

# 1-2-3 8 1/2 x 11

KVZ CORPORATION  
PROJECTED INCOME STATEMENT  
April 1988 thru March 1989

INCOME	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	Totals
Sales- Consulting	\$86,300	\$73,000	\$85,000	\$95,000	\$88,300	\$78,000	\$85,000	\$93,000	\$88,000	\$75,000	\$83,000	\$93,000	\$1,029,900
Sales- Advertising	\$205,187	\$145,000	\$160,000	\$160,813	\$255,187	\$161,000	\$160,813	\$255,187	\$165,000	\$160,000	\$160,000	\$160,000	\$2,123,000
Sales- Public Relations	\$32,300	\$40,000	\$47,000	\$50,000	\$52,500	\$40,000	\$40,000	\$50,000	\$52,000	\$40,000	\$47,000	\$50,000	\$588,500
Sales- Direct Mail	\$79,000	\$14,300	\$16,500	\$17,800	\$19,000	\$14,300	\$14,300	\$17,000	\$17,000	\$14,300	\$16,500	\$17,800	\$183,000
Sales- Collateral	\$16,304	\$11,700	\$13,500	\$14,400	\$16,304	\$11,700	\$11,700	\$14,400	\$16,304	\$11,700	\$13,500	\$14,400	\$153,500
Sales- Shipping	\$1,000	\$1,250	\$1,000	\$1,500	\$1,000	\$1,250	\$1,250	\$1,500	\$1,000	\$1,250	\$1,000	\$1,250	\$12,500
<b>Total Income</b>	<b>\$432,291</b>	<b>\$307,250</b>	<b>\$333,200</b>	<b>\$339,313</b>	<b>\$432,291</b>	<b>\$307,250</b>	<b>\$333,200</b>	<b>\$339,313</b>	<b>\$432,291</b>	<b>\$307,250</b>	<b>\$333,200</b>	<b>\$333,200</b>	<b>\$3,923,200</b>
<b>Cost of Sales</b>	<b>\$3,000</b>	<b>\$2,500</b>	<b>\$4,000</b>	<b>\$2,750</b>	<b>\$3,000</b>	<b>\$2,500</b>	<b>\$4,000</b>	<b>\$2,750</b>	<b>\$3,000</b>	<b>\$2,500</b>	<b>\$4,000</b>	<b>\$2,750</b>	<b>\$4,000</b>
Materials	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Repair	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Art Supplies	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Maintenance	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Media	\$216,968	\$140,250	\$136,000	\$136,081	\$216,968	\$140,250	\$136,000	\$136,081	\$216,968	\$140,250	\$136,000	\$136,081	\$1,316,000
Printing	\$44,625	\$34,000	\$39,450	\$42,500	\$44,625	\$34,000	\$39,450	\$42,500	\$44,625	\$34,000	\$39,450	\$42,500	\$539,975
Office Supplies	\$368	\$368	\$368	\$368	\$368	\$368	\$368	\$368	\$368	\$368	\$368	\$368	\$368
Interest Expense	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750
Outside Services	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425	\$425
Contract Labor	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375	\$375
Advertising	\$225	\$225	\$225	\$225	\$225	\$225	\$225	\$225	\$225	\$225	\$225	\$225	\$225
Direct Mail	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175
Photography	\$11,245	\$9,975	\$9,425	\$2,483	\$5,467	\$7,511	\$5,421	\$4,842	\$4,300	\$6,784	\$1,784	\$1,784	\$1,784
Film Services	\$13,858	\$9,945	\$11,475	\$12,240	\$13,858	\$9,945	\$11,475	\$12,240	\$13,858	\$9,945	\$11,475	\$12,240	\$13,858
Labor	\$13,374	\$7,450	\$9,204	\$15,420	\$18,544	\$12,400	\$16,500	\$14,000	\$19,000	\$19,000	\$19,000	\$19,000	\$24,000
Marketing	\$18,000	\$9,000	\$9,000	\$12,000	\$18,000	\$9,000	\$9,000	\$12,000	\$18,000	\$9,000	\$9,000	\$12,000	\$18,000
Materials & Art Supplies	\$3,000	\$1,500	\$4,000	\$1,750	\$3,000	\$1,500	\$4,000	\$1,750	\$3,000	\$1,500	\$4,000	\$1,750	\$3,000
Repair & Maintenance	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Cost of Sales	\$320,038	\$221,338	\$233,182	\$233,404	\$330,216	\$221,425	\$234,184	\$234,361	\$330,219	\$221,338	\$233,182	\$233,182	\$2,819,925
Gross Profit	\$102,253	\$85,912	\$100,018	\$105,909	\$102,075	\$85,725	\$99,016	\$104,952	\$102,072	\$85,912	\$100,018	\$102,018	\$1,103,275
<b>General &amp; Admin Expenses</b>	<b>\$200</b>	<b>\$200</b>	<b>\$200</b>	<b>\$200</b>	<b>\$200</b>	<b>\$200</b>	<b>\$200</b>	<b>\$200</b>	<b>\$200</b>	<b>\$200</b>	<b>\$200</b>	<b>\$200</b>	<b>\$200</b>
Amortization	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750	\$750
Auto Leases	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700	\$1,700
Depreciation	\$2,750	\$2,750	\$2,750	\$2,750	\$2,750	\$2,750	\$2,750	\$2,750	\$2,750	\$2,750	\$2,750	\$2,750	\$2,750
Dues & Subscriptions	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Entertainment	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Freight	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Insurance	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800
Accounting	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Medical	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Office Expense	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Freight	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Insurance	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800
Accounting	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400	\$400
Medical	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Outside Services	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500
Postage	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Meals	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Taxes & Licenses	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Telephone	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900	\$3,900
Travel	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500
Total General & Admin	\$38,050	\$38,050	\$38,050	\$38,050	\$38,050	\$38,050	\$38,050	\$38,050	\$38,050	\$38,050	\$38,050	\$38,050	\$38,050
Income From Operations	\$64,203	\$47,862	\$61,868	\$67,859	\$64,025	\$47,525	\$60,966	\$66,902	\$64,022	\$47,862	\$61,868	\$64,022	\$640,275
Other Expense	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000
Officer's Salaries	\$34,213	\$31,642	\$39,968	\$37,859	\$34,025	\$31,642	\$39,966	\$38,050	\$34,022	\$31,642	\$39,968	\$37,859	\$378,525
<b>Net Income Before Taxes</b>	<b>\$34,213</b>	<b>\$31,642</b>	<b>\$39,968</b>	<b>\$37,859</b>	<b>\$34,025</b>	<b>\$31,642</b>	<b>\$39,966</b>	<b>\$38,050</b>	<b>\$34,022</b>	<b>\$31,642</b>	<b>\$39,968</b>	<b>\$37,859</b>	<b>\$378,525</b>



