

ITHIR



THE WORLD ON YOUR SHOULDERS

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Financial Statements

Bakersfield High School 2022-2023











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OVERVIEW

Ithir (Earth in Greek) was founded on October 2022 with the aim of providing sustainable, affordable, and fashionable bags. The company's first line includes a backpack, laptop sleeve, hiking pack, and tote bag all made from 100% recycled materials sourced from the United States. As a socially responsible business, Ithir manufactures recycled bags in Bakersfield, California as a way to combat fast fashion and its negative impact on the environment. The company targets young consumers, particularly Generation Z and millennials, who have a strong desire to purchase from sustainable brands. According to a survey conducted by Firstinsight, 62% of Generation Z prioritize sustainability when making purchasing decisions. In response to this trend, Ithir is working to introduce a blend of style and environmental consciousness to the fashion industry.

On October 1st, 2022, Ithir filed as an S Corporation, allowing the company to have limited liability and the avoidance of double taxation for its potential shareholders. In its first year of operation, Ithir is also exempt from paying corporate taxes. The company took a bank loan of \$150,000 at a fixed rate of 8.25% (prime rate + VEI 2%) over five years; the decision to accept a fixed rate was made due to the unpredictability of the economy. Unfortunately, the prime rate jumped from 5.50% to 6.25% days before the loan was completed, thus confirming the decision to select a fixed rate. This loan was provided to Ithir by showing the company's expenses for the first 3 months as shown in Figure 1. To help cover initial expenses, Ithir received \$20,000 in seed funding from VEI and a contract worth \$72,378.78 in gross revenue with the Boys and Girls Club of America providing backpacks.

The information in *Figure 2* indicates that the company incurred a net loss for October. When taking into account the cost-of-goods sold, the profit from the contract was only \$36,209.18. Total operating expenses totaled \$73,635.05 which is a net \$37,817.94 loss for the month. This is mainly due to the delay in the website launch and the lack of a trade show that month.

Startup Expenses (Over 3 Month Period) Fixed Assets Machinery \$23,080.00 Office Supplies \$444.00 \$23,524.00 Total Cost Fixed Assets Operating Expenses Net Payroll \$144,758.00 Payroll and Withholding Tax \$28,718.00 Inventory \$120,745.00 Facilities Rent \$18,333.00 **Utilities Expenses** \$3,831.00 Business Damage Expenses \$1,655.00 General Liability \$675.00 Workers Compensation \$450.00 Total \$366,213.00 Total Gross Revenue of Network Contract \$217,136.34 Total Cost Needed \$149,076.66

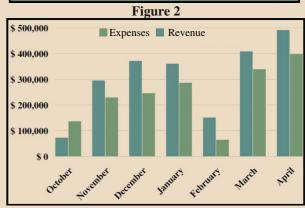
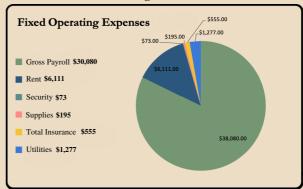


Figure 3





FIXED EXPENSES

The company also invested \$23,532 in fixed assets(mainly production machinery) and has fixed monthly operating expenses, including payroll, rent, and utilities. *Figure 3* provides a full breakdown of all fixed expenses for the first quarter totaling \$46,756.80 per month. Despite the loss in October, Ithir ended the quarter with a net profit of \$109,555.57 due to exceeding projections at the first two trade shows. *Figure 2* shows Ithir's revenue from October 1, 2022, to December 31, 2022. Months forward are projected numbers. February has no trade shows and the marketing team will look to push online advertising to generate revenue.

TRADE SHOW PERFORMANCE

The company has a gross profit margin of 50% with the cost-of-goods ranging from \$4.48 to \$63.13 (see *Figure 7*). Ithir exceeded projections by 75% in November and saw a 10% increase in revenue at the San Diego trade show in December. The November trade show had fewer attendees, while the December trade show had more attendees and was more competitive. Tote bags were popular at the November trade show (*Figure 4*), while backpacks were popular in December (*Figure 5*). This helps the business acknowledge the popularity of the bags and what sells best.

