

# Hotels By Day

## Profit and Loss

January - April, 2021

	TOTAL
Income	
4300 Service Income	
4310 Services- Direct from Hotel	50,236.04
4320 Services-Online	129,954.17
<b>Total 4300 Service Income</b>	<b>180,190.21</b>
<b>Total Income</b>	<b>\$180,190.21</b>
Cost of Goods Sold	
5010 Cost of Goods Sold	77,070.95
5480 Merchant Processing Fees	4,999.63
<b>Total Cost of Goods Sold</b>	<b>\$82,070.58</b>
<b>GROSS PROFIT</b>	<b>\$98,119.63</b>
Expenses	
6400 Professional Fees	13,296.56
6410 Accounting	3,042.86
6420 Legal Fees	478.00
6450 Technology Contractors	31,142.50
6470 Recruiting and HR	14,193.08
6480 Revenue Share and Commissions	45.00
<b>Total 6400 Professional Fees</b>	<b>62,198.00</b>
6500 Advertising & Marketing	
6510 Marketing Agency	6,675.63
6512 Marketing Contractors	6,700.00
6515 Public Relations Services	3,000.00
6540 Copy Writing	1,892.34
6550 TV, Press, Radio, Physical Ad & Media Spend	400.00
6555 SEM, Online Presence & Media Spend	30,000.00
6575 Promos	118.39
6590 Gifts - Marketing	899.03
Sponsoring	300.00
<b>Total 6500 Advertising &amp; Marketing</b>	<b>49,985.39</b>
6800 Company and Team Development	
6820 Ground Transportation	199.04
6830 Lodging	78.42
6840 Meals & Entertainment	178.16
<b>Total 6800 Company and Team Development</b>	<b>455.62</b>
7000 Occupancy Expenses	
7010 Rent	4,224.88
7030 Utilities	686.84
7040 Phone & Internet	524.67
<b>Total 7000 Occupancy Expenses</b>	<b>5,436.39</b>

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	TOTAL
7100 Infrastructure & Regular Services	1,500.00
7110 Software & Cloud Subscriptions	12,639.09
<b>Total 7100 Infrastructure &amp; Regular Services</b>	<b>14,139.09</b>
7200 Shipping & Delivery Expense	46.27
7500 Bank Charges & Fees	837.39
<b>Total Expenses</b>	<b>\$133,098.15</b>
NET OPERATING INCOME	<b>\$ -34,978.52</b>
Other Expenses	
9210 Interest Paid	3,095.03
9500 Taxes & Licenses	175.00
<b>Total Other Expenses</b>	<b>\$3,270.03</b>
NET OTHER INCOME	<b>\$ -3,270.03</b>
NET INCOME	<b>\$ -38,248.55</b>