Comments |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |

Main Vendor for this Item

|  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- |
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| Date | P.O. \# | On Order | Received | Usage | In Stock | Total | Remarks |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
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Inventory Record FOR:
DATE:


## A. Closing Balance Shown on Bank Statement:

\$

ADD deposits not credited on bank statement:


TOTAL DEPOSITS NOT CREDITED

SUBTOTAL $\square$
SUBTRACT checks issued but not yet cleared by the bank:
No.


TOTAL OUTSTANDING CHECKS:

ADD or SUBTRACT bank errors:

B. AdJusted Bank Balance:
C. Balance According To Your Records:

ADD bank interest or additions not yet recorded:
SUBTRACT bank service charges not yet recorded:
ADD or SUBTRACT other errors:

D. AdJusted Balance:
$\qquad$

Product Costs Sheet FOR:
DATE:


ADDITIONAL COSTS

| Packaging Description: |  |  |  |
| :---: | :---: | :---: | :---: |
| Packaging Materials | Quantity | Cost/Unit | Total |
|  |  |  |  |
|  |  |  |  |
| ADD Packaaina Set-un Charaes |  |  |  |
|  | ADD Packaging Tooling Costs |  |  |
|  | ADD Packaging Inbound Freight Costs |  |  |
|  | ADD Packaging Labour Costs |  |  |
|  | TOTAL Packaging Costs |  | \$ |
|  | ADD Royalty Payments to Inventor(s) |  |  |
|  | ADD Plant Overhead (if only product) |  |  |
|  | ADD Other Miscellaneous Costs |  |  |
|  | ADD |  |  |
|  | C) TOTAL For Additional Costs |  | \$ |
|  | TOTAL Product Costs (A + B + C) |  | \$ |
|  |  | of UNITS |  |
|  |  | ST / UNIT | \$ |


| FROM |
| :---: |
|  |
|  |
|  |

Company
Contact
Address
Phone/Fax
TO


| 4 | Description: |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :---: |
| 5 | Page Size: | Flat | x | Bound or folded | x |  |
| 6 | \# of Pages |  |  |  |  |  |


|  |  | COPY |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 7 | Design Features Required: | bleeds | screen tints \# | reverses \# |  |
| 8 | Art \& Copy Provided: | camera-ready | photo negatives | printer to typeset and paste up |  |
| 9 | Extras Provided: | halftones \# | duotones \# | color separations \# |  |
| 10 | Proofs Requested: | galley | blueline | composite color |  |




QUOTE

| Please quote your best price and delivery on the above job: |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 21 |  | as firm price | $\square$ | as rough estimate | $\square$ | in writing | $\square$ | Other: | $\square$ |
| 22 | Price: ${ }^{\text {S }}$ |  | Estimated Delivery (working days from receipt of camera-ready copy) |  |  |  |  |  |  |
| 23 | Terms: |  |  |  |  |  |  |  |  |
| 24 | Remarks: |  |  |  |  |  |  |  |  |
| 25 | SIGNED: |  |  |  |  |  |  |  |  |

Thank you for your quote. We look forward to working with you.

|  | FIXED COSTS | Materials \& Labor |
| :---: | :---: | :---: |
| CREATIVE | Writing Copy |  |
|  | Design and Layout |  |
|  | Artwork (mechanicals and finished art) |  |
|  | Photography (photos, models/talent, retouching) |  |
| PRINTING PREP | Typesetting (typography, proofing, corrections) |  |
|  | Paste up Camera-ready Copy |  |
|  | Half-tones, Color Separations |  |
|  | Platemaking (camera work, proofs, negatives, stripping, plates) |  |
| LIST | List Selections (zip code, hotline names, other) |  |
|  | Merge/Purge (updating lists) |  |
| OVERHEAD | Percentage of Overhead for Advertising \& Mailing Depts |  |
| OTHER |  |  |
|  |  |  |
|  | TOTAL |  |



