

DESIGN BUSINESS

expenses, income, work hours

BUSINESS MODEL - service

EXPENSES - annual

Rent (studio)

Utilities - heat, light, maint., renters/bus insurance

Parking ?

Equipment

desk, chair, shelves, cabinets

computers & peripherals - monitor, mouse, tablet, printer,
scanner, harddrives,router, hubs,

copier/fax

camera

software - initial purchase and upgrades

supplies - ink, paper, board, glue, disks, etc

Communications - dsl, phone, cell phone

Services - shipping, copying

Car/transportation + insurance + gas + maintenance

Health insurance

ANNUAL INCOME

Desired annual income + fed/state/ss tax to pay + expenses

= \$ _____ TOTAL need to bill/collect

WORK HOURS

40 hrs in a week

30 productive “billable” hours x 50 weeks = 1500 hrs. per year

1500 hrs. divided into \$ _____ billed = hourly rate.

