Business STRATA:G® Financial Calculators

- Produce on-the-spot, integrated P&L and Cash Flow *pro formas*
- Built-in KPI Benchmarks for 67 client business types
- Customized to four major business categories
- Engaging *"What if…?"* calculators draw out your client's good judgment

Step #1:
Enter INPUTS

All four STRATA:G Calculators work the same way

Professional Firms • Service Businesses • Restaurants • Retailers

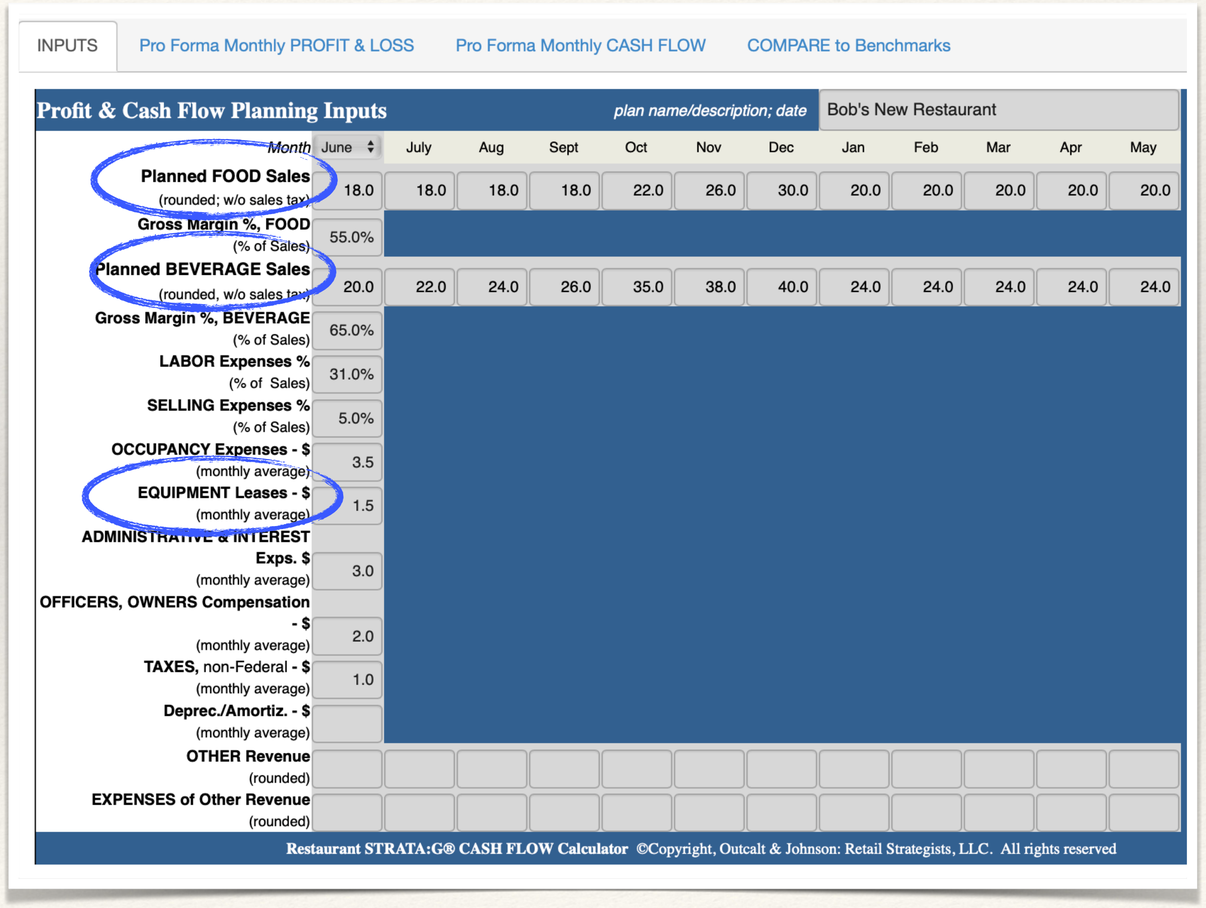
Quick Start Guide

- Step #1 - **INPUT "best guess-timates"** for revenue, gross margin, expenses.
  (Close counts! This is for projecting, not accounting.)
- Step #2 - **SHOW *pro forma* P&L.**
  (Make adjustments? It's easy. Immediately show the impact.)
- Step #3 - **SHOW *pro forma* integrated Cash Flow.**
  (This can be an attention-grabber!)
- Step #4 - **SHOW calculated KPI's** for this plan.
- Step #5 - Help your client **continue to play *"what if…?"*** until they get a plan they like. Then PRINT it out. *(And set the next meeting to review and update!)*

STRATA:G Calculator for RESTAURANTS

Project beyond breakeven. Happiness is positive cash flow!

- Separate revenue inputs: **Food** and **Beverage**
- Easily adjust and compare mix of revenue
- Optional fixed expense input: **Equipment Leases**
- All expenses entered by "bucket"
- KPI Benchmarks for all four restaurant categories found in your community



INPUTS | Pro Forma Monthly PROFIT & LOSS | Pro Forma Monthly CASH FLOW | COMPARE to Benchmarks

Profit & Cash Flow Planning Inputs — *plan name/description; date*: Bob's New Restaurant

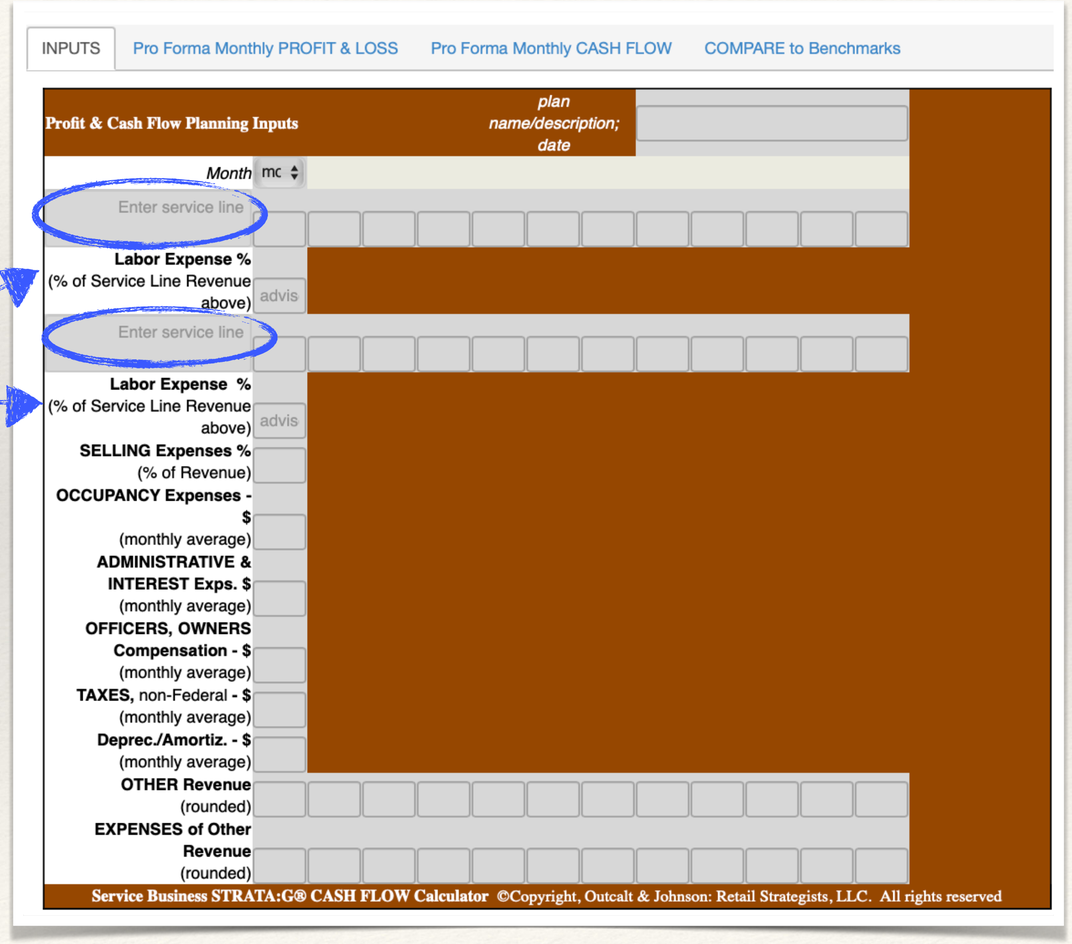
Month	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Planned FOOD Sales (rounded; w/o sales tax)	18.0	18.0	18.0	18.0	22.0	26.0	30.0	20.0	20.0	20.0	20.0	20.0
Gross Margin %, FOOD (% of Sales)	55.0%											
Planned BEVERAGE Sales (rounded, w/o sales tax)	20.0	22.0	24.0	26.0	35.0	38.0	40.0	24.0	24.0	24.0	24.0	24.0
Gross Margin %, BEVERAGE (% of Sales)	65.0%											
LABOR Expenses % (% of Sales)	31.0%											
SELLING Expenses % (% of Sales)	5.0%											
OCCUPANCY Expenses - $ (monthly average)	3.5											
EQUIPMENT Leases - $ (monthly average)	1.5											
ADMINISTRATIVE & INTEREST Exps. $ (monthly average)	3.0											
OFFICERS, OWNERS Compensation - $ (monthly average)	2.0											
TAXES, non-Federal - $ (monthly average)	1.0											
Deprec./Amortiz. - $ (monthly average)												
OTHER Revenue (rounded)												
EXPENSES of Other Revenue (rounded)												

Restaurant STRATA:G® CASH FLOW Calculator ©Copyright, Outcalt & Johnson: Retail Strategists, LLC. All rights reserved

STRATA:G Calculator for SERVICE Businesses

See cause-effect connections. Quickly compare strategic business choices. Gain more control of cash flow.

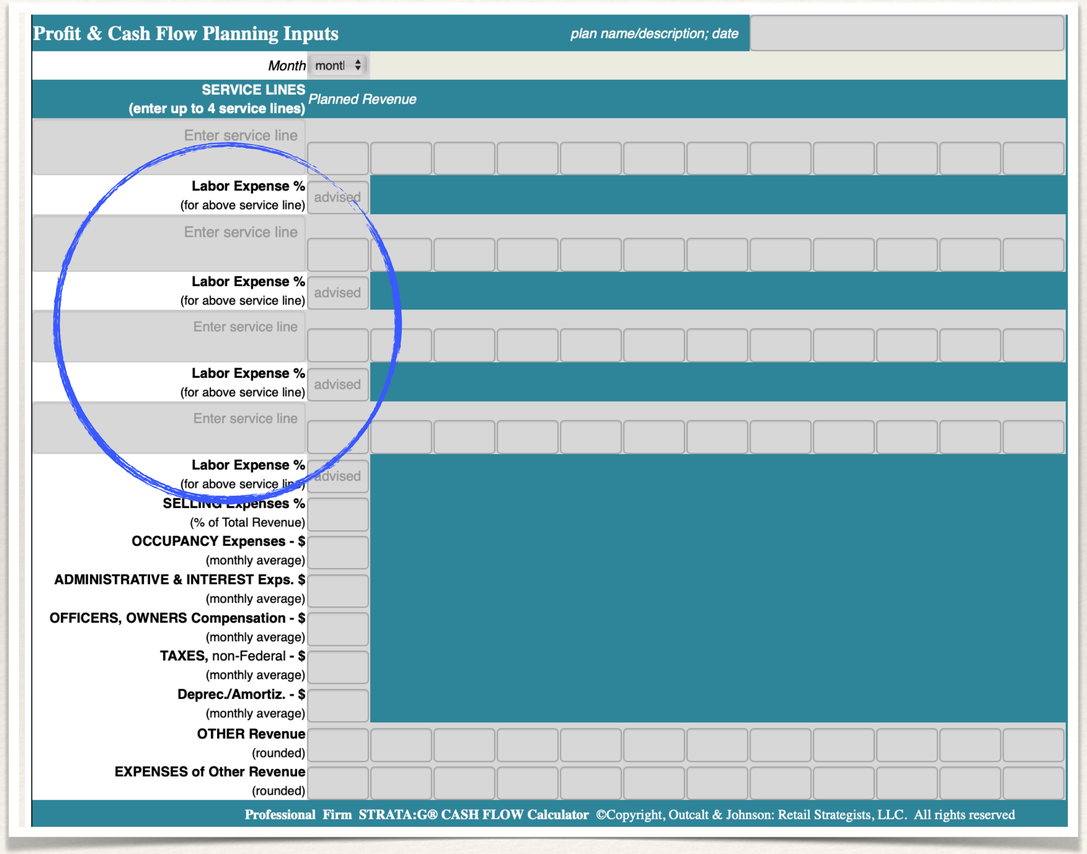
- Two **customizable** service line **revenue** inputs
- Easily adjust and compare mix of revenue
- **Labor expense percentage** input for each service line
- All other expenses entered by "bucket"
- KPI Benchmarks for eight business types in your community



STRATA:G Calculator for PROFESSIONAL Firms

It's dynamic! Compare financial implications. Make informed choices.

