



Enter your information into the yellow cells below

**Gross Revenue**

Selling Price, \$/sq ft	\$	0.50	
Shifts		2	
Hours per shift		8.0	
Production Efficiency		60%	What % of the shift is spent printing?
Work Days Per Month		22.5	
Square Feet per Hour		1000	
Yield		90%	What % of the jobs are sellable?
Total Square Feet Per Month		216,000	
Sellable Square Feet Per Month		194,400	
<b>Total Monthly Gross Revenue</b>	<b>\$</b>	<b>97,200</b>	

**Overhead and Material Costs**

Media Cost per Sq. Ft.	\$	0.15	
Ink Cost per Liter	\$	20.00	
Ink Usage Sq. Ft. (at 400% coverage in liters)		0.00313528	
Average Ink Coverage		100%	Normally 100% or less (25% of each color)
Actual Ink Cost / Printed Sq. Ft.	\$	0.016	Normally \$.02 for typical billboard printing
Laminate/Overcoat Cost per Sq. Ft.	\$	0.03	
Waste Ink/Solvent per Shift per Month (liters)		4.00	Typically 4 liter for ISIJet 3400. Competition uses up to 40 liters of waste ink/solvent per shift per month.
Media Cost Per Month	\$	32,400	
Ink Cost Per Month	\$	3,386	\$0.017 per sellable square foot
Laminate Cost Per Month	\$	6,480	
Waste Ink Cost Per Month	\$	160	
<b>Total Monthly Materials Cost</b>	<b>\$</b>	<b>42,266</b>	
Direct Labor Rate (\$ per hour)	\$	30.00	
Total Direct Labor per hour of Printing		1.00	
Overhead %		25%	
Labor Cost (Daily)	\$	240	
Overhead (Daily)	\$	60	
<b>Total Monthly Labor Cost</b>	<b>\$</b>	<b>6,750</b>	
<b>Total Monthly Production Costs</b>	<b>\$</b>	<b>49,016</b>	

**Profit**

<b>Total Monthly Gross Profit</b>	<b>\$</b>	<b>48,184</b>
Printer Cost	\$	200,000
Interest Rate		6%
Term of Loan/Lease (in months)		24
Monthly Service Cost (% of selling price)		1%
Monthly Payment	\$	15,936
Monthly Maintenance	\$	2,000
<b>Adjusted Monthly Gross Profit</b>	<b>\$</b>	<b>30,248</b>
<b>Profit Margin</b>		<b>31%</b>