



# PLANNING FOR PROFIT

BY GRANDY & ASSOCIATES

Entering your data into the Planning for Profit software is important. The more accurately you enter your data in, the better it can project your cashflow. Use this table as a guideline to determine the best way to enter the data. The Method to Apply and the Allocation Method are suggestions only, your entry may be different. If you pay the expense once per year, choose annual even if our recommendation is monthly.

Sales	Where to Enter	Method to Apply	Allocation Method	Category
Installation Sales - Commercial	Do Not Enter			
Installation Sales – Residential	Do Not Enter			
Service Sales - Commercial	Do Not Enter			
Service Sales - Residential	Do Not Enter			
Miscellaneous	Do Not Enter			

Cost Of Goods Sold	Where to Enter	Method to Apply	Allocation Method	Category
Purchases - Commercial Install	Materials			
Purchases - Residential Install	Materials			
Purchases - Commercial Service	Materials			
Purchases - Residential Service	Materials			
Purchases - Subcontractors	Materials			

Expenses	Where to Enter	Method to Apply	Allocation Method	Category
<b>Note: Do NOT enter any employee wages in this section.</b>				
401K or Retirement	Fixed	Monthly	Manual or All Employees	Retirement
Advertising	Fixed	Manual or Monthly	Manual	Advertising
Bad Debt	Variable		Manual	Bad Debt
Bank -Service Charges	Fixed	Monthly	Sales	Bank
Bank - Interest on LOC only	Fixed	Monthly	Sales	Bank
Bank - Loan Payment (full amount)	Fixed	Monthly	Manual	Loans
Building Repairs	Fixed	Manual	Building Sq. Footage	Building
Business Permits & Licenses	Variable		Manual	Jobs
Cell Phones	Fixed	Monthly	All Employees	Communication
Charitable Contributions	Fixed	Manual	Sales	Charity
Computers / Software	Fixed	Monthly	Manual	I.T.
Customer Appreciation	Fixed	Manual	Manual	Customer Appreciation

Expenses	Where to Enter	Method to Apply	Allocation Method	Category
Depreciation Expense	Do Not Enter			Do Not Enter
Dues & Subscriptions	Fixed	Monthly	Sales	Subscriptions
Employee Incentives / Christmas Party	Fixed	Annual or Monthly	Manual or Monthly	Parties
Freight & Delivery	Variable		Sales	Shipping
Insurance - Building	Fixed	Annual	Building Sq. Footage	Insurance
Insurance - Commercial	Fixed	Monthly	Sales	Insurance
Insurance - Health	Fixed	Monthly	All Employees	Insurance
Insurance - Liability	Fixed	Manual or Monthly	All Employees	Insurance
Insurance - Life	Fixed	Monthly	All Employees	Insurance
Insurance - Vehicles	Fixed	Manual or Monthly	Equipment	Insurance
Insurance - Workers Comp	Fixed	Manual or Monthly	All Employees	Insurance
Meals & Entertainment	Fixed	Monthly	Manual	Meals
Merchant / Credit Card Fees	Variable	Monthly	Sales	Card Fees
Miscellaneous Expense	Fixed	Monthly	Sales	Miscellaneous
Office Supplies	Fixed	Monthly	Manual	Office Supplies
Permits	Variable	Manual	Manual	Jobs
Postage	Fixed	Monthly	Manual	Postage
Professional Fees	Fixed	Manual	Sales	Professional Fees
Rent	Fixed	Monthly	Building Sq. Footage	Building
Small Tools	Variable		Sales	Jobs
Spiffs	Variable		All Employees or Field Labor	Spiffs
Taxes - FICA	Do Not Enter			Do Not Enter
Taxes - FUTA	Do Not Enter			Do Not Enter
Taxes - Property	Fixed	Annual	Building Sq. Footage	Building
Taxes - SUTA	Do Not Enter			Do Not Enter
Taxes - Use Tax	Fixed	Annual	Sales	Use Tax
Telephone / Internet	Fixed	Monthly	All Employees	Communications
Training	Fixed	Manual	Field Labor	Training
Travel for office	Fixed	Monthly	Sales	Training
Uniforms	Fixed	Monthly	All Employees	Uniforms
Utilities	Fixed	Monthly	Building Sq. Footage	Building
Vehicle - Maintenance	Variable		Equipment	Vehicles
Vehicle - Gas	Variable		Equipment	Vehicles
Vehicle - GPS	Fixed	Monthly	Equipment	Vehicles
Write-offs	Variable		Sales	Write Offs