# At last!

For users of the HP LaserJet and Canon laser printer, JetFont 12/30 is making greenbar paper obsolete.

JetFont 12/30 produces remarkably clean laser output from Lotus 1-2-3, dBase III and other popular database/spreadsheet programs. On 8 1/2" x 11" paper. With six font sizes, as dense as 30 characters per inch!

JetWare's proprietary Lotica font was designed for exceptional readability, making it perfect for extra-wide spreadsheets and database tables. Horizontal or vertical, up to 240 columns wide. With outstanding visual clarity, even after it goes through the copy machine.

Manufactured by Computer Peripherals, Inc., a leader in IBM XT/AT enhancement products since 1982, the JetWare line includes a full range of font

cartridges and memory expansion boards for HP LaserJet.

Jim Seymour of PC Week has called JetFont 12/30 "the answer to our prayers." You'll call it indispensable.

## JETWARE™

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# Modular format lets you upgrade at your own pace.

JetWare provides a remarkable degree of flexibility in memory upgrade alternatives for the HP LaserJet II. The unique design of JetMemory expansion modules allow memory to be upgraded 1 or 3 MB at a time, up to a total of 4.5 MB RAM.

Imagine the power your HP LaserJet II will have for desktop publishing, engineering design or CAD/CAM graphics! Begin with the JetMemory 1 MB starter. This powerful, expandable module alone effectively triples the LaserJet's 500 KB internal RAM.

Later, you have the choice of additional upgrades to either 2.5 MB or an incredible 4.5 MB.

That's the equivalent of having nine standard laser printers worth of memory!

Single-station users will probably never need more than 2.5 MB, which allows for extensive font libraries to be stored internally and grants rapid access time to a variety of sophisticated graphic functions.

Multi-user environments will benefit from the 4.5 MB configuration, which provides the maximum amount of RAM available on the market.

So whether you plan to add a little memory, or a lot, remember JetMemory.

## The JetWare Family of LaserJet Products

The HP LaserJet is the most popular laser printer in history. Yet, its built-in font capability is limited to Courier 12 and LinePrinter. And most cartridges on the market today are expensive, limited in font size and inconsistent in quality.

JetWare was created to solve these problems. For most HP LaserJet users, it's a dream come true.

JetFont	HP
<b>EZ\$ EZ\$</b>	
<b>Qq@@ Qq@o</b>	
<b>Bg2 Bg2</b>	

*Improved Text Appearance*

*Improved Character Consistency*

*Improved Typographic Accuracy*

**123:** Our popular JetFont 123 cartridge generates highly legible output for extra-wide spreadsheets and database tables, allowing them to be laser printed on 8 1/2" x 11" paper for the first time.

**4-in-1:** It's like having four cartridges loaded at the same time! JetFont 4-in-1 produces remarkably clean, accurate and consistent characters in medium, bold and italic for Courier 10, Courier 12, Prestige Elite and Letter Gothic, plus a full set of legal characters for all four fonts.

**B,F,Z:** Functionally identical and 100% compatible to their HP equivalents. That's where the similarities end, however, with JetFont cartridges providing enhanced characters that are much closer to the typographic master each font is based on. And JetFont cartridges cost less, too.



**RAM expansion:** JetWare makes memory expansion easy with the industry's only modular RAM expansion boards. Now you don't have to worry about buying a 1 MB board and having to discard it when you need more RAM. Simply add our 1 MB or 3 MB expansion cards to a JetWare 1 MB starter and you can expand as high as 4.5 MB (including 0.5 MB internal RAM).

**High Fidelity products:** JetWare products are made by Computer Peripherals, one of America's most respected manufacturers of IBM-compatible graphics, communication and memory expansion products. Recent product introductions include a full line of 9600-baud modems, multifunction and RAM expansion boards.

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