

# SALES PLAN

Olympic Bar

It is a pleasure to present my new project to you, which represents a unique opportunity in the Olympic bars and weight discs market. It has an innovative approach, and my commitment to quality has led me to develop an exceptional product that is well-positioned to capture a significant share of the market.

## Proposed Price:

The average selling price per customer is €83.70 for bars and €1.63 for weight discs. For a typical order of 500 bars and 1,000 discs, the cost per unit is €86.96, resulting in a total purchase of 500 sets valued at €43,480.

In addition to these competitive prices, I have considered all associated costs, including 10% for transportation, 1% for transportation insurance, 3% for customs broker services, and 2% for customs fees. This allows us to maintain a healthy margin while offering our customers a high-quality and 100% safe product.

## Sales Projection:

Our sales projection for the next 5 years is ambitious but supported by a growing market and consistent demand. We anticipate selling 6,900 units in the first year, increasing to 8,970 in the second year, 13,454 in the third year, 23,545 in the fourth year, and finally reaching 47,091 units in the fifth year.

These figures represent strong growth potential and a solid investment opportunity in a market that values innovation and safety.

|                             | YEAR 1        | YEAR 2        | YEAR 3         | YEAR 4         | YEAR 5           |
|-----------------------------|---------------|---------------|----------------|----------------|------------------|
| <b>INCOME</b>               | 600.000       | 780.000       | 1.170.000      | 2.047.500      | 4.095.000        |
| Sales                       | 600.000       | 780.000       | 1.170.000      | 2.047.500      | 4.095.000        |
| Other income                | 0             | 0             | 0              | 0              | 0                |
| Financial Income            | 0             | 0             | 0              | 0              | 0                |
| <b>EXPENSES</b>             | 587.345       | 728.573       | 991.794        | 1.535.288      | 2.734.284        |
| Consumption                 | 300.000       | 390.000       | 585.000        | 1.023.750      | 2.047.500        |
| Cost of sales               | 30.180        | 31.689        | 33.273         | 34.937         | 36.684           |
| Commercial expenses         | 110.000       | 132.600       | 160.380        | 194.742        | 237.555          |
| General expenses and others | 41.210        | 45.943        | 54.949         | 73.785         | 116.107          |
| Amortization                | 4.555         | 4.555         | 4.555          | 4.555          | 4.555            |
| Human Resources             | 101.400       | 123.786       | 153.637        | 203.519        | 291.883          |
| <b>RESULTS (EBIT)</b>       | <b>12.655</b> | <b>51.427</b> | <b>178.206</b> | <b>512.212</b> | <b>1.360.716</b> |

All amounts are expressed in Euro currency (EUR).

## Estimated Sales Behavior Projection for Year 1.

### Sales Revenue - Total Gross Sales Month by Month

| SALES        | TOTAL   | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11 | Month 12 |
|--------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|
| Sold Sets    | 6.900   | 575     | 575     | 575     | 575     | 575     | 575     | 575     | 575     | 575     | 575      | 575      | 575      |
| Gross sales  | 600.000 | 50.000  | 50.000  | 50.000  | 50.000  | 50.000  | 50.000  | 50.000  | 50.000  | 50.000  | 50.000   | 50.000   | 50.000   |
| Less Sale    | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0        | 0        | 0        |
| Net Sale     | 600.000 | 50.000  | 50.000  | 50.000  | 50.000  | 50.000  | 50.000  | 50.000  | 50.000  | 50.000  | 50.000   | 50.000   | 50.000   |
| Gross margin | 300.000 | 25.000  | 25.000  | 25.000  | 25.000  | 25.000  | 25.000  | 25.000  | 25.000  | 25.000  | 25.000   | 25.000   | 25.000   |

**Gross margin**      **50%**

In the initial phase of our project, it is essential to understand the costs associated with its startup. These costs represent a critical investment in building a solid foundation for the ongoing success of our business. We want to provide you with a clear and transparent view of how we will use the funds in the first year to achieve our strategic and operational objectives.

In this report, we will carefully detail the estimated costs that are considered essential for a successful startup. Each expense has been thoroughly evaluated and is aligned with our goals and realistic expectations for the first year of operations.

Our approach is to optimize the use of financial resources to ensure the efficiency and effectiveness of all our activities. We believe that a clear understanding of these costs is fundamental for you to make an informed and confident decision about our project.

Below are the estimated costs during the first year of operation:

### PURCHASES AND INVENTORY - Consumption of materials and/or products for sale

| Initial Inventory | Total   | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11 | Month 12 |
|-------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|
| Purchases         | 278.260 | 3.260   | 25.000  | 25.000  | 25.000  | 25.000  | 25.000  | 25.000  | 25.000  | 25.000  | 25.000   | 25.000   | 25.000   |
| Need              | 278.260 | 3.260   | 25.000  | 25.000  | 25.000  | 25.000  | 25.000  | 25.000  | 25.000  | 25.000  | 25.000   | 25.000   | 25.000   |
| Purchases         | 0       |         |         |         |         |         |         |         |         |         |          |          |          |
| Other Purchases   |         |         |         |         |         |         |         |         |         |         |          |          |          |
| Final Inventory   |         | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0        | 0        | 0        |

**Payment of initial stock**      Payment of initial stock (include amounts in the corresponding month)

| Month/ Month> | PREVIOUS | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11 | Month 12 |
|---------------|----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|
| 21.740        |          | 21.740  |         |         |         |         |         |         |         |         |          |          |          |
| 21.740        | 0        | 21.740  | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0        | 0        | 0        |

### COST OF SALES - Direct production or service expenses (excluding personnel)

| Cost of Sales        | Total  | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11 | Month 12 |
|----------------------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|
| Fixed Expenses       | 30.180 | 2.515   | 2.515   | 2.515   | 2.515   | 2.515   | 2.515   | 2.515   | 2.515   | 2.515   | 2.515    | 2.515    | 2.515    |
| Hosting + Domain     | 180    | 15      | 15      | 15      | 15      | 15      | 15      | 15      | 15      | 15      | 15       | 15       | 15       |
| US Commercial Agency | 30.000 | 2.500   | 2.500   | 2.500   | 2.500   | 2.500   | 2.500   | 2.500   | 2.500   | 2.500   | 2.500    | 2.500    | 2.500    |

### COMMERCIAL EXPENSES - 1 - Marketing - Advertising, promotion, and other costs (excluding personnel)

| Marketing expenses     | Total | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11 | Month 12 |
|------------------------|-------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|
| Advertising            | 9.000 | 0       | 0       | 0       | 1.000   | 1.000   | 1.000   | 1.000   | 1.000   | 1.000   | 1.000    | 1.000    | 1.000    |
| Advertising            | 9.000 |         |         |         | 1.000   | 1.000   | 1.000   | 1.000   | 1.000   | 1.000   | 1.000    | 1.000    | 1.000    |
| Other marketing        | 5.000 | 0       | 0       | 0       | 1.000   | 1.000   | 1.000   | 0       | 0       | 1.000   | 1.000    |          |          |
| Trade shows and events | 5.000 |         |         |         | 1.000   | 1.000   | 1.000   |         |         | 1.000   | 1.000    |          |          |

**GENERAL EXPENSES - Administrative and managerial costs (excluding personnel)**

| General Expenses                | Total  | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11 | Month 12 |
|---------------------------------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|
| Total                           | 29.210 | 3.030   | 2.380   | 2.380   | 2.380   | 2.380   | 2.380   | 2.380   | 2.380   | 2.380   | 2.380    | 2.380    | 2.380    |
| Leases                          | 8.400  | 700     | 700     | 700     | 700     | 700     | 700     | 700     | 700     | 700     | 700      | 700      | 700      |
| Rent in Spain                   | 8.400  | 700     | 700     | 700     | 700     | 700     | 700     | 700     | 700     | 700     | 700      | 700      | 700      |
| Preservation                    | 2.400  | 200     | 200     | 200     | 200     | 200     | 200     | 200     | 200     | 200     | 200      | 200      | 200      |
| Cleaning                        | 1.200  | 100     | 100     | 100     | 100     | 100     | 100     | 100     | 100     | 100     | 100      | 100      | 100      |
| Maintenance                     | 1.200  | 100     | 100     | 100     | 100     | 100     | 100     | 100     | 100     | 100     | 100      | 100      | 100      |
| Professional Services           | 8.400  | 700     | 700     | 700     | 700     | 700     | 700     | 700     | 700     | 700     | 700      | 700      | 700      |
| Consulting Service              | 2.400  | 200     | 200     | 200     | 200     | 200     | 200     | 200     | 200     | 200     | 200      | 200      | 200      |
| US Accounting                   | 6.000  | 500     | 500     | 500     | 500     | 500     | 500     | 500     | 500     | 500     | 500      | 500      | 500      |
| Taxes                           | 150    | 150     | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0        | 0        | 0        |
| Garbage Collection              | 150    | 150     |         |         |         |         |         |         |         |         |          |          |          |
| Insurance                       | 500    | 500     | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0       | 0        | 0        | 0        |
| SRC                             | 500    | 500     |         |         |         |         |         |         |         |         |          |          |          |
| Supplies                        | 3.000  | 250     | 250     | 250     | 250     | 250     | 250     | 250     | 250     | 250     | 250      | 250      | 250      |
| Electricity, Water, and Heating | 1.800  | 150     | 150     | 150     | 150     | 150     | 150     | 150     | 150     | 150     | 150      | 150      | 150      |
| Telephone and Internet          | 1.200  | 100     | 100     | 100     | 100     | 100     | 100     | 100     | 100     | 100     | 100      | 100      | 100      |
| Office Supplies                 | 360    | 30      | 30      | 30      | 30      | 30      | 30      | 30      | 30      | 30      | 30       | 30       | 30       |
| Consumables                     | 360    | 30      | 30      | 30      | 30      | 30      | 30      | 30      | 30      | 30      | 30       | 30       | 30       |
| Transportation                  | 6.000  | 500     | 500     | 500     | 500     | 500     | 500     | 500     | 500     | 500     | 500      | 500      | 500      |
| Travel and Meals                | 6.000  | 500     | 500     | 500     | 500     | 500     | 500     | 500     | 500     | 500     | 500      | 500      | 500      |

**FINANCIAL INCOME AND EXPENSES (excluding interest on new loans)**

| Financial       | Total  | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11 | Month 12 |
|-----------------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|----------|----------|
| Expenses        | 10.092 | 15      | 25      | 80      | 250     | 480     | 506     | 1.206   | 2.306   | 1.606   | 1.206    | 1.006    | 1.406    |
| As a % of Sales | 10.092 | 15      | 25      | 80      | 250     | 480     | 506     | 1.206   | 2.306   | 1.606   | 1.206    | 1.006    | 1.406    |
| Online Payment  | 1,00%  | 15      | 25      | 80      | 250     | 480     | 506     | 1.206   | 2.306   | 1.606   | 1.206    | 1.006    | 1.406    |

All amounts are expressed in Euro currency (EUR).

I am at your disposal to discuss our business plan in detail and answer all your questions. I am confident that this project has the potential to generate significant returns, and we would be very excited to explore investment opportunities with you.

Sincerely,

**D. Pedro Aguilar**



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