

Projected Profit & Loss Statement - SAMPLE TEMPLATE

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Ticket Scaling	Price in HKD	Price in USD	# of Seats	Comps	Sellable	Gross in HKD	Gross in USD
VIP Floor	1,500.00	\$ 200.00	500	50	450	675,000.00	\$ 90,000.00
Floor	1,125.00	\$ 150.00	750	75	675	759,375.00	\$ 101,250.00
Lower Box	750.00	\$ 100.00	2500	250	2250	1,687,500.00	\$ 225,000.00
Upper Box	375.00	\$ 50.00	3000	300	2700	1,012,500.00	\$ 135,000.00
General Admission	187.50	\$ 25.00	2750	275	2475	464,062.50	\$ 61,875.00
SRO	75.00	\$ 10.00	3000	300	2700	202,500.00	\$ 27,000.00
Subtotal - Total/Avg			12,500	1,250	11,250	4,800,937.50	\$ 640,125.00

<b>Total Gross Revenue</b>	<b>12500</b>	<b>1250</b>	<b>11250</b>	<b>4,800,937.50</b>	<b>\$ 640,125.00</b>
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Exchange Rate	USD	1
	HKD	7.5

Income Statement	Percent Sellable						
	100%	90%	80%	70%	60%	50%	40%
Ticket Sold	11,250	10,125	9,000	7,875	6,750	5,625	4,500
Gross Revenues	4,800,937.50	4,320,843.75	3,840,750.00	3,360,656.25	2,880,562.50	2,400,468.75	1,920,375.00
less: Amusement Tax	10%	480,093.75	432,084.38	384,075.00	336,065.63	288,056.25	240,046.88
less: Venue Commission	11.2%	537,705.00	483,934.50	430,164.00	376,393.50	322,623.00	268,852.50
less: Ticketing Service Charges	3.5%	168,032.81	151,229.53	134,426.25	117,622.97	100,819.69	84,016.41
less: Credit Card Fees	3%	144,028.13	129,625.31	115,222.50	100,819.69	86,416.88	72,014.06
NET TICKET REVENUE HKD		3,639,110.63	3,275,199.56	2,911,288.50	2,547,377.44	2,183,466.38	1,819,555.31
NET TICKET REVENUE USD		485,214.75	436,693.28	388,171.80	339,650.33	291,128.85	242,607.38

LESS: SHOW EXPENSES	HKD	USD	
Artist Fee	1,875,000.00	\$ 250,000.00	Sample Artist Fee
Accommodation	75,000.00	\$ 10,000.00	Est of Hotels
Hospitality	75,000.00	\$ 10,000.00	Est of Hospitality Costs
Logistics	56,250.00	\$ 7,500.00	Est of Permits/Licenses/Customs
Production	187,500.00	\$ 25,000.00	Est. cost of Production
Venue Fees	45,000.00	\$ 6,000.00	Est. cost of venue overrun (ie. AC + extra rooms)
Security	16,875.00	\$ 2,250.00	Est. cost of close-in security
Marketing	112,500.00	\$ 15,000.00	Est. cost of out of pocket marketing
Administration	30,000.00	\$ 4,000.00	Est. cost of administrative costs
TOTAL	2,473,125.00	329,750.00	

Net Income (HKD)	1,165,985.63	802,074.56	438,163.50	74,252.44	-	289,658.63	-	653,569.69	-	1,017,480.75
Net Income (USD)	155,464.75	106,943.28	58,421.80	9,900.33	-	38,621.15	-	87,142.63	-	135,664.10