



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 | | 70% | What % of the shift is spent printing? |
| Work Days Per Month | | 22.5 | |
| Square Feet per Hour | | 750 | |
| Yield | | 95% | What % of the jobs are sellable? |
| Total Square Feet Per Month | | 189,000 | |
| Sellable Square Feet Per Month | | 179,550 | |
| Total Monthly Gross Revenue | \$ | 89,775 | |

Overhead and Material Costs

| | | | |
|--|-----------|---------------|---|
| Media Cost per Sq. Ft. | \$ | 0.15 | |
| Ink Cost per Liter | \$ | 60.00 | |
| Ink Usage Sq. Ft. (at 400% coverage in liters) | | 0.00368686 | |
| Average Ink Coverage | | 100% | Normally 100% or less (25% of each color) |
| Actual Ink Cost / Printed Sq. Ft. | \$ | 0.055 | Normally \$.05 for typical billboard printing |
| Laminate/Overcoat Cost per Sq. Ft. | \$ | 0.03 | |
| Waste Ink/Solvent per Shift per Month (liters) | | 1.00 | Typically 1 liter for ISIJet BlueStreak. Competition uses up to 40 liters of waste ink/solvent per shift per month. |
| Media Cost Per Month | \$ | 28,350 | |
| Ink Cost Per Month | \$ | 10,452 | \$0.058 per sellable square foot |
| Laminate Cost Per Month | \$ | 5,670 | |
| Waste Ink Cost Per Month | \$ | 120 | |
| Total Monthly Materials Cost | \$ | 44,472 | |
| 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 | |
| Total Monthly Labor Cost | \$ | 6,750 | |
| Total Monthly Production Costs | \$ | 51,222 | |

Profit

| | | |
|---|-----------|---------------|
| Total Monthly Gross Profit | \$ | 38,553 |
| Printer Cost | \$ | 135,000 |
| Interest Rate | | 6% |
| Term of Loan/Lease (in months) | | 24 |
| Monthly Service Cost (% of selling price) | | 1% |
| Monthly Payment | \$ | 10,757 |
| Monthly Maintenance | \$ | 1,350 |
| Adjusted Monthly Gross Profit | \$ | 26,446 |
| Profit Margin | | 29% |