

Callahan Carpentry

Bringing Your Ideas to Life, For Life!

Business Plan

Prepared March 2025

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Executive Summary

Imagine walking into a home and noticing that every decor and furniture piece just seems to fit flawlessly. The entryway has a table on the wall that fits perfectly in its place and a rustic modern decor lying on it. It contrasts the carpet and flooring with such amazement that you are in shock. You walk into the dining room and there sits an elegant dining table that fills the space to an astounding perfection. Its chairs have a vintage design and are made of walnut and cedar; it's like nothing you've ever seen before, but it works! You've never seen it before, because Callahan Carpentry hasn't made it possible yet, but soon it won't have to be just a dream, it will be a bespoke reality.

Unless a homeowner is paying hundreds of thousands of dollars for their furniture, you don't often see a house so perfectly decorated and designed. Many will search for the right piece of furniture for their home or business for weeks and can't find what they are looking for. This is because the majority of the furniture found on the market is from retail stores made in mass-produced styles in factories. The furniture then lacks quality, longevity, and character.

Callahan Carpentry wants to change all of that and more! Our business will provide customizable furniture and decor at an affordable price to homeowners, businesses, and anyone looking to improve the aesthetics of their space. Callahan Carpentry will also differentiate itself from the rest of the industry by offering ways to customize our products online. This way, anyone can create their own unique piece that fits perfectly in their space with us!

Our primary markets for our custom woodworking will consist of three main groups of consumers. Homeowners, especially those in the Utah area. Second, small businesses in the area. Lastly, and very instrumental will be our customers gained through social media and online sources, who will primarily order their furniture through an online program. The online users will likely also be homeowners and small business owners, however, we will work with them differently in the online setting. We seek to market all of our furniture, bespoke reclaimed items, and all of our other custom products to our first group (homeowners). While local small businesses are welcome to all of our product lines, we expect the majority of their purchases will be custom decorations and larger

furniture to enliven and add comfort to their entryways. We project that many of our online clients will be interested in customizing their own furniture, both small gifts and timeless pieces tailored to their specific needs, much of it will likely be reclaimed pieces and our smaller in-mass product lines.

Callahan Carpentry revenue lines include all of the following:

Custom Furniture Pieces will be our top revenue producer, generating 52.5% of our revenue at \$288,000. **Reclaimed Furniture** is the second-highest revenue producer. We have it projected at 17.6% of yearly revenue at \$96,000. **Furniture Delivery Services** will produce an average of 12.3% at \$67,480 of Callahan Carpentry's revenue. **Wooden Outdoor Furniture** will make up 7.7% and \$42,000 of average annual revenue. **Reclaimed Wood Accent Pieces** make up 4.3% at \$24,000 in annual revenue. **Custom Laser Engravings** will produce an average of 3.2% coming in at \$18,000 annual revenue. **Handcrafted Wooden Kitchenware** produces 1.2% at \$6,900, with much room to grow in the future. **All other Custom Projects** make up 1.8% and come in at \$10,000 annual revenue.

From these streams of revenue, we expect to have an average of \$46,010 a month of revenue within the first six months. Within the first year of our business, we expect to have \$554,110 in revenue. Our initial start-up costs including equipment, some materials, lease, and marketing are estimated at \$90,000. Our operating expenses are an average of \$16,400 a month. However, after our first year, we are projected to have a net profit of \$84,125 a 15% profit margin. This should steadily increase and is even projected to be at a 17% profit margin in 2027.

To cover our initial costs and some of the expenses of the first year, we are seeking a Small Business Administration (SBA) Loan of \$75,000. This money will be used to purchase our equipment, pay our employees, our rent, our materials, and our marketing campaign and website. With our projected revenues we should repay the loan in two years.

Our other financial needs will be met by two of my middle management partners, my parents, and a few lines of credit. This amount will be \$64,091 and there will be no interest on this amount only a shareholder loss of 2%.

Callahan Carpentry will be a name to be remembered in the bespoke furniture and decor business. Our custom, quality, and timeless pieces will change the way you see furniture. Instead of dreading the burden of searching for the right piece, you can create it with us, even while just sitting at your house (online)!

Opportunity

Problem & Solution

Problem Worth Solving

Many people find themselves in a frustrating predicament when looking for the perfect pieces of furniture. They often spend weeks, if not months, searching furniture stores, only to be disappointed by options that are either too large, too small, or simply not what they had in mind. This problem affects homeowners, renters, and businesses, all of whom are seeking to create inviting and functional spaces.

The challenge extends beyond size and style preferences. A significant is posed by the lack of quality and longevity of mass-produced furniture. Many consumers find out, that the industrially manufactured pieces they purchase begin to show signs of wear and tear after only a few years of use. This quick turnover leads to a lot of financial waste by the consumer.

The lack of personalization in retail furniture often leaves customers feeling like their space could be filled so much better. Smaller customizable gifts are hard to find online, and because of this consumers may settle for pieces that don't quite fit their unique needs or aesthetic preferences, resulting in spaces that feel impersonal or lacking in the character they crave. This compromise can be particularly problematic for businesses trying to create a distinct brand image or homeowners attempting to express their individual style and comfort of their homes.

The search for high-quality, customized furniture that stands the test of time has become increasingly challenging, especially in today's online market. Consumers are left yearning for solutions that combine durability, functionality, and personalized design in the world of mass-produced furniture. This gap in the market presents a clear opportunity for businesses that can offer tailored, well-crafted furniture solutions to meet the diverse needs and preferences of customers.

