

Financial Analysis: Ongoing Expenses

| ONGOING EXPENSE | ESTIMATE OF COST | ACTUAL COST |
|--|------------------|-------------|
| Owner’s salary | | |
| Employee salaries, wages and commissions | | |
| Rent | | |
| Utilities (including Internet, telephones) | | |
| Taxes | | |
| Insurance | | |
| Inventory | | |
| Equipment and supplies | | |
| Professional services (lawyer, accountant, etc.) | | |
| Website hosting and maintenance | | |
| Advertising and marketing | | |
| Loan Payments | | |
| Miscellaneous, unplanned expenses | | |
| TOTAL | | |

Adapted from materials published on www.sba.gov.