	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024				
Income	January	Febraury				une Jul			September		December	Total			
Sales										\$430.16	\$3,764.99	\$4,195.15			
Refunds												\$0.00			
Total Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$430.16	\$3,764.99	\$4,195.15			
						•	•			,	,	, ,			
	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025				
Cost of Goods	January	Febraury				une Jul			September		December	Total			
Product Costs + Shipping							· ·			\$77.47	\$566.87	\$644.34			
Gross Profit	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$352.69	\$3,198.12	\$3,550.81			
0.0331.10110	\$6.00	40.00	\$0.00	\$5.55	\$0.00	40.00	40.00	40.00	40.00	\$332.03	\$5,150.12	φομουσιοι			
	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024				
Expenses	January	Febraury				une Jul					December	Total			
TikTok	January	- coraci y	- arcii	- Арг II	ay	ane Ju	, ,	agust .	oepternber .	November	Describer	\$0.00			
Google												\$0.00			
Facebook										\$212.52	\$1,430.68	\$1,643.20			
Snapchat										\$21Z.5Z	\$1,45U.08	\$0.00			
Snapcnat Pinterest												\$0.00			
												\$0.00			
Processing Fees															
Content Costs												\$0.00			
Shopify Bill										free shopify trial	free shopity trial	\$0.00		(\$) \ (\$)	
(Klaviyo, TripleWhale)												\$0.00			
3rd Party Softwares												\$0.00			
Virtual Assistant(s)												\$0.00			
checkout champ crm											\$500.00	\$500.00			
Disputes & Chargebacks												\$0.00	— <i>V</i> L I		
ADD MORE ROWS IF NEEDED											4	\$0.00			
Total Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$212.52	\$1,930.68	\$2,143.20		BROK	
Profit	January	Febraury	March	April	May J	une Jul	by A	lugust :	September	November	December	Total Net Profit			
Net Profit	\$0.00					\$0.00	\$0.00	\$0.00	\$0.00	\$140.17	\$1,267.44	\$1,407.61			
HET FIORE	\$0.00	\$0.00	30.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$140.17	\$1,207.44	\$1,407.01			
Total Spent Per Traffic Source	41.517.00									<u> </u>	-1.				
Facebook	\$1,643.20									 Faceboo 	JA				
Google Adwords	\$0.00 \$0.00														
Tiktok															
Snapchat	\$0.00														
Pinterest	\$0.00														
									\ \						
									1						

	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025		
ncome									September Oc		lovember De		Total	
Sales	\$3,684.40	\$1,027.10	\$342.75	\$18,486.65	\$40,850.80	\$22,048.73	\$14,835.04	\$10,040.87					\$111,316.34	
Refunds/ dispuites	\$110.52	\$49.97		\$672.41	\$1.583.94	\$872.18	\$732.87	\$334.59					\$4,356.48	
Total Income	\$3,573.88	\$977.13	\$342.75	\$17.814.24	\$39.266.86	\$21,176.55	\$14,102.17	\$9,706.28	\$0.00	\$0.00	\$0.00	\$0.00	\$106,959.86	
otal meome	45,575.00	4577115	45-12.75	417,014124	455,200.00	421,170.00	\$1-4,10Z.117	45,700.20	40.00	40.00	40.00	40.00	\$100,555.00	
	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025	2025		
Cost of Goods	January	Febraury !	March	April	May :	June :	July #	August S	September Oc	tober N	lovember De	ecember	Total	
Product Costs + Shipping	\$552.66	\$148.92	\$51.41	\$2,972.90	\$6,874.39	\$3,527.79	\$2,435.47	\$1,070.53					\$17,634.07	
Gross Profit	\$3,021.22	\$828.21	\$291.34	\$14,841.34	\$32,392.47	\$17,648.76	\$11,666.70	\$8,635.75	\$0.00	\$0.00	\$0.00	\$0.00	\$89,325.79	
	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024		
xpenses	January I	Febraury 1	March	April	May :	June :	July #	August S	September Oc	tober N	lovember De	ecember	Total	
ïkTok													\$0.00	
Google													\$0.00	
acebook	\$1,289.43	\$452.28		\$9,723.20	\$15,931.81	\$6,272.24							\$33,668.96	
napchat													\$0.00	
interest													\$0.00	
Processing Fees	\$68.24	\$15.40	\$5.14	\$277.29	\$712.75	\$530.72	\$422.52	\$502.73					\$2,534.79	
Content Costs													\$0.00	
Shopify Bill	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00					\$280.00	
Klaviyo, TripleWhale)													\$0.00	
heckoutchamp CRM	\$500.00	\$500.00	\$500.00	\$684.86	\$708.50	\$520.48	\$448.35	\$466.90					\$4,329.09	
/irtual Assistant(s)													\$0.00	
All dog Donations					\$4,500.00	\$3,500.00	\$3,200.00						\$11,200.00	
hargebacks/ chargeback FEE	\$70.00	\$35.00		\$350.00	\$420.00	\$440.79	\$372.44	\$588.34					\$0.00	
ADD MORE ROWS IF NEEDED*													\$0.00	BROKER
Total Expenses	\$1,962.67	\$1,037.68	\$540.14	\$11,070.35	\$22,308.06	\$11,299.23	\$4,478.31	\$1,592.97	\$0.00	\$0.00	\$0.00	\$0.00	\$54,289.41	
					4500									
Profit												ecember	Total Net Profit	
let Profit	\$1,058.55	-\$209.47	-\$248.80	\$3,770.99	\$10,084.41	\$6,349.53	\$7,188.39	\$7,042.78	\$0.00	\$0.00	\$0.00	\$0.00	\$35,036.38	
otal Spent Per Traffic Source														
acebook	\$33,668.96									Fac	cebook			
Google Adwords	\$0.00													
iktok	\$0.00													
napchat	\$0.00													
Pinterest	\$0.00													
	Ţ3.00													
								_						