Our Solution

Callahan Carpentry aims to address these challenges by offering a diverse range of customizable furniture and home decor options in the online marketplace. Our custom woodworking business will provide unique, handcrafted solutions, that cater to the individual needs and preferences of our customers, and sacrifice no quality. By leveraging the power of e-commerce, we will make our work accessible to a wider audience, ensuring that homeowners, business owners, and anyone else can easily find and purchase the perfect pieces to elevate their spaces.

Our online platform will feature an intuitive interface that allows customers to explore our extensive catalog of customizable options. From elegant dining tables and chairs to statement wall art and functional work and storage solutions. Customers will have the ability to personalize their chosen items, selecting from various wood types, finishes, dimensions, and design elements to create truly one-of-a-kind pieces that perfectly complement their interiors or exteriors.

Furthermore, Callahan Carpentry will differentiate itself by providing expert guidance throughout the customization process. Depending on the level of design needed for a customer, they will either design their own project from options online or meet with a professional to design their project. This personalized approach, combined with our commitment to quality craftsmanship, will ensure that each piece not only meets but exceeds our customers' expectations, solving the problem of finding unique, high-quality furniture and decor that can't be found in the mass-produced market.

Target Market

Callahan Carpentry will focus on three main groups of consumers. First and foremost, our target group will be homeowners in the local area looking for furniture and aesthetic pieces for their living spaces. This includes customers just looking to add charm to their space as well as new builds and remodels looking to fully design their spaces. We seek to market all of our furniture, bespoke reclaimed items, and all of our other custom products to this group of homeowners. Many areas in Utah, especially Utah County, have been growing very fast in recent years and there are many new builds every year. Utahns are always looking to remodel older homes to create a better living space. Many people that have moved to Utah, because of the surge in technology advancements that have settled in Utah, have higher incomes than past Utahns. These all create an opportunity for much interest and future growth in the need for quality custom furniture.

Our second target group is small businesses in the greater Utah area. While these businesses are welcome to all of our product lines, we expect the majority of their purchases will be custom decorations and larger furniture. Many businesses are seeking a welcoming entry area to help their customers feel wanted and comfortable. This is where Callahan Carpentry can come in and give them what they need, an outstanding piece/s of furniture or decorations that will make them stand out as unique and exceptional, just like our products.

Our third target group comprises social media and online users. Although there may be overlap that includes those in the previously mentioned groups, our marketing strategy will primarily concentrate on digital channels. We will look to target those who browse social media looking for bespoke woodworking to fill their homes or businesses. There is a large market of DIY users on social media platforms as well as a growing market for reclaimed wood styles; we will display our creations of this kind and others on these platforms to target this group. While there is a market for online furniture and decorations, they are almost always mass-produced and lack any sort of quality or customization. There are few sites that offer customization purely online, but these also only offer laser engraving and small wood products. We aim to attract these same clientele that are interested in customizing their own furniture, by offering options for both small gifts and timeless pieces tailored to their specific needs. This service will be available online

through our website programs and personalized consultations with our lead architect.

Competition

Callahan Carpentry will face several significant competitors in the custom woodworking and furniture market. The primary challengers can be categorized into three main groups: large retail chains, high-end furniture stores, and online retailers and sellers.

The first category of competitors includes big-box retailers such as IKEA and RC Willey. These companies offer mass-produced furniture at competitive prices, which can be appealing to budget-conscious consumers. While Callahan Carpentry specializes in custom, high-quality pieces, the affordability and convenience of these retail giants pose a considerable threat to the business. Customers may opt for lower-quality, less expensive alternatives if they are unaware of the benefits of custom woodworking.

The second category comprises high-end furniture stores, which include both larger chains like RC Willey's premium lines and numerous small businesses scattered throughout Utah. Many of these establishments also offer custom projects, directly competing with Callahan Carpentry's. These competitors often have established reputations which could be hard to overcome.

The third category would be the online market. Callahan Carpentry is going to focus much of its effort on the online market. With small custom projects from salvaged wood, and larger furniture. There is a marketplace for these things online, some through Amazon and others with no custom alternatives. This category seems to be where Callahan Carpentry could have an advantage.

It's important to note that while these competitors offer similar products or services, Callahan Carpentry differentiates itself by focusing on the online and custom markets. This personalized approach sets Callahan Carpentry apart from

mass-produced furniture retailers and even some high-end stores that may offer limited customization options.

To succeed in this competitive landscape, Callahan Carpentry must emphasize its strengths, such as:

- Exceptional craftsmanship and attention to detail
- Use of high-quality materials
- Ability to bring unique design visions to life
- Personalized customer service throughout the creation process
- Use of the online and social media market

By highlighting these advantages, Callahan Carpentry can position itself as a premium alternative to mass-market retailers, and other custom furniture makers, and in the online market, hopefully finding a niche in the competitive Utah market that values quality, uniqueness, and personalized service.

Mission Statement

Mission Statement

At Callahan Carpentry, our mission is to transform spaces and improve the comfort and ease of living through our custom woodworking. We are dedicated to designing and crafting bespoke furniture and timeless crafted decorations that breathe life into homes, businesses, and any environment seeking aesthetic enhancement. We are also committed to using sustainable products that reduce environmental waste.

