

Management Report

Nadine West

For the period ended December 31, 2018



Prepared on

December 6, 2019

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Balance Sheet

As of December 31, 2018

	Total
ASSETS	
Current Assets	
Bank Accounts	
Bill.com Money Out Clearing	31,409.40
Comerica Checking(6436)	246,158.33
Comerica CheckingSavings(3803)	14,654.41
Comerica Savings(6445)	110,130.52
Total Bank Accounts	402,352.66
Other Current Assets	
Deposit Paid	14,000.00
Inventory Asset	1,393,386.35
Prepaid Expenses	4,166.87
Total Other Current Assets	1,411,553.22
Total Current Assets	1,813,905.88
TOTAL ASSETS	\$1,813,905.88
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	629,188.03
Total Accounts Payable	629,188.03
Credit Cards	
Credit Cards	0.00
Amex (1002)	311,534.68
Amex (21008)	48,335.97
Chase CC 7144	97,906.95
Chase Southwest Credit Card(7183)	62,584.90
Chase M.Cruz (0991)	2,393.54
Total Chase Southwest Credit Card(7183)	64,978.44
Total Credit Cards	522,756.04
Total Credit Cards	522,756.04
Other Current Liabilities	
Able Lending Loan 3	114,693.51
Sales Tax Payable	11,029.96
Total Other Current Liabilities	125,723.47
Total Current Liabilities	1,277,667.54
Total Liabilities	1,277,667.54
Equity	
Inventory Investment	5,000.00
Retained Earnings	-381,045.49
Round 1 Equity	56,315.07

	Total
Round 2 Equity	73,649.32
Round 3 Equity	165,139.95
Seed Series	1,471,521.94
Net Income	-854,342.45
Total Equity	536,238.34
TOTAL LIABILITIES AND EQUITY	\$1,813,905.88

Profit and Loss

January - December 2018

	Total
INCOME	
Sales	15,331,910.71
Sales Returns	-1,459,777.06
Total Income	13,872,133.65
COST OF GOODS SOLD	
Cost of Goods Sold	2,648,495.08
Credit Card Processing Fee	462,233.21
Freight & delivery - COGS	
DHL	1,855,316.14
Endica	1,898,555.20
Newgistics	143,154.84
Shipping - Inventory Orders	99,469.53
USPS (deleted)	716.05
Total Freight & delivery - COGS	3,997,211.76
Lost or Stolen Merchandise	446,748.33
Packaging Supplies	515,941.34
Sales Tax	85,404.08
Supplies & Materials - COGS, inventory (deleted)	5,506.10
Total Cost of Goods Sold	8,161,539.90
GROSS PROFIT	5,710,593.75
EXPENSES	
Dues & Subscriptions	148.82
General & Administration	
Bank Charges	2,188.89
Foreign Transaction Fee	72.25
Total Bank Charges	2,261.14
Hardware Expense	15,060.52
Insurance	6,967.73
Inventory Samples	1,066.28
Office Expenses	14,067.93
Employee Welfare	6,638.00
Office Supplies	1,424.72
Total Office Expenses	22,130.65
Postage and Delivery	26.00
Non-COGS Postage	4,296.90
UPS (deleted)	967.36
Total Postage and Delivery	5,290.26
Professional Services	2,500.00
Accounting	15,496.37
Contractors	3,974.00
Legal	26,913.52
Total Professional Services	48,883.89

	Total
Recruiting Fees	18,393.51
Rent Expense	138,249.80
Software & Web Services	55,660.97
Stationery & Printing	4,071.77
Taxes & Licenses	572.50
Travel	13,491.24
Meals and Entertainment	5,914.76
Total Travel	19,406.00
Utilities	32,847.44
Warehouse Supplies	150,498.49
Total General & Administration	521,360.95
Insurance - Liability	826.43
Marketing & Advertising	303,435.07
Adroll	9,774.00
Adwords	184,498.49
Affiliate Commissions	401.12
Facebook	2,887,735.04
Marketing Software	15,609.40
Other Marketing	68,330.80
pinterest	250.15
Postable	16.00
ShareASale	53,200.00
Twilio	7,040.27
Total Marketing & Advertising	3,530,290.34
Payroll Expenses	
Benefits	80,963.06
Payroll Processing Fees	13,766.81
Payroll Taxes	185,980.02
Wages	0.00
Corporate	104,185.05
Contract Labor	304,121.51
Employees	135,592.96
Total Corporate	543,899.52
Customer Service	
Contract Labor (Upwork & Check)	120,441.35
Total Customer Service	120,441.35
Styling	
Contract Labor	100,290.63
Total Styling	100,290.63
Warehouse	222,387.35
Contract Labor	342,733.55
Employees	880,216.68
Total Warehouse	1,445,337.58
Total Wages	2,209,969.08

	Total
Total Payroll Expenses	2,490,678.97
Promotional	379.40
Repair & Maintenance	1,055.56
Total Expenses	6,544,740.47
NET OPERATING INCOME	-834,146.72
OTHER INCOME	
Interest Earned	150.40
Total Other Income	150.40
OTHER EXPENSES	
Interest Expense	
Interest Paid - Able Loan 3	17,714.41
Total Interest Expense	17,714.41
Loan Fees	2,631.72
Total Other Expenses	20,346.13
NET OTHER INCOME	-20,195.73
NET INCOME	\$ -854,342.45

Statement of Cash Flows

January - December 2018

	Total
OPERATING ACTIVITIES	
Net Income	-854,342.45
Adjustments to reconcile Net Income to Net Cash provided by operations:	
Deposit Paid	-14,000.00
Inventory Asset	-1,107,022.03
Prepaid Expenses	2,631.72
Accounts Payable	629,188.03
Credit Cards:Amex (1002)	227,997.34
Credit Cards:Amex (21008)	48,335.97
Credit Cards:Chase CC 7144	97,906.95
Credit Cards:Chase Southwest Credit Card(7183)	1,703.80
Credit Cards:Chase Southwest Credit Card(7183):Chase M.Cruz (0991)	2,393.54
Able Lending Loan 3	-57,284.51
Sales Tax Payable	11,029.96
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	-157,119.23
Net cash provided by operating activities	-1,011,461.68
FINANCING ACTIVITIES	
Seed Series	725,006.89
Net cash provided by financing activities	725,006.89
NET CASH INCREASE FOR PERIOD	-286,454.79
Cash at beginning of period	688,807.45
CASH AT END OF PERIOD	\$402,352.66