

Profit & Loss Prev Year Comparison

January through December 2017

Accrual Basis

	Jan - Dec 17	Jan - Dec 16	\$ Change	% Change
Ordinary Income/Expense				
Income				
46000 · Merchandise Sales				
46001 · Amazon	149,337.53	147,477.11	1,860.42	1.3%
46002 · Merchant Service	32,515.17	40,247.41	-7,732.24	-19.2%
46003 · Paypal	28,175.28	39,514.51	-11,339.23	-28.7%
Total 46000 · Merchandise Sales	210,027.98	227,239.03	-17,211.05	-7.6%
48300 · Sales Discounts	0.00	-34.42	34.42	100.0%
48400 · Sales Return	-515.03	-956.69	441.66	46.2%
Total Income	209,512.95	226,247.92	-16,734.97	-7.4%
Cost of Goods Sold				
50000 · Beginning Inventory	11,313.75	6,577.92	4,735.83	72.0%
51000 · Purchases	119,610.82	114,580.52	5,030.30	4.4%
51300 · Ending Inventory	-27,420.34	-11,313.75	-16,106.59	-142.4%
51400 · Freight and Shipping Cost	3,125.15	2,829.98	295.17	10.4%
51500 · Custom Bond	5,053.67	1,517.39	3,536.28	233.1%
51800 · Merchant Service Account				
51801 · Merchant Service	2,436.80	3,598.40	-1,161.60	-32.3%
51802 · Amazon	22,307.63	21,929.78	377.85	1.7%
51803 · Paypal	977.51	1,250.03	-272.52	-21.8%
Total 51800 · Merchant Service Account	25,721.94	26,778.21	-1,056.27	-3.9%
Total COGS	137,404.99	140,970.27	-3,565.28	-2.5%
Gross Profit	72,107.96	85,277.65	-13,169.69	-15.4%
Expense				
60100 · Amortization	46.00	46.00	0.00	0.0%
60200 · Automobile Expense	1,966.90	1,301.31	665.59	51.2%
60400 · Bank Service Charges	437.43	480.97	-43.54	-9.1%
60500 · Transportation Expense	316.30	0.00	316.30	100.0%
62500 · Dues and Subscriptions	479.88	479.88	0.00	0.0%
63400 · Interest Expense	57.68	0.00	57.68	100.0%
64300 · Meals and Entertainment	0.00	19.24	-19.24	-100.0%
64900 · Office Supplies	2,839.07	1,953.20	885.87	45.4%
66300 · Penalty	0.00	17.00	-17.00	-100.0%
66500 · Postage and Delivery	54,682.67	26,437.33	28,245.34	106.8%
66700 · Professional Fees				
66710 · Accounting	3,050.00	3,733.33	-683.33	-18.3%
Total 66700 · Professional Fees	3,050.00	3,733.33	-683.33	-18.3%
67000 · Subcontractor	656.00	0.00	656.00	100.0%
67100 · Rent Expense	0.00	1,014.00	-1,014.00	-100.0%
67200 · Repairs and Maintenance	279.90	436.08	-156.18	-35.8%
68100 · Telephone Expense	2,195.44	1,205.81	989.63	82.1%
68200 · Salaries & Wages	36,000.00	36,000.00	0.00	0.0%
68300 · Taxes				
68305 · Taxes - Sales	2,389.00	2,550.00	-161.00	-6.3%
68310 · Taxes - State Income Tax	800.00	800.00	0.00	0.0%
68315 · Taxes - Payroll	3,622.00	3,790.00	-168.00	-4.4%
Total 68300 · Taxes	6,811.00	7,140.00	-329.00	-4.6%
68400 · Travel Expense	1,312.75	1,164.46	148.29	12.7%
Total Expense	111,131.02	81,428.61	29,702.41	36.5%
Net Ordinary Income	-39,023.06	3,849.04	-42,872.10	-1,113.8%
Net Income	-39,023.06	3,849.04	-42,872.10	-1,113.8%

Balance Sheet Prev Year Comparison

03/21/18

As of December 31, 2017

Accrual Basis

	Dec 31, 17	Dec 31, 16	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
10001 · BOA -Chk 8455	5,791.54	4,000.51	1,791.03	44.8%
10002 · Paypal	368.84	176.10	192.74	109.5%
10003 · Amazon	4,217.21	5,439.60	-1,222.39	-22.5%
10004 · Cash	2,814.17	2,949.61	-135.44	-4.6%
Total Checking/Savings	13,191.76	12,565.82	625.94	5.0%
Other Current Assets				
14000 · Inventory Assets	27,420.34	11,313.75	16,106.59	142.4%
Total Other Current Assets	27,420.34	11,313.75	16,106.59	142.4%
Total Current Assets	40,612.10	23,879.57	16,732.53	70.1%
Fixed Assets				
18000 · Organization Fee	685.00	685.00	0.00	0.0%
18500 · Accumulated Amortization	-100.00	-54.00	-46.00	-85.2%
Total Fixed Assets	585.00	631.00	-46.00	-7.3%
TOTAL ASSETS	41,197.10	24,510.57	16,686.53	68.1%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
20000 · Accounts Payable	0.00	171.44	-171.44	-100.0%
Total Accounts Payable	0.00	171.44	-171.44	-100.0%
Credit Cards				
20001 · BOA-Credit 9713	3,823.46	1,359.01	2,464.45	181.3%
20002 · WF-Credit 9415	6,885.43	9,144.20	-2,258.77	-24.7%
Total Credit Cards	10,708.89	10,503.21	205.68	2.0%
Other Current Liabilities				
21000 · State Income Tax Payable	800.00	0.00	800.00	100.0%
23000 · Sales Tax Payable	526.00	685.00	-159.00	-23.2%
24500 · Accrued Salaries & Wages	4,115.25	2,743.50	1,371.75	50.0%
24551 · Federal / FICA W/H Payable	-459.00	459.00	-918.00	-200.0%
24552 · FUTA Payable	0.00	-36.00	36.00	100.0%
24553 · State / SUTA W/H Payable	-428.40	27.00	-455.40	-1,686.7%
25000 · Loan from Shareholders	55,000.00	0.00	55,000.00	100.0%
Total Other Current Liabilities	59,553.85	3,878.50	55,675.35	1,435.5%
Total Current Liabilities	70,262.74	14,553.15	55,709.59	382.8%
Total Liabilities	70,262.74	14,553.15	55,709.59	382.8%
Equity				
30100 · Capital Stock	5,000.00	5,000.00	0.00	0.0%
32000 · Retained Earnings	4,957.42	1,108.38	3,849.04	347.3%
Net Income	-39,023.06	3,849.04	-42,872.10	-1,113.8%
Total Equity	-29,065.64	9,957.42	-39,023.06	-391.9%
TOTAL LIABILITIES & EQUITY	41,197.10	24,510.57	16,686.53	68.1%