We believe in the power of ethical business practices and the importance of employee values. Each employee will be reminded of this commitment regularly. Since a majority of our work is customer service based, our employees will be expected to respect all customers and treat them with kindness and understanding. At Callahan Carpentry we are striving to make the experience of creating custom woodworking's as fun and rewarding as the final product itself. Through these experiences, we will seek to build lasting connections with consumers and businesses.

This all starts with our team of skilled woodworkers being on board. Each member of our team will be required to have a background check before starting work. However, this is just a precaution, what really matters is how they catch our vision. Meaning, the vision of creating an exceptional experience for each customer and a fun productive workshop environment. We seek to foster teamwork among co-workers becoming friends who want to work with each other and see each other grow. Despite all the fun, employees will be expected to strictly follow all of the OSHA guidelines and do safety checks weekly to keep the shop and delivery systems safe.

By engaging with our clients, partners, and employees, helping them understand our vision, and respecting theirs, we aim to build lasting relationships with all those we work with. Our goal is not just to deliver exceptional furniture and cherished pieces, but to create a welcoming environment for all, and a place where goals and dreams can come true!

Execution

Marketing & Sales

Marketing Plan

To establish a strong niche in the greater Utah area, Callahan Carpentry will primarily focus on online marketing strategies. Since DIY enthusiasts and reclaimed wood fanatics are highly active on social media platforms, we will seek to strategically position ourselves in these digital communities. By showcasing our unique craftsmanship on various social media channels, we aim to rapidly spread awareness of our brand and custom products.

To ensure maximum visibility, we will devote a significant portion of our marketing budget towards targeted social media advertising in the Utah market. This approach will allow us to reach our ideal customers, efficiently and cost-effectively. By consistently presenting high-quality content and engaging with our audience, we will try to build a following and generate word-of-mouth recommendations.

In addition to our social media efforts, we will implement a separate strategy focused on collaborating with local builders and real estate professionals. Our goal is to have these industry partners showcase our furniture in their model homes and present them as resources for their buyers. This approach serves two purposes:

1. It exposes our products to potential homebuyers (especially high-end buyers) who are in the market for quality, custom furnishings.
2. It helps us build relationships with builders and realtors, potentially leading to future collaborations and referrals.

Through this strategy, we aim to position Callahan Carpentry as the go-to source for high-quality, custom woodwork among homebuilders and individual buyers alike. By demonstrating the value our products add to new homes, we hope to establish our brand to be known for craftsmanship and quality.

To complement our social media and local partnership efforts, we will also establish a strong online presence on major e-commerce platforms. This includes creating

well-optimized listings on Amazon, eBay, and other prominent online marketplaces. However, to manage logistics effectively during our initial growth phase, we will limit our product availability to customers in Utah and surrounding areas.

Central to our online strategy will be the development of a comprehensive, user-friendly website for Callahan Carpentry. This platform will serve as a digital showroom, featuring:

- A portfolio of our designs and completed projects
- An interactive tool for customers to customize and visualize their projects, granted they are simple enough
- For more complex designs, information will be provided on how to start the design process with the company
- Detailed information about our materials, processes, and craftsmanship
- Customer testimonials and project galleries, including some model homes.

By offering these features, we aim to not only showcase our products but also establish Callahan Carpentry as a valuable resource in the custom furniture community.

Operations

Locations & Facilities

Callahan Carpentry will be operated out of a 2,000-square-foot workshop located in the Vineyard, Utah. This facility includes a large open workspace for our woodworking equipment and assembly area, as well as a small separate entry room to work with customers and display our custom furniture and decor pieces. The workshop has a large garage that will make moving equipment, materials, and projects in and out easier. The workshop is conveniently located relatively close to our primary lumber supplier and is easily accessible for both homeowners and retail or business clients. We plan to make some minor renovations to the shop, including adding a dust collection system, adding work tables, and upgrading the lighting to improve our work environment.

Technology

Callahan Carpentry will require a one-of-a-kind website that will create an innovative way for our customers to interact with our furniture products, by creating them themselves. This innovative platform will not only showcase our unique, quality craftsmanship but also make it possible for our clients to easily customize their pieces. We will need a website that will set a new standard in the custom woodworking industry, making the process of creating bespoke furniture and timeless decorations an exciting and effortless experience for every homeowner, business, and anyone else!

Equipment & Tools

To fulfill our custom woodworking orders, Gavin's Business will utilize the following key equipment and tools:

- High-precision table saw (\$3,500) for accurate cutting of wood panels and boards
- Industrial-grade planer (\$2,200) for uniform wood surfaces
- Corded and cordless power tool set (\$800), including a drill, impact driver, and orbital sander for efficient assembly and finish work
- Advanced computer-aided design (CAD) software (\$1,000) and a CNC machine (\$5,000) for intricate designs and precision cutting and to speed up the manufacturing process.
- Wood laser engraving machine (\$5,000) for customized orders on small projects

We plan to make these capital investments in the first 6 months of operation to ensure we have the necessary equipment to begin taking on custom orders and delivering high-quality products to our customers. These are estimates, and the prices could be different for each machine and any additional machine or equipment we may need.

Milestones & Metrics

Company

Overview

Callahan Carpentry will be set up as a single-member Limited Liability Company (LLC), with Gavin Callahan being the owner and holding all the shares in the company. There will be no outside investors in the company at this point. This decision was driven primarily by the need for liability protection and a way to avoid double taxation on profits. It is a single-member LLC because, at this point, there will be no other major partners or owners other than Gavin Callahan, founder and owner.