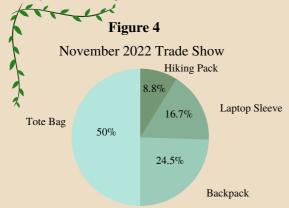


Figure 5
December 2022 Trade Show

Tote Bag
21.6%
18.2%
Hiking Pack
19%
Laptop Sleeve
Backpack



Based on the trade show data and graphs shown, Ithir's future lines will be offering more in-trend bag such as purses rather than outdoor bags, due to the poor popularity of the hiking packs. Ithir had strong financial performance in the first quarter of operation, with a current ratio of 3.17 and a quick ratio of 2.75 (*Figure 6*).

The attached document provides details on Ithir's financials, including a break-even analysis, balance sheet, profit and loss statement, sales projections, cash budget, and ending cash balance as of December 31st, 2022.

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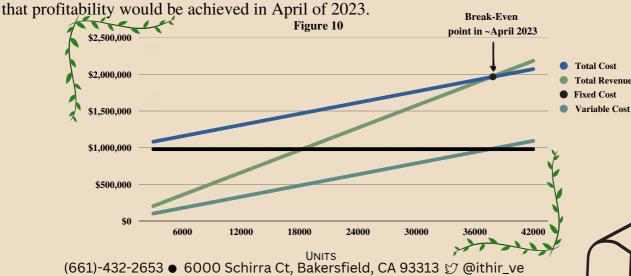


BREAK EVEN ANALYSIS

Figure 8

	Break	-Even Ana	llysis		
	Average ret	ail price per sale	\$50.80		
	Average cost of goo		\$25.40		
	Av	erage profit rate	50.00%		
	А	nnual Fixed Cost	ual Fixed Cost \$979,064.40		
X	Υ	Υ	Υ	Υ	
Units Sold	Total Revenue	Variable Cost	Fixed Cost	Total Cost	the 1st
1000	\$50,800.00	\$25,400.00	\$979,064.40	\$1,004,464.40	
4000	\$203,200.00	\$101,600.00	\$979,064.40	\$1,080,664.40	Figure 9
7000	\$355,600.00	\$177,800.00	\$979,064.40	\$1,156,864.40	BREAK-EVEN
10000		\$254,000.00	\$979,064.40	\$1,233,064.40	DREAK EVEN
13000		\$330,200.00	\$979,064.40	\$1,309,264.40	POINT (DOLLARS)
16000	\$812,800.00	\$406,400.00	\$979,064.40	\$1,385,464.40	TOTAL (DOLLARS)
19000	\$965,200.00	\$482,600.00	\$979,064.40	\$1,461,664.40	\$1,958,128.80
22000 25000	\$1,117,600.00	\$558,800.00 \$635,000.00	\$979,064.40	\$1,537,864.40	\$1,330,120.00
28000	\$1,270,000.00 \$1,422,400.00		\$979,064.40	\$1,614,064.40 \$1,690,264.40	Y
31000		\$787,400.00	\$979,064.40	\$1,766,464.40	<u> </u>
34000		\$863,600.00	\$979,064.40	\$1,842,664.40	\$50.80
37000	\$1,879,600.00		\$979,064.40	\$1,918,864.40	(AVERAGE RETAIL PRICE)
40000	\$2,032,000.00		\$979,064.40	\$1,995,064.40	(AVERAGE RETAIL FRICE)
43000	\$2,184,400.00		\$979,064.40	\$2,071,264.40	= 38,545.84 UNITS
46000	\$2,336,800.00		\$979,064.40	\$2,147,464.40	_
49000	\$2,489,200.00	\$1,244,600.00	\$979,064.40	\$2,223,664.40	SOLD
52000	\$2,641,600.00	\$1,320,800.00	\$979,064.40	\$2,299,864.40	
55000	\$2,794,000.00	\$1,397,000.00	\$979,064.40	\$2,376,064.40	
58000	\$2,946,400.00	\$1,473,200.00	\$979,064.40	\$2,452,264.40	
61000	\$3,098,800.00	\$1,549,400.00	\$979,064.40	\$2,528,464.40	
64000	\$3,251,200.00		\$979,064.40	\$2,604,664.40	
67000	\$3,403,600.00	\$1,701,800.00	\$979,064.40	\$2,680,864.40	

The chart labeled *Figure 8* illustrates the profitability of the company. The cost-of-goods sold (COGS) was calculated by averaging the production price of the five products, which included zippers, recycled plastic fabric, embroidery, canvas, and other materials. This led to the average for the five bags being \$25.40, while the average retail price was \$50.80 per unit, resulting in a profit margin of 50%. The COGS for each unit was multiplied by the number of units sold to determine the variable cost labeled. The annual fixed cost was calculated by multiplying October's fixed costs, including all expenses such as advertising, loan interest, gross payroll, rent, sales tax, security, supplies, telephone/internet, total insurance, and utilities, then multiplied by 12 which amounted to \$979,064.40. This number does not match that of the total operating expenses shown in our profit and loss statement. However, this is because our profit and loss statement is *only* comprised of 7 months of expenses and operation, and the breakeven operating expenses covers a full 12 months of expenses. Analyzing these statistics, the accounting department can make an educated assumption that the company will break even after 38,546 units are sold. In total cash, revenue is \$1,958,128.80. According to our sales projections, this data would imply that profitability would be achieved in April of 2023



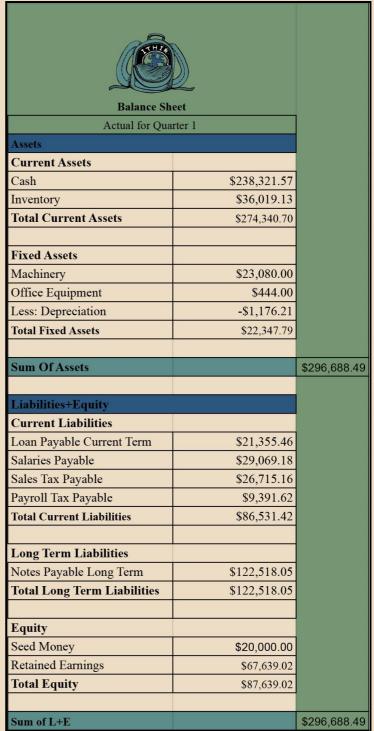


BALANCE SHEET

As of December 2022, Ithir's balance sheet shows that the company has a current ratio of 3.17 and a quick ratio of 2.75, both of which are comparable to the industry averages of 3.6 for the current ratio and 1.36 for the quick ratio, according to Eqvista. Ithir doubles the average quick ratio due to the abundance of cash on hand from exceeding projections by 75% in November. This suggests that Ithir has the financial resources to meet its short-term obligations. In the coming months, Ithir intends to pay more toward the principal of its loan, which has a fixed interest rate of 8.25% and a remaining balance of \$143,873. Depreciation is taken out every month from the asset value. To determine the exact depreciation, the accounting department divided the cost of the asset by the number of months in its useful life. Industry standards say machinery typically lasts 5 years. In Ithir's case, fixed assets totaled \$23,524.00. Office equipment in the first month included printers and one computer which was added to fixed assets. The

Accounting department then divided

Figure 11



\$23,524.00 by 60 months to determine the depreciation over 5 years which was \$392.07 per month. The Accounting team is proud that after only 3 months of operation, the company boasts a positive retained earning which should be encouraging for future investment opportunities. To ensure that it has sufficient inventory for sales, Ithir purchases 10% of its projected monthly inventory for the following month.. Based on projected gross sales for January, the cost-of-goods is estimated to be around \$161,315.40. Therefore, Ithir purchased \$36,019.13 (10% of 161,315.40) worth of inventory in preparation for January, as shown under the Assets section.



PROFIT AND LOSS

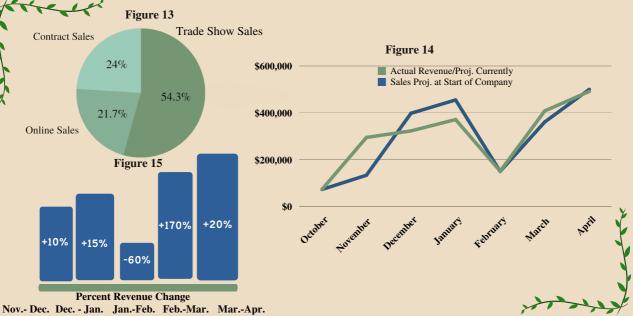
Figure 12

Profit and Loss Statement													
Actual for October-December 2022, Projected January-April 2023													
	Actual	Actual	Actual	Projected	Projected Projected	Projected							
	October	November	December	January	February March	April	TOTAL						
Gross revenues													
Trade show revenues	\$ -	\$ 166,797.85	\$ 188,181.37	\$ 230,611.68	\$ - \$249,478.8		\$ 1,146,918.20						
Online Sales	\$ -	\$ 55,592.61	\$ 63,259.98	\$ 68,111.01	\$ 76,857.35 \$ 86,160.43		\$ 456,966.18						
Contractual sales to non-VE entities	\$ 72,378.78	\$ 72,378.78	\$ 72,378.78	\$ 72,378.78	\$ 72,378.78 \$ 72,378.78		\$506,651.46						
Returned Items Shipping Expense	\$ -	\$ (1,111.93)				, , , ,							
Total gross revenues	\$ 72,378.78	\$ 293,657.31	\$ 322,203.69	\$ 369,607.86	\$ 148,851.84 \$ 406,339.8	1 \$ 489,117.91	\$ 2,102,157.21						
Total Cost of Goods Sold	\$ 36,169.60	\$ 140,717.26	\$ 163,105.59	\$ 185,530.95	\$ 75,333.43 \$203,989.2	2 \$ 245,586.25	\$ 1,050,432.30						
Gross Profit	\$ 36,209.18	\$ 152,940.05	\$ 159,098.10	\$ 184,076.91	\$ 73,518.41 \$202,350.5	THE RESIDENCE OF THE PARTY OF T	\$ 1,051,724.91						
Gross Profit Margin %	50	50	50	50	50 5	0 50	50						
Operating expenses													
Advertising/Promotion	\$ 15,000.00	\$ 11,000.00	\$ 7,000.00	\$ 9,000.00	\$ 7,500.00 \$ 7,500.00	\$ 10,000.00	\$ 67,000.00						
Total Insurance	\$ 555.00	\$ 555.00	\$ 555.00	\$ 555.00	\$ 555.00 \$ 555.00	\$ 555.00	\$ 3,885.00						
Loan Interest (6%)	\$ 1,031.25	\$ 1,017.31	\$ 1,003.27	\$ 989.13	\$ 974.90 \$ 960.5	\$ 946.14	\$ 6,922.57						
Payroll	\$29,069.18	\$29,069.18	\$29,069.18	\$29,069.18	\$29,069.18 \$29,069.1	8 \$29,069.18	\$ 203,484.26						
Payroll Taxes	\$ 9,391.62	\$ 9,391.62	\$ 9,391.62	\$ 9,391.62	\$ 9,391.62 \$ 9,391.62	\$ 9,391.62	\$ 65,741.34						
Expenses	\$ 12,616.75	\$ 7,741.00	\$ 7,741.00	\$ 7,741.00	\$ 7,741.00 \$ 7,741.00	\$ 7,741.00	\$ 59,062.75						
Sales Tax (8.25%)	\$ 5,971.25	\$ 24,318.46	\$ 26,715.16	\$ 30,615.87	\$ 12,311.98 \$ 33,661.49	\$ 40,525.00	\$ 174,119.21						
Total operating expenses	\$ 73,635.05	\$ 83,092.57	\$ 81,475.23	\$ 87,361.80	\$ 67,543.68 \$ 88,878.86	\$ 98,227.94	\$ 580,215.13						
Income from operations	\$ (37,425.87)	\$ 69,847.48	\$ 77,622.87	\$ 96,715.11	\$ 5,974.73 \$113,471.7	4 \$ 145,303.72	\$ 471,509.78						
Depreciation	\$ 392.07	\$ (392.07)	\$ (392.07)	\$ (392.07)	\$ (392.07) \$ (392.07)	(392.07)							
Net income before taxes	\$ (37,817.94)	\$ 69,455.41	\$ 77,230.80	\$ 96,323.04	\$ 5,582.66 \$ 113,079.6	7 \$ 144,911.65	\$ 468,765.28						
Corporate income tax	\$ -	\$ -	\$ -	s -	\$ - \$ -	s -							
Net income after taxes	\$ (37,817.94)	\$ 69,455.41	\$ 77,230.80	\$ 96,323.04	\$ 5,582.66 \$ 113,079.6	7 \$ 144,911.65	\$ 468,765.28						

In the first quarter of operation, Ithir's Profit and Loss statement include actual numbers from the months of October to December of 2022. The Accounting Department measures expenses and sales on a monthly basis. In October 2022, Ithir had a loss of \$37,817.94, as the only income came from the out-of-network contract. At this time, the company's website had not yet launched and the operating expenses and asset acquisition costs exceeded the profit from the bags. However, Ithir's first tradeshow was held on November 7th, and the launch of the website on November 1st generated the company's first revenue from direct customers which resulted in a 306% increase in gross revenue from October.

Ithir's monthly out-of-network contract increases stability in the company by covering 95% of the payroll, which consists of consistent salaries with no bonuses. Ithir's expenses are mainly made up of salaries and COGS. Total operating expenses average \$69,434.37 per month. Total operating costs are listed in the table and include all expenses except for COGS. Ithir's returned items/shipping expenses are deducted from the total revenue which is about 0.005% of the company's gross revenue each month. While all Virtual Enterprise sales are hypothetical, the accounting team felt it was necessary to include returned items to mirror a real-world company. The company's net income increased every month and Ithir looks forward to carrying this momentum into January. Ithir currently does not pay corporate taxes on income in the first year of operation due to the benefits of filing as an S Corporation. Fixed Asset depreciation is taken out every month from Ithir's net income as also reflected in the balance sheet. In total, Ithir projects \$2,102,157.21 in gross revenue by the end of April and a stable net of \$468,765.28.

SALES PROJECTIONS



Ithir projects total sales revenue of \$2,102,157.21 for the period from October 2022 to April 2023. As shown in *Figure 13*, trade shows create the majority of Ithir's sales at 54.3%, while contracted sales outperform online sales. In order to diversify its sales channels, Ithir plans to increase its online campaigns and maintain its strong relationship with the Boys and Girls Club. The Accounting Department calculated the company's sales projections by examining Virtual Enterprise data collected on the VE Market Insights as well as knowledge gained from prior VE years. In November, Ithir exceeded projections by a staggering 121% as shown in the green line on the Actual Revenue/Proj. (Figure 14). This currently illustrates the revenue made from October through December while months forward are Ithir's current projections. Following this trend, the Accounting Department assumed to see a 35% increase in revenue in December as shown in blue. Based on December's actual performance in sales, the Accounting Department created a more organized sales projection using the 10% increase in revenue experienced from November to December to project a 15% increase in January's revenue to account for the larger state trade show and additional online advertising. Ithir's current projections are shown for the months of January through April, refer to Figures 14 and 15. In February, Ithir is expected to see a decrease in sales due to the absence of a trade show. The company is conservative in its projections; however, Ithir is hopeful that a month-long Valentine's Day social media campaign, which will feature various sales and bundle deals on its website and will be heavily promoted on social media platforms such as Instagram and Google ads, will help boost online sales and compensate for the decrease. In March, Ithir aims for a major increase of 170% in revenue from February through the Los Angeles trade show. April's projections are more ambitious, with a 20% increase in revenue. This is due to the National Trade Show in New York City, which Ithir expects will bring in significant traffic and national recognition. April is expected to be the company's month of breakeven at \$1,958,128.80, bringing the total gross revenue from October to November to approximately \$2,102,157.21.



CASH BUDGET

Figure 16

Cash Flow														
Actual for October-December, Projected January-April														
	Actual		Actual		Actual		Projected		Projected	Projected	Projected		TOTAL	
	Oc	October		November		December		uary	February	March	April			
Beginning Balance	S	-	\$:	106,328.23	\$	182,949.57	\$	238,321.57	\$ 336,867.08	\$323,923.70	\$	456,524.77		
Cash Flows from Operating														
Inflows														
Cash Revenues	\$	72,378.78	\$ 2	294,769.24	\$	323,820.13	\$	371,101.47	\$ 150,706.45	\$408,018.01	\$	491,212.08		
Returned Items+Discounts	\$	-	\$	(1,111.93)	\$	(1,616.44)	\$	(1,493.61)	\$ (384.29)	\$ (1,678.20)	\$	(2,094.17)		
Outflows														
Advertising/Promotion	\$	(15,000.00)	\$	(11,000.00)	\$	(7,000.00)	\$	(9,000.00)	\$ (7,500.00)	\$ (7,500.00)	\$	(10,000.00)	\$	(67,000.00)
Total Insurance	\$	(555.00)	\$	(555.00)	\$	(555.00)	\$	(555.00)	\$ (555.00)	\$ (555.00)	\$	(555.00)	\$	(3,885.00)
Loan Interest (8.25%)	\$	(1,031.25)	\$	(1,017.31)	\$	(1,003.27)	\$	(989.13)	\$ (974.90)	\$ (960.57)	\$	(946.14)	\$	(6,922.57)
Payroll	\$	(29,069.18)	\$	(29,069.18)	\$	(29,069.18)	\$	(29,069.18)	\$(29,069.18)	\$ (29,069.18)	\$	(29,069.18)	\$	(203,484.26)
Payroll Taxes	\$	(9,391.62)	\$	(9,391.62)	\$	(9,391.62)	\$	(9,391.62)	\$ (9,391.62)	\$ (9,391.62)	\$	(9,391.62)	\$	(65,741.34)
Expenses	\$	(12,616.75)	\$	(7,741.00)	\$	(7,741.00)	\$	(7,741.00)	\$ (7,741.00)	\$ (7,741.00)	\$	(7,741.00)	\$	(59,062.75)
Sales Tax (8.25%)			\$	(5,971.25)	\$	(22,142.68)	\$	(26,715.16)	\$(30,615.87)	\$ (12,433.28)	\$	(33,661.49)	\$	(131,539.73)
Net Cash from Operating	\$	4,714.98	\$ 2	228,911.95	\$	245,300.94	\$	286,146.77	\$ 64,474.59	\$338,689.16	\$	397,753.48	\$	1,565,991.87
Cash Flows From Investing														
Outflows														
Purchase of fixed assets	\$	(23,524.00)												
Purchase of Inventory	\$	(42,834.56)	\$ (150,248.48)	\$	(187,872.77)	\$	(185,530.95)	\$(75,333.43)	\$ (203,989.22	\$	(245,586.25)		
Net Cash from Investing	\$	(66,358.56)	\$ (150,248.48)	\$	(187,872.77)	\$	(185,530.95)	\$(75,333.43)	\$ (203,989.22	\$	(245,586.25)		
Cash Flows from Financing														
Inflows														
Business Loan	\$	150,000.00												
Seed Money	\$	20,000.00												
Outflows														
Loan Principal Payment	\$	(2,028.19)	\$	(2,042.13)	\$	(2,056.17)	\$	(2,070.31)	\$ (2,084.54)	\$ (2,098.87)	\$	(1,624.50)		
Net Cash from Financing	\$	167,971.81	\$	(2,042.13)	\$	(2,056.17)	\$	(2,070.31)	\$ (2,084.54)	\$ (2,098.87)	\$	(1,624.50)		
Ending Cash Balance	S	106,328.23	\$	182,949.57	S	238,321.57	\$	336,867.08	\$ 323,923.70	\$456,524.77	\$	607,067.50	\$	2,251,982.42
Net Increase or Decrease in Casl	\$	106,328.23	\$	55,372.00	\$	98,545.51	\$	98,545.51	\$(12,943.38)	\$132,601.07	\$	150,542.73	\$	628,991.67

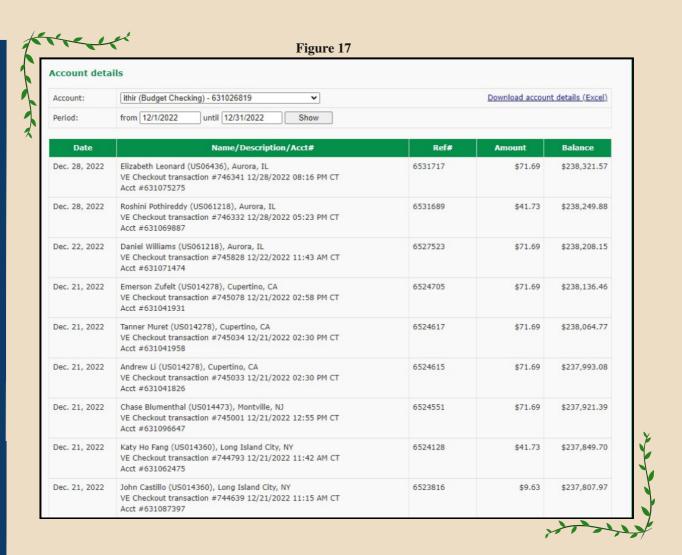
The cash budget provides a detailed report of Ithir's cash flow from October to December, as well as projected numbers for January through April. April's ending cash balance is predicted to be \$607,067.50.

The accounting team projects the cash balance to continue growing, with an average growth rate of 28% per month from January to April. However, the company's cash balance saw a dramatic increase from October to November, with a 72% increase, but only a 30% increase from November to December. The exponential growth from October to November is due to October's revenue is derived only from the out-of-network contract. Ithir expects more linear growth going forward. Our inventory expense displayed in our profit and loss statement is different from that of our cash budget because in our cash budget, we account for the purchase of inventory for that month plus 10% of next month's projected inventory as explained in the balance sheet. In 2023, Ithir plans to possibly purchase additional machinery to keep up with the growing company demand and reduce interest rates by increasing loan payments with this cash. This opens the door to possible retail deals so Ithir can produce the bags needed for retail orders. Stores such as Nordstrom, REI, SSENSE, and Farfetch just to name a few, are all companies Ithir would be interested in working in and believe they represent the demographic Ithir targets. This will also allow the company to expand its product line to include in-trend items such as purses, as mentioned in the overview. Along with more retail deals, buying more machinery could also open Ithir to larger contracts similar to the Boys and Girls Club. Ithir's high cash balance at the end of the first operating quarter suggests that the company has enough funds to cover expenses, maintain profitability, and potentially expand its operations.

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ENDING BANK BALANCE AS OF DECEMBER 31ST



As of December 31st, Ithir's ending cash balance aligns with both the cash flow and balance sheet, indicating the accuracy of the company's financial statements.





OUT-OF-NETWORK CONTRACT



This legal document is an official agreement between Boys and Girls Club of Bakersfield and Ithir. The terms of this legal document will be in effect as of October 1, 2022 and will be reviewed prior to its expiration date of April 30, 2023.

Terms and Agreements

Ithir consents to provide Boys and Girls Club of Bakersfield with baggage monthly for the return price of \$72,378.78. Ithir will provide the product transportation for Boys and Girls Club of Bakersfield

Terms of Payment

Ithir consents to provide Boys and Girls Club of Bakersfield with \$72,378.78 worth of goods and services stated above. In return, Boys and Girls Club of Bakersfield will make a monthly payment of \$72,378.78 for the goods and services provided.

Terms of Contract

This agreement will be renewed yearly. If during review either party decides they no longer wish to comply with the agreed upon terms of the sales contract, the terms will either be renegotiated or terminated.

These terms above have been reviewed by the representatives of the two companies and they consent to this contract as of October 1, 2022.

Marc Caputo

Events Coordinator

Marc Capito

Boys and Girls Club of Bakersfield

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Cade Nahama

CEO

Ithir

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REFRENCES

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