

Mario's Pasticceria 2024 Financial Summary

Financial Performance

- Gross Sales: \$729,947.76
- Cost of Goods Sold (COGS): \$167,198.92
- Gross Profit: \$562,748.84 (77.1% margin)

Expenses

- **Total Payroll/Wages:** \$223,392.71 (inclusive of taxes and fees)
 - Owners' Salaries: \$144,592.78 (Anthony: \$94,848.18, Gabriella: \$49,744.60)
 - Other Employees (Base Wages): \$65,391.91
 - Employer Liability (Included in Total): \$13,408.02
- **Utilities:** \$20,786.33
 - Electric: \$12,243
 - Gas: \$3,586
 - Water: \$340
 - Waste: \$3,418
 - Optimum (Internet/Phone): \$1,200
- **Rent:** \$27,297.96
- **Liability Insurance:** \$2,364.43
- **Health Insurance:** \$21,711.12
- **Car Payment:** \$5,000
- **Total Expenses:** \$285,213.02

Profitability

- **Net Income (Before Add-Backs):** \$277,535.82 (38.0% margin)
- **Add-Backs:** \$171,303.90
 - Owners' Salaries: \$144,592.78 (Anthony: \$94,848.18, Gabriella: \$49,744.60)
 - Health Insurance: \$21,711.12
 - Car Payment: \$5,000
- **SDE (Seller's Discretionary Earnings):** \$448,839.72 (61.5% margin)

Valuation

- **Asking Price:** \$750,000
- **SDE Multiple:** 1.67x (below NY bakery average of 2.0x-2.5x)