Team

Gavin Callahan, founder and lead architect, will manage all of the financial aspects of Callahan Carpentry. He will oversee all the designs and make sure the shop is running smoothly and has all the materials and equipment it needs at all times. He will ensure that each woodworking piece meets the standards expected of Callahan Carpentry. As the owner and lead manager, he will continue to handle a significant portion of the hands-on responsibilities during the beginning stages of the company.

Our Operations Manager will be an experienced woodworker and furniture designer, someone who will bring their passion for woodworking each day. They will also need to have the ability to inspire and motivate all our carpenters to put forth their best effort and align themselves with the vision of the company. They will oversee each project daily and assist in crafting the projects. They will also assist the lead architect in designing each project.

We will have 8-12 skilled Carpenters working at a time. Their responsibilities will be to complete the projects they have been assigned with speed and quality. While they are not considered management, Callahan Carpentry will expect each of them to motivate each other and inspire greatness through competing and learning from one another.

Financial Plan

Forecast

Products/Services Projected Revenue

Callahan Carpentry will have a full line of customizable products that will continue to adapt over time. The following is a detailed overview of projected revenue from our product line. Each percentage and revenue income are annual averages from 2025-2027.

Custom Furniture Pieces will be our top revenue producer, generating 52.5% of our revenue at \$288,000. This product line includes any and all orders that the company will produce made with milled factory wood. This includes all types of furniture, from nightstands, dining tables, end tables, entertainment centers, and everything else. The average price for each unit is \$800. This low price along with the custom craftsmanship of our skilled carpenters will make these pieces stand out above all of the competition.

Reclaimed Furniture is the second-highest revenue producer. We have it projected at 17.6% of yearly revenue at \$96,000. This line includes all furniture produced by using reclaimed wood. This includes wood that has been donated to the shop and wood from pallets and other reclaimed sources. The average price for each unit will be \$400. Consumers in Utah are always searching for reclaimed-looking furniture at low prices; ours will offer them a low price and a guarantee of quality and rustic beauty.

Furniture Delivery Services will produce an average of 12.3% at \$67,480 of Callahan Carpentry's revenue. This service makes our online services possible. The cost associated with this service will also include the cost of any shipping that we must do and any fees associated with that will be seen here. This will include the fee paid by customers that will pay our driver and the upkeep for our truck, etc. This will allow customers to do the least amount of work possible and get an even better product than they would have otherwise, which will crush the market.

Wooden Outdoor Furniture will make up 7.7% and \$42,000 of average annual revenue. This line includes our tables and chairs that are coated in a polyurethane finish and meant to last in mild to moderate outside weather and sun exposure. The average price per unit being \$500. Wooden outdoor furniture that will last is hard to find, which means we should have an edge in selling our Outdoor Furniture at an affordable price.

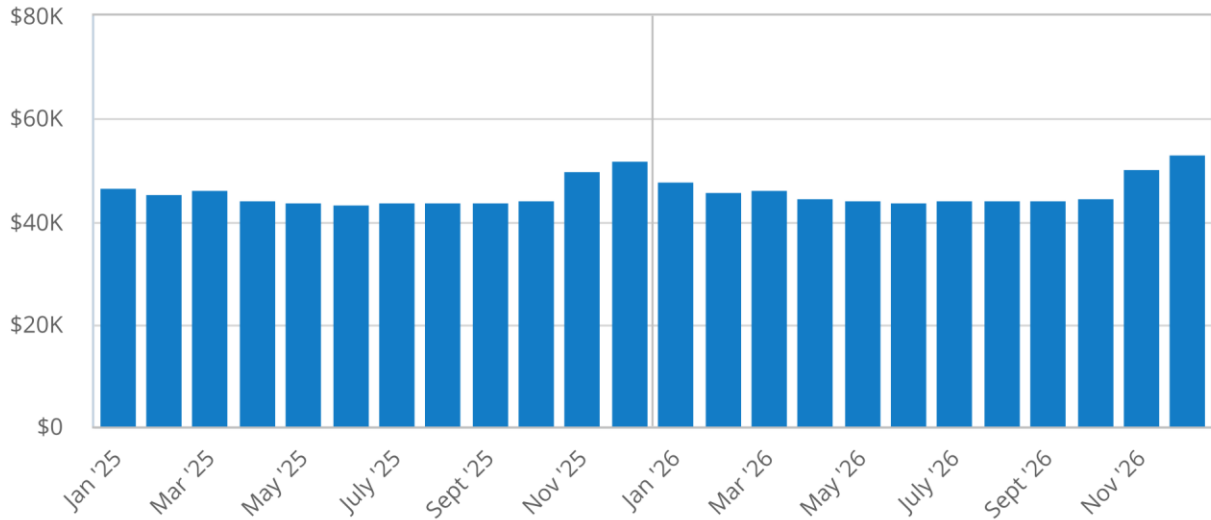
Reclaimed Wood Accent Pieces make up 4.3% at \$24,000 in annual revenue. This includes all bespoke wooden signs, tabletop pieces, and all aesthetic pieces made from reclaimed wood. The average unit price is \$40. This low price of reclaimed decor pieces that can be delivered creates a very high demand, especially in a market like Utah, and is increased by many enthusiasts on social media.

Custom Laser Engravings will produce an average of 3.2% coming in at \$18,000 annual revenue. This includes all of our laser engravings that are customized mainly online and shipped out. The average cost per unit will be \$50. Since we anticipate the majority of these orders to be done directly online, we will be competing directly with other online sellers; however, we feel that we again have an edge in quality and price.