## PROMOTION:

Date:

| Item \# | Description | Formula | Subtotal | Total |
| :--- | :--- | :--- | :--- | :--- |

Variable Costs (per unit) \& Fixed Operating Costs

| 1 | Selling Price of Product or Service (do not include sales tax) |  |  |
| :---: | :---: | :---: | :---: |
| 2 | ADD Other Charges (postage \& handling etc.) |  |  |
| 3 | Total Price of Product or Service $1+2$ |  |  |
| 4 | Owner's Cost of Product or Service |  |  |
| 5 | Handling Expense \& Order Processing |  |  |
| 6 | Package Expenses (mailing carton, tape, etc.) |  |  |
| 7 | Shipping (postage or UPS charges) |  |  |
| 8 | Premium Costs Including Handling (if premium offered) |  |  |
| 9 | Special Business Sales, Hidden or Use Tax, if any $3 \times$ ( ) \% |  |  |
| 10 | Total Costs of Filling the Order add 4 to 9 |  |  |
| 11 | Estimated \% of Returns (expressed as a decimal) |  |  |
| 12 | Postage \& Handling of Returns $5+7$ |  |  |
| 13 | Refurbishing Returned Merchandise $10 \%$ of 3 |  |  |
| 14 | Total Costs of Handling Returns $12+13$ |  |  |
| 15 | Chargeable Costs of Handling Returns $11 \times 13$ |  |  |
| 16 | Estimated \% of bad debts (expressed as a decimal) |  |  |
| 17 | Chargeable Costs of Bad Debts $3 \times 16$ |  |  |
| 18 | Estimated \% of Sales via Credit Cards (as a decimal) |  |  |
| 19 | Credit Card Processing Charge ( ) \% of 3 |  |  |
| 20 | Chargeable Cost of Credit $18 \times 19$ |  |  |
| 21 | Administrative Overhead Per Unit |  |  |
| 22 | Other Costs Per Unit |  |  |
| 23 | TOTAL VARIABLE COSTS $10+15+17+20+21+22$ |  |  |
| 24 | Unit Profit After Variable Costs 3-23 |  |  |
| 25 | \% of Final Sales (expressed as a decimal) $1.0-(11)$ |  |  |
| 26 | Net Unit Profit $24 \times 25$ |  |  |
| 27 | Credit for Returned Merchandise $4 \times 11$ |  |  |
| 28 | GROSS MARGIN (NET PROFIT PER ORDER) $26+27$ | \$ |  |
| 29 | TOTAL FIXED OPERATING COSTS (Mailing, Advertising etc.) | \$ |  |
|  | Profit Calculations |  |  |
| 30 | NUMBER OF ORDERS to BREAK EVEN 29 / 28 |  |  |
| 31 | Number of Orders to Obtain 50\% ROI $1.5 \times 30$ |  |  |
| 32 | Number of Orders to Obtain 100\% ROI $2.0 \times 30$ |  |  |
| 33 | Projected Profit if ? \# of Orders Received (\# of orders x 28) - (29) |  | \$ |
| 34 | Projected Profit if ? \# of Orders Received (\# of orders x 28) - (29) |  | \$ |

Comments: $\qquad$




| Date | Name | Address | Key | Promotion <br> Ad Medium | Order | Inquiry | Total <br> Cash |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  |  |  |  |  |  |  |  |

Direct Mail Promotion Record
Form 31
PROMOTION:
Date:


Promotional Medium:
Date:

| Address | Ad Rates |  | Market |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Display |  | NOTES: |  |  |  |
| Phone | Display Class. |  | Circ. | M | Freq. |  |
| Fax | Classified |  | Cash Disc. |  | Agency Disc. | \% |
| Ad Rep. | Full Page |  | Deadlines |  |  |  |


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Total Sales:


Total Sales:


Total Sales:


Total Sales:



| Gists Used |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- |
| THIS WEEK |  |  |  |  |
| Date Sent |  |  |  |  |
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| CUMULATIVE |  |  |
| :--- | :---: | :---: |
| \# of Orders | \$ Sales | \$ Avg/Order |
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| Projected Sales |  |  |
| ---: | :--- | :--- |
| Total Sales to Date |  |  |
| Total Orders to Date |  |  |
| Av. \$ Spent/Order |  |  |
| Sales/Catalog |  |  |
| Time Period of Analysis |  |  |


| Gross Profit Margin |  |
| ---: | ---: |
| Net Profit |  |
| Gross Profit /Catalog |  |
| Net Profit/Catalog |  |
| Av. \# of Orders/Week |  |
| Orders/Mailings (\%) |  |

Catalog Cost (total all costs including, photography, typesetting, preparatory work, printing, postage and fullfillment)

| \# of <br> Pages | \# of Copies <br> Printed | Cost Per <br> Page | Cost Per <br> Catalog |
| :---: | :---: | :---: | :---: |
|  |  |  |  |




NOTE The INDEX is calculated as follows: Find the SUM of the Net Profit of all items in the catalog and divide this by the total catalog cost. Call this INDEX 1. Then use the following formula: Index for an Item = NP/AC $+1 /$ INDEX $1+1$


Please notify us immediately if you are unable to ship complete order by date specified

| Please <br> Deliver By | Account <br> Number | Purchasing Agent | Ship <br> Via | F.O.B. <br> Point | Terms Requested |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  |  |  |  |  |  |
| Quantity | Item \# | Please Supply Items Listed Below | Unit Price | Total |  |
|  |  |  |  |  |  |

Please supply the above mentioned goods subject to the conditions specified.

Acknowledge receipt of this order specifying prices and a definite shipping date.
Enter this order in accordance with the prices, terms, delivery method, and specifications listed above. Make no substitutions or changes without authority from us. Please send $\qquad$ copies of your invoice.
Deliver no goods without a copy of this purchase order.
We reserve the right to cancel this order if shipment is not made as promised Send all correspondence to:

## Date:

Authorized By:

| OrDER \# |  |
| ---: | :--- |
| Date |  |
| Department |  |



| Our <br> Tax Registration Number | Salesperson | Shipping <br> Date | Ship <br> VIA | F.O.B <br> Point | Terms |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  |  |  |  |  |  |
| Quantity | Item \# | Description |  | Unit Price | Total |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |



## Date:

Customer's Signature

| InvoICE \# |  |
| ---: | :--- |
| Date |  |
| Your P.O. \# |  |


| Name: | Sold To: |  | SHIP To: |
| ---: | :--- | ---: | :--- |
| Address: |  | Name: |  |
| Phone/Fax: | Address: |  |  |
|  |  |  |  |

PLEASE PAY THIS INVOICE

| Our <br> Tax Registration Number | Salesperson | Date <br> Shipped | Shipped <br> VIA | F.O.B <br> Point | Terms Offered |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Quantity | Item \# | Description |  |  |  |
|  |  |  |  | Unit Price | Total |
|  |  |  |  |  |  |


| NOTES: | Subtotal <br> Make all checks payable to: <br> If you have any questions concerning this invoice, call: |  |
| :--- | :--- | :--- |
| THANK YOU FOR YOUR ORDER $\Rightarrow$ | $\Rightarrow$ | Shipping <br> Other |


| R.A. \# |  |
| ---: | :--- |
| Date |  |
| Department |  |




| $\checkmark$ | Reason for Return: |  |  | Subtotal <br> SalesTax <br> Restocking Fee |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Overstock Order was cancelled Order duplicated Arrived too late Damaged Error on Invoice Wrong Item Other: | COMMENTS: | CREDIT ISSUED FOR |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  | NO CREDIT WILL BE | Other |  |
|  |  |  |  |  |  |
|  |  |  |  | TOTAL | \$ |
| Date: |  | uthorized By: |  |  |  |


[^0]:    Notes:

