

# 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

## for RESTAURANTS

STRATA:G® Cash Flow Calculator for Restaurants  
KPI Benchmarks, Restaurants  
KPI Calculator for Restaurants

## for PROFESSIONAL Firms

STRATA:G® Cash Flow Calculator for Professional Firms  
KPI Benchmarks, Professional Firms  
KPI Calculator for Professional Firms

## for SERVICE Businesses

STRATA:G® Cash Flow Calculator for Service Businesses  
KPI Benchmarks for Service Businesses  
KPI Calculator for Service Businesses

## for RETAIL Operations

STRATA:G® Integrated Calculator for Retail Operations  
KPI Benchmarks, Retail Operations  
KPI Calculator, Retail Operations



Step #1:  
Enter INPUTS

**All four STRATA:G Calculators work the same way**  
Professional Firms • Service Businesses • Restaurants • Retailers

INPUTS

Pro Forma Monthly

Step #2:  
SHOW *pro forma*  
P&L

Pro Forma Monthly CASH FLOW

COMPARE to Benchmarks

INPUTS

Pro Forma Monthly PROFIT & LOSS

Pro Forma Monthly CASH FLOW

COMPARE to Benchmarks

Step #3:  
SHOW *pro forma*  
CASH FLOW

INPUTS

Pro Forma Monthly PROFIT & LOSS

Pro Forma Monthly CASH FLOW

Step #4:  
SHOW calculated  
KPI's

COMPARE to Benchmarks

INPUTS

Pro Forma Monthly PROFIT & LOSS

Pro Forma Monthly CASH FLOW



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# Quick Start Guide

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- ❖ 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

The screenshot displays the STRATA:G Calculator interface for SERVICE Businesses. The top navigation bar includes tabs for 'INPUTS', 'Pro Forma Monthly PROFIT & LOSS', 'Pro Forma Monthly CASH FLOW', and 'COMPARE to Benchmarks'. The main section is titled 'Profit & Cash Flow Planning Inputs'. It features a 'plan name/description; date' field. Below this, there are two 'Enter service line' input fields, each followed by a 'Labor Expense %' input field (labeled '(% of Service Line Revenue above)') and an 'advis' button. These two input fields are circled in blue, and blue arrows point from the text 'Labor expense percentage input for each service line' to them. The interface also includes sections for 'SELLING Expenses %', 'OCCUPANCY Expenses - \$', 'ADMINISTRATIVE & INTEREST Exps. \$', 'OFFICERS, OWNERS Compensation - \$', 'TAXES, non-Federal - \$', 'Deprec./Amortiz. - \$', 'OTHER Revenue', and 'EXPENSES of Other Revenue'. The bottom of the interface contains a footer with the text 'Service Business STRATA:G® CASH FLOW Calculator ©Copyright, Outcalt & Johnson: Retail Strategists, LLC. All rights reserved'.



# 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

The screenshot displays the 'Profit & Cash Flow Planning Inputs' form. At the top, there is a header bar with the title 'Profit & Cash Flow Planning Inputs' and a field for 'plan name/description; date'. Below this is a 'Month' dropdown menu. The main section is titled 'SERVICE LINES (enter up to 4 service lines)' and is divided into two columns: 'Planned Revenue' and 'Labor Expense % (for above service line)'. The 'Planned Revenue' column contains four rows of input fields, each preceded by 'Enter service line'. The 'Labor Expense %' column contains four rows of input fields, each preceded by 'Labor Expense % (for above service line)'. A blue circle highlights the first three rows of the 'Labor Expense %' column. Below the service line section, there are several expense categories with input fields: 'SELLING Expenses % (% of Total Revenue)', 'OCCUPANCY Expenses - \$ (monthly average)', 'ADMINISTRATIVE & INTEREST Exps. \$ (monthly average)', 'OFFICERS, OWNERS Compensation - \$ (monthly average)', 'TAXES, non-Federal - \$ (monthly average)', 'Deprec./Amortiz. - \$ (monthly average)', 'OTHER Revenue (rounded)', and 'EXPENSES of Other Revenue (rounded)'. At the bottom, there is a footer with the text 'Professional Firm STRATA:G® CASH FLOW Calculator ©Copyright, Outcalt & Johnson: Retail Strategists, LLC. All rights reserved'.



# 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

Inventory Buying INPUTS											
Beginning Inventory @Cost (rounded, 000s)											
Targeted Inventory Turn	✓ 0										
Projected Inventory Plan ("Open-to-Buy")	1.1										projected GMROI for this 12 m
Month	1.2										
1.3											
1.4											
Planned Mdse. Sales (from P&L)	1.5	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1.6											
Cost of Goods Sold	1.7	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
1.8											
Targeted Ending Inventory @Cost	1.9	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2											
Beginning Inventory @Cost	2.1	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2.2											
Gross Open-to-Buy @Cost	2.3	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2.4											
2.5											
Inventory On Order @Cost (rounded, 000's)	2.6										
2.7											
NET Open-to-Buy @Cost	2.8	0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2.9											
The Retailer's	3										
3.1											
▼											

1-1 INTEGRATED Calculator™ ©Copyright, Outcalt & Johnson: Retail Strategists, LLC. All rights reserved



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## To Recap: Getting Started Guide

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

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- ❖ **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!*)