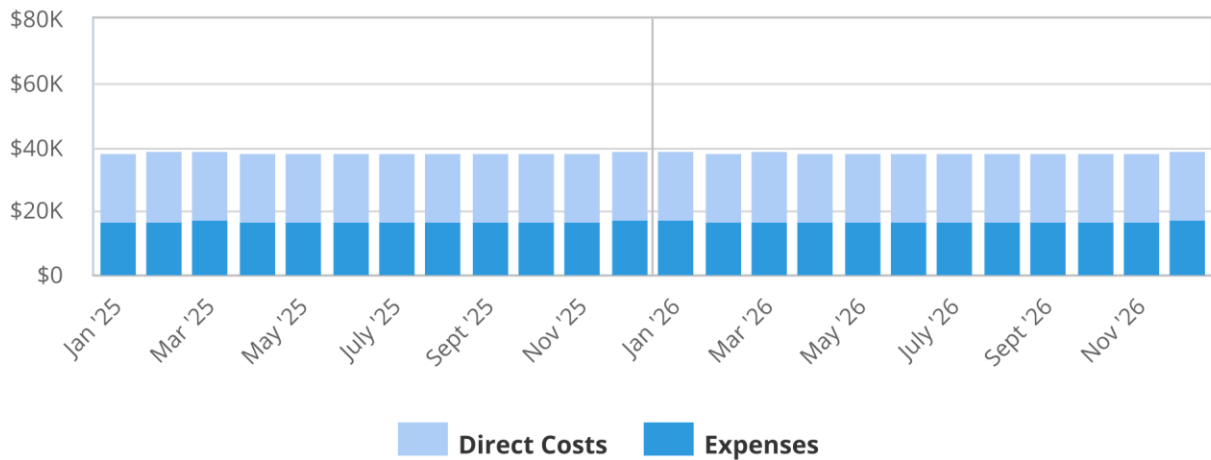
Handcrafted Wooden Kitchenware produces 1.2% at \$6,900, with much room to grow in the future. This includes all handcrafted spoons, whisks, and other mainly wood kitchenware. The average price per set will be \$40. We anticipate these sales also being mainly through online processes, yet our research shows a large market demand, without much supply. This should lead to big sales and the potential to expand.

All other Custom Projects make up 1.8% and come in at \$10,000 annual revenue. This includes all larger custom projects in the shop and possibly onsite of the project. We do not have a set average for this section, because it will depend heavily on the bid we make and customer order given. While this normally could be considered a finish carpenter's job, we know that our skilled carpenters can offer better quality than most other businesses.

Revenue by Month



Expenses by Month



Direct Costs
 Expenses

Financing

Use of Funds

The \$75,000 in initial funding will be allocated to secure the lease for our Vineyard workshop and cover the first year's rent. This capital will also be invested in long-term assets, including essential shop equipment and machinery to get us up and running quickly. Additionally, it will support our initial marketing efforts and cover the costs of lumber and materials for the year. Lastly, it will help support the first couple of months of paychecks to our personnel.

To address the remaining \$64,091 required for direct costs, upfront expenses, and additional assets, we have come up with a funding strategy derived from multiple parties. This includes contributions from Gavin Callahan's previous work earnings, use of credit, support from family members, and investments from his two middle management partners. This diversified approach ensures a solid financial foundation for our first few years in business.

Sources of Funds

To launch Callahan Carpentry, a plan has been made to secure the needed funding. The initial investment will consist of \$20,000 from my personal savings.

In addition to my contribution, we have agreed upon additional support from various sources. My two middle management partners have promised to invest \$12,000 collectively, showing their confidence in our business model and potential for success. In return for their financial backing, they have asked for a 1% sharehold in Callahan Carpentry.

My parents have offered to invest \$25,000 upfront, which will provide a huge boost to our initial finances. While they haven't requested any compensation, I have decided to give them a 1% shareholding in the company as well, which only seems right since they have shown their trust in our business.

To make up for the remaining funding, before any loans, I will be utilizing credit to secure an additional \$7,091.

Lastly, we anticipate securing a \$75,000 Small Business Administration (SBA) loan, which will provide a massive amount of ability to start the business and become operational quickly.

In total, our diverse funding sources will amount to \$139,091:

- Personal savings: \$20,000
- Middle management partners' investment: \$12,000
- Parents' investment: \$25,000
- Credit: \$7,091
- SBA loan: \$75,000

This approach towards financing Callahan Carpentry should ensure strong financial backing for starting our business. By diversifying our funding sources, we are able to meet our initial financial requirements and position ourselves for growth and success in the custom furniture and woodworking industry.

Statements

Projected Profit and Loss

	2025	2026	2027
Revenue	\$547,390	\$554,110	\$555,620
Direct Costs	\$258,800	\$258,800	\$258,800
Gross Profit	\$288,590	\$295,310	\$296,820
Gross Margin	53%	53%	53%
Operating Expenses			
Salaries & Wages	\$90,000	\$90,000	\$90,000
Other Employee Taxes & Benefits	\$62,800	\$62,800	\$62,800
Rent	\$30,000	\$30,000	\$30,000
Marketing	\$4,800	\$4,800	\$4,800
Gas / Delivery fees	\$9,377	\$10,385	\$10,605
Total Operating Expenses	\$196,977	\$197,985	\$198,205
Operating Income	\$91,614	\$97,326	\$98,615
Interest Incurred	\$5,855	\$4,160	\$1,560
Depreciation and Amortization	\$1,633	\$1,633	\$1,633
Gain or Loss from Sale of Assets			
Income Taxes	\$0	\$0	\$0
Total Expenses	\$463,265	\$462,578	\$460,199
Net Profit	\$84,125	\$91,532	\$95,421
Net Profit Margin	15%	17%	17%

Appendix

Profit and Loss Statement (With Monthly Detail)

2025	Jan '25	Feb '25	Mar '25	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25
Revenue												
Handcrafted Wooden Kitchenware	\$600	\$600	\$480	\$520	\$480	\$400	\$560	\$600	\$600	\$600	\$640	\$800
Unit Sales	15	15	12	13	12	10	14	15	15	15	16	20
Unit Prices	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
Custom Furniture Pieces	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
Unit Sales	30	30	30	30	30	30	30	30	30	30	30	30
Unit Prices	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800
Reclaimed Wood Accent Pieces	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Unit Sales	50	50	50	50	50	50	50	50	50	50	50	50
Unit Prices	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
Wooden Outdoor Furniture	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Unit Sales	7	7	7	7	7	7	7	7	7	7	7	7
Unit Prices	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Custom Laser Engravings	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Unit Sales	30	30	30	30	30	30	30	30	30	30	30	30
Unit Prices	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Reclaimed Furniture	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000

Gavin's Business

Unit Sales	20	20	20	20	20	20	20	20	20	20	20	20
Unit Prices	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Furniture Delivery Services	\$7,000	\$5,810	\$6,650	\$4,900	\$4,200	\$4,200	\$4,200	\$4,410	\$4,410	\$4,480	\$5,250	\$7,000
Unit Sales	500	415	475	350	300	300	300	315	315	320	375	500
Unit Prices	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14
All other Custom Projects	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,000	\$5,000
Unit Sales	0	0	0	0	0	0	0	0	0	0	1	1
Unit Prices	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Total Revenue	\$46,600	\$45,410	\$46,130	\$44,420	\$43,680	\$43,600	\$43,760	\$44,010	\$44,010	\$44,080	\$49,890	\$51,800
Direct Costs												
Lumber	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300
Reclaimed Lumber	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Stain and Paint	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Tool Upkeep	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Direct Labor												
Laborer	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,672	\$18,672	\$18,672
Total Salaries & Wages	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,672	\$18,672	\$18,672
Total Direct Labor	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,672	\$18,672	\$18,672
Total Direct Costs	\$21,564	\$21,564	\$21,564	\$21,564	\$21,564	\$21,564	\$21,564	\$21,564	\$21,564	\$21,572	\$21,572	\$21,572
Gross Profit	\$25,036	\$23,846	\$24,566	\$22,856	\$22,116	\$22,036	\$22,196	\$22,446	\$22,438	\$22,508	\$28,318	\$30,228
Gross Margin	54%	53%	53%	51%	51%	51%	51%	51%	51%	51%	57%	58%

Gavin's Business

Operating Expenses

Salaries and Wages	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Other Employee Taxes & Benefits	\$5,233	\$5,233	\$5,233	\$5,233	\$5,233	\$5,233	\$5,233	\$5,233	\$5,234	\$5,234	\$5,234	\$5,234
Rent	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Marketing	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Gas / Delivery fees	\$1,050	\$872	\$998	\$735	\$630	\$630	\$630	\$662	\$662	\$672	\$788	\$1,050

Total Operating Expenses

	\$16,683	\$16,504	\$16,630	\$16,368	\$16,263	\$16,263	\$16,263	\$16,294	\$16,296	\$16,306	\$16,422	\$16,684
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Operating Income

	\$8,353	\$7,342	\$7,936	\$6,488	\$5,853	\$5,773	\$5,933	\$6,152	\$6,142	\$6,202	\$11,896	\$13,544
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Interest Incurred		\$563	\$549	\$595	\$695	\$564	\$494	\$427	\$465	\$501	\$534	\$469
Depreciation and Amortization	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136
Gain or Loss from Sale of Assets												
Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$38,383	\$38,767	\$38,879	\$38,662	\$38,658	\$38,527	\$38,457	\$38,421	\$38,469	\$38,516	\$38,664	\$38,862
Net Profit	\$8,217	\$6,643	\$7,251	\$5,758	\$5,022	\$5,073	\$5,303	\$5,589	\$5,541	\$5,564	\$11,226	\$12,938
Net Profit Margin	18%	15%	16%	13%	11%	12%	12%	13%	13%	13%	23%	25%

Gavin's Business

2026	Jan '26	Feb '26	Mar '26	Apr '26	May '26	June '26	July '26	Aug '26	Sept '26	Oct '26	Nov '26	Dec '26
Revenue												
Handcrafted Wooden Kitchenware	\$600	\$600	\$480	\$520	\$480	\$400	\$560	\$600	\$600	\$600	\$640	\$800
Unit Sales	15	15	12	13	12	10	14	15	15	15	16	20
Unit Prices	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
Custom Furniture Pieces	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
Unit Sales	30	30	30	30	30	30	30	30	30	30	30	30
Unit Prices	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800
Reclaimed Wood Accent Pieces	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Unit Sales	50	50	50	50	50	50	50	50	50	50	50	50
Unit Prices	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
Wooden Outdoor Furniture	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Unit Sales	7	7	7	7	7	7	7	7	7	7	7	7
Unit Prices	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Custom Laser Engravings	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Unit Sales	30	30	30	30	30	30	30	30	30	30	30	30
Unit Prices	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Reclaimed Furniture	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Unit Sales	20	20	20	20	20	20	20	20	20	20	20	20
Unit Prices	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Furniture Delivery Services	\$8,400	\$6,300	\$6,860	\$5,250	\$4,620	\$4,620	\$4,620	\$4,830	\$4,830	\$4,900	\$5,600	\$8,400
Unit Sales	600	450	490	375	330	330	330	345	345	350	400	600

Gavin's Business

Unit Prices	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14
All other Custom Projects	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,000	\$5,000
Unit Sales	0	0	0	0	0	0	0	0	0	0	1	1
Unit Prices	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Total Revenue	\$48,000	\$45,900	\$46,340	\$44,770	\$44,100	\$44,020	\$44,180	\$44,430	\$44,430	\$44,500	\$50,240	\$53,200

Direct Costs

Lumber	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300
Reclaimed Lumber	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Stain and Paint	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Tool Upkeep	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Direct Labor												
Laborer	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,672	\$18,672	\$18,672	\$18,672
Total Salaries & Wages	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,672	\$18,672	\$18,672	\$18,672
Total Direct Labor	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,672	\$18,672	\$18,672	\$18,672
Total Direct Costs	\$21,564	\$21,564	\$21,564	\$21,564	\$21,564	\$21,564	\$21,564	\$21,564	\$21,572	\$21,572	\$21,572	\$21,572
Gross Profit	\$26,436	\$24,336	\$24,776	\$23,206	\$22,536	\$22,456	\$22,616	\$22,866	\$22,858	\$22,928	\$28,668	\$31,628
Gross Margin	55%	53%	53%	52%	51%	51%	51%	51%	51%	52%	57%	59%

Operating Expenses

Salaries and Wages	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Other Employee Taxes & Benefits	\$5,233	\$5,233	\$5,233	\$5,233	\$5,233	\$5,233	\$5,233	\$5,233	\$5,234	\$5,234	\$5,234	\$5,234

Gavin's Business

Rent	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Marketing	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Gas / Delivery fees	\$1,260	\$945	\$1,029	\$788	\$693	\$693	\$693	\$725	\$725	\$735	\$840	\$1,260
Total Operating Expenses	\$16,893	\$16,578	\$16,662	\$16,420	\$16,326	\$16,326	\$16,326	\$16,357	\$16,359	\$16,369	\$16,474	\$16,894
Operating Income	\$9,543	\$7,758	\$8,114	\$6,786	\$6,210	\$6,130	\$6,290	\$6,509	\$6,499	\$6,559	\$12,194	\$14,734
Interest Incurred	\$408	\$393	\$378	\$403	\$463	\$370	\$317	\$268	\$286	\$300	\$311	\$265
Depreciation and Amortization	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136
Gain or Loss from Sale of Assets												
Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$39,001	\$38,671	\$38,740	\$38,523	\$38,489	\$38,395	\$38,343	\$38,326	\$38,353	\$38,377	\$38,493	\$38,867
Net Profit	\$8,999	\$7,229	\$7,600	\$6,247	\$5,611	\$5,625	\$5,837	\$6,104	\$6,077	\$6,123	\$11,747	\$14,333
Net Profit Margin	19%	16%	16%	14%	13%	13%	13%	14%	14%	14%	23%	27%

Gavin's Business

2027	Jan '27	Feb '27	Mar '27	Apr '27	May '27	June '27	July '27	Aug '27	Sept '27	Oct '27	Nov '27	Dec '27
Revenue												
Handcrafted Wooden Kitchenware	\$600	\$600	\$480	\$520	\$480	\$440	\$560	\$600	\$600	\$600	\$640	\$800
Unit Sales	15	15	12	13	12	11	14	15	15	15	16	20
Unit Prices	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
Custom Furniture Pieces	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
Unit Sales	30	30	30	30	30	30	30	30	30	30	30	30
Unit Prices	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800
Reclaimed Wood Accent Pieces	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000
Unit Sales	50	50	50	50	50	50	50	50	50	50	50	50
Unit Prices	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40
Wooden Outdoor Furniture	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500	\$3,500
Unit Sales	7	7	7	7	7	7	7	7	7	7	7	7
Unit Prices	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Custom Laser Engravings	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Unit Sales	30	30	30	30	30	30	30	30	30	30	30	30
Unit Prices	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50
Reclaimed Furniture	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Unit Sales	20	20	20	20	20	20	20	20	20	20	20	20
Unit Prices	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Furniture Delivery Services	\$8,610	\$6,370	\$6,930	\$5,320	\$4,760	\$4,760	\$4,760	\$4,900	\$4,900	\$5,040	\$5,740	\$8,610
Unit Sales	615	455	495	380	340	340	340	350	350	360	410	615

Gavin's Business

Unit Prices	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14	\$14
All other Custom Projects	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,000	\$5,000
Unit Sales	0	0	0	0	0	0	0	0	0	0	1	1
Unit Prices	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Total Revenue	\$48,210	\$45,970	\$46,410	\$44,840	\$44,240	\$44,200	\$44,320	\$44,500	\$44,500	\$44,640	\$50,380	\$53,410
Direct Costs												
Lumber	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300	\$2,300
Reclaimed Lumber	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300
Stain and Paint	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200
Tool Upkeep	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$100
Direct Labor												
Laborer	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,672	\$18,672	\$18,672
Total Salaries & Wages	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,672	\$18,672	\$18,672
Total Direct Labor	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,664	\$18,672	\$18,672	\$18,672
Total Direct Costs	\$21,564	\$21,564	\$21,564	\$21,564	\$21,564	\$21,564	\$21,564	\$21,564	\$21,564	\$21,572	\$21,572	\$21,572
Gross Profit	\$26,646	\$24,406	\$24,846	\$23,276	\$22,676	\$22,636	\$22,756	\$22,936	\$22,928	\$23,068	\$28,808	\$31,838
Gross Margin	55%	53%	54%	52%	51%	51%	51%	52%	52%	52%	57%	60%
Operating Expenses												
Salaries and Wages	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500
Other Employee Taxes & Benefits	\$5,233	\$5,233	\$5,233	\$5,233	\$5,233	\$5,233	\$5,233	\$5,233	\$5,234	\$5,234	\$5,234	\$5,234

Gavin's Business

Rent	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Marketing	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Gas / Delivery fees	\$1,292	\$956	\$1,040	\$798	\$714	\$714	\$714	\$735	\$735	\$756	\$861	\$1,292
Total Operating Expenses	\$16,924	\$16,588	\$16,672	\$16,431	\$16,347	\$16,347	\$16,347	\$16,368	\$16,369	\$16,390	\$16,495	\$16,926
Operating Income	\$9,722	\$7,818	\$8,174	\$6,845	\$6,329	\$6,289	\$6,409	\$6,568	\$6,559	\$6,678	\$12,313	\$14,912
Interest Incurred	\$222	\$206	\$189	\$173	\$156	\$139	\$122	\$105	\$88	\$71	\$53	\$36
Depreciation and Amortization	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136	\$136
Gain or Loss from Sale of Assets												
Income Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$38,847	\$38,494	\$38,562	\$38,304	\$38,203	\$38,186	\$38,169	\$38,173	\$38,166	\$38,169	\$38,257	\$38,670
Net Profit	\$9,363	\$7,476	\$7,848	\$6,536	\$6,037	\$6,014	\$6,151	\$6,327	\$6,334	\$6,471	\$12,123	\$14,740
Net Profit Margin	19%	16%	17%	15%	14%	14%	14%	14%	14%	14%	24%	28%

Gavin's Business

	2025	2026	2027
Revenue			
Handcrafted Wooden Kitchenware	\$6,880	\$6,880	\$6,920
Unit Sales	172	172	173
Unit Prices	\$40	\$40	\$40
Custom Furniture Pieces	\$288,000	\$288,000	\$288,000
Unit Sales	360	360	360
Unit Prices	\$800	\$800	\$800
Reclaimed Wood Accent Pieces	\$24,000	\$24,000	\$24,000
Unit Sales	600	600	600
Unit Prices	\$40	\$40	\$40
Wooden Outdoor Furniture	\$42,000	\$42,000	\$42,000
Unit Sales	84	84	84
Unit Prices	\$500	\$500	\$500
Custom Laser Engravings	\$18,000	\$18,000	\$18,000
Unit Sales	360	360	360
Unit Prices	\$50	\$50	\$50
Reclaimed Furniture	\$96,000	\$96,000	\$96,000
Unit Sales	240	240	240
Unit Prices	\$400	\$400	\$400
Furniture Delivery Services	\$62,510	\$69,230	\$70,700
Unit Sales	4,465	4,945	5,050
Unit Prices	\$14	\$14	\$14
All other Custom Projects	\$10,000	\$10,000	\$10,000
Unit Sales	2	2	2
Unit Prices	\$5,000	\$5,000	\$5,000

Gavin's Business

Total Revenue	\$547,390	\$554,110	\$555,620
Direct Costs			
Lumber	\$27,600	\$27,600	\$27,600
Reclaimed Lumber	\$3,600	\$3,600	\$3,600
Stain and Paint	\$2,400	\$2,400	\$2,400
Tool Upkeep	\$1,200	\$1,200	\$1,200
Direct Labor			
Laborer	\$224,000	\$224,000	\$224,000
Total Salaries & Wages	\$224,000	\$224,000	\$224,000
Total Direct Labor	\$224,000	\$224,000	\$224,000
Total Direct Costs	\$258,800	\$258,800	\$258,800
Gross Profit	\$288,590	\$295,310	\$296,820
Gross Margin	53%	53%	53%
Operating Expenses			
Salaries and Wages	\$90,000	\$90,000	\$90,000
Other Employee Taxes & Benefits	\$62,800	\$62,800	\$62,800
Rent	\$30,000	\$30,000	\$30,000
Marketing	\$4,800	\$4,800	\$4,800
Gas / Delivery fees	\$9,377	\$10,385	\$10,605
Total Operating Expenses	\$196,977	\$197,985	\$198,205
Operating Income	\$91,614	\$97,326	\$98,615
Interest Incurred	\$5,855	\$4,160	\$1,560
Depreciation and Amortization	\$1,633	\$1,633	\$1,633

Gavin's Business

Gain or Loss from Sale of Assets

Income Taxes	\$0	\$0	\$0
Total Expenses	\$463,265	\$462,578	\$460,199
Net Profit	\$84,125	\$91,532	\$95,421
Net Profit Margin	15%	17%	17%