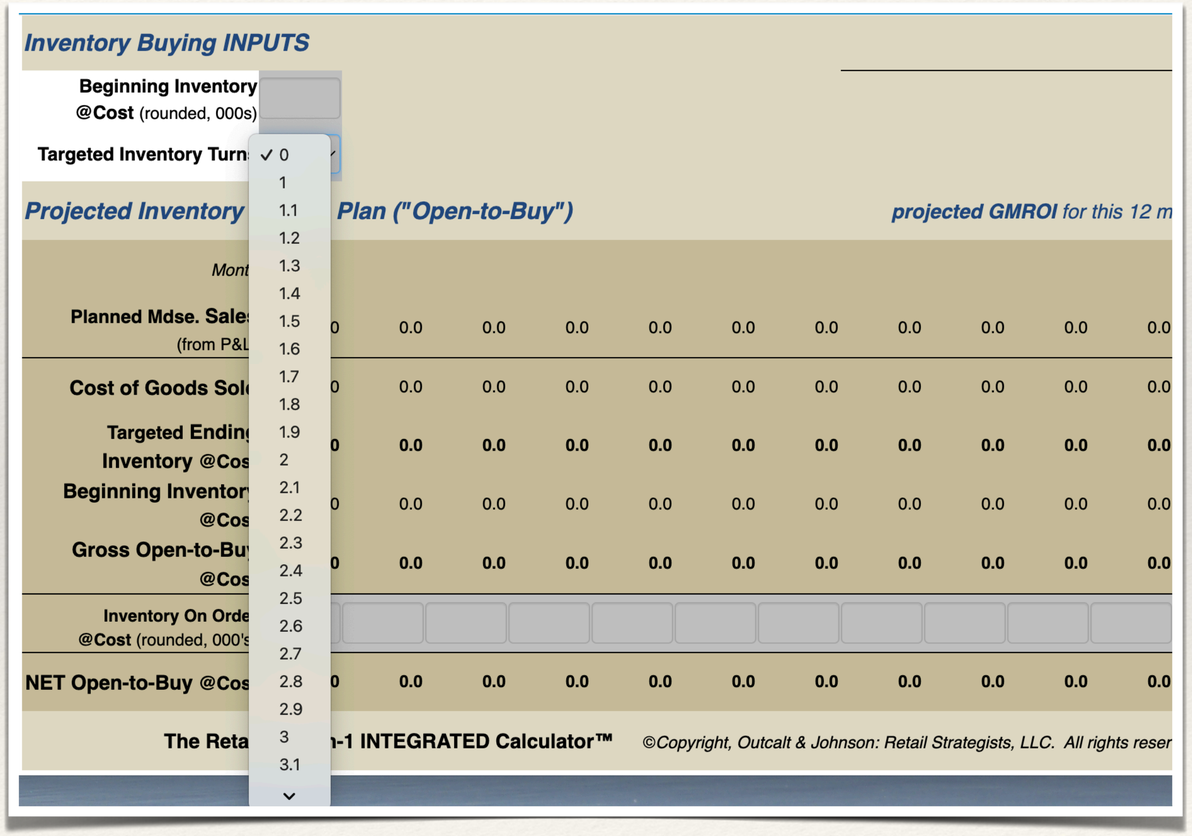
- **Four customizable** service line **revenue** inputs
- Separate **labor expense percent inputs** for each service line
- Easily adjust and compare service line profitability
- All expense entries are by "bucket", easing *"what if…?"* comparisons
- Integrated *pro forma* Cash Flow includes **optional inputs for Accounts Receivable**



STRATA:G Calculator for RETAIL Operations

Integrating…the P&L plus the inventory mix into a monthly cash flow. In real time. Powerful!

- Input planned Sales and Gross Margins by month
- Expenses entered by "buckets"
- **Inventory turn rate** drives inventory buying plan. Change turns, see immediate impacts.
- Integrated *pro forma* Cash Flow shows **cause-effect connections** between sales, margins, expenses, and inventory turns on cash flow. **All in real time!**
- KPI Benchmarks for forty-one types of retail operations that are found in your community



To Recap: Getting Started Guide

STRATA:G Financial Calculators *for* Professional Firms • Service Businesses • Restaurants • Retail

- **Step #1** - INPUTS go in quickly
- **Step #2** - SHOW *pro forma* P&L
- **Step #3** - SHOW *pro forma* integrated Cash Flow.
- **Step #4** - SHOW calculated KPI Benchmarks for this plan.
- **Step #5** - With your client, continue to make *"what if…?"* adjustments until they have a plan they like. Then PRINT.
  (And set the next meeting to review and update!)