



**ECONOMICO Y**

***EFICADORA DE AGUA***

**DO A PASO PARA**

**APLICATIVO**

***DO POR:***

41132

35069

41212



# FAST WATER

## CONTENIDO ESTUDIO ECONOMICO Y FINANCIERO

PROYECCIONES

DATOS

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PRESUPUESTO CIF

PRESUPUESTO GASTOS ADMINISTRATIVOS

BALANCE

ESTADO DE RESULTADOS

FLUJO DE CAJA

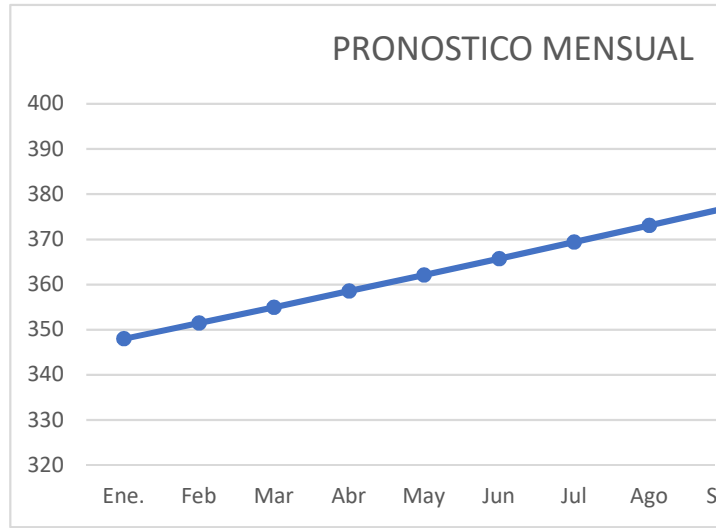
FLUJO DE EFECTIVO

INDICADORES DE LIQUIDEZ



| Proyeccion poblacion bogotana |           |           |           |           |
|-------------------------------|-----------|-----------|-----------|-----------|
| 2017                          | 2018      | 2019      | 2020      | 2021      |
| 8,080,734                     | 8,181,047 | 8,281,030 | 8,380,801 | 8,380,801 |
| <b>Crecimiento</b>            | 1%        | 1%        | 1%        | 1%        |

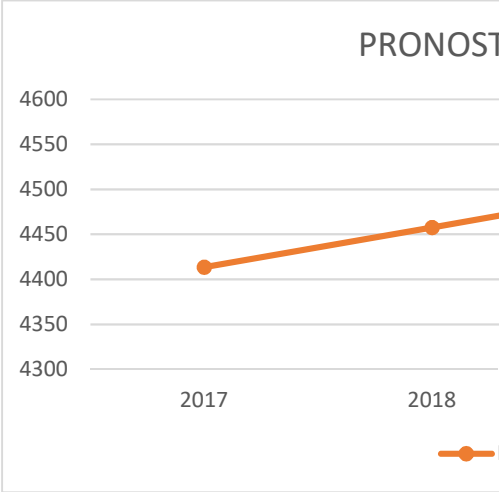
| Periodo (mensual) | Pronostico  |
|-------------------|-------------|
| Ene.              | 360         |
| Feb               | 364         |
| Mar               | 367         |
| Abr               | 371         |
| May               | 375         |
| Jun               | 378         |
| Jul               | 382         |
| Ago               | 386         |
| Sep               | 390         |
| Oct               | 394         |
| Nov               | 398         |
| Dic               | 402         |
| <b>total</b>      | <b>4566</b> |



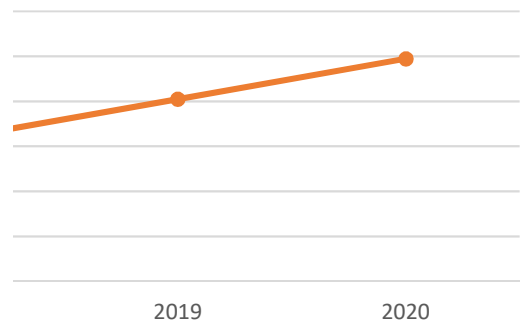
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| Periodo (anual) | Pronostico |
|-----------------|------------|
| 2017            | 4566       |
| 2018            | 4611       |
| 2019            | 4657       |
| 2020            | 4704       |
| 2021            | 4,751      |



## ΓΙΚΟ ΑΝΥΑΛ



Pronostico



**DATOS**

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| PRODUCTO               | CANTIDAD | PRECIO    |
|------------------------|----------|-----------|
| Botella filtro de agua | 360      | \$ 57,000 |

| POLITICA DE CRECIMIENTO - PROYECCION |    |
|--------------------------------------|----|
| AÑO 2018                             | 1% |
| AÑO 2019                             | 1% |
| AÑO 2020                             | 1% |
| ANO 2021                             | 1% |

| MATERIA PRIMA        |             |                  |                     |
|----------------------|-------------|------------------|---------------------|
| INSUMO O MP          | CANTIDADES  | COSTO UNIT.      | COSTO TOTAL         |
| Lamina De Filtro     | 3           | \$ 22,000        | \$ 66,000           |
| Botella              | 360         | \$ 6,000.00      | \$ 2,160,000        |
| Adhesivo             | 360         | \$ 410.00        | \$ 147,600          |
| Caja de presentacion | 360         | \$ 1,530.00      | \$ 550,800          |
| <b>TOTAL</b>         | <b>1083</b> | <b>\$ 29,940</b> | <b>\$ 2,924,400</b> |

**RENTABILIDAD ESPERADA**

|   |        |
|---|--------|
| <b>TASA DE OPORTUNIDAD DE EVALUACION DEL PROYECTO</b> | 25.00% |
|---|--------|

| Arrendamiento AÑO 2017 |
|------------------------|
| \$ 10,800,000          |

| AUM      |
|----------|
| AÑO 2018 |
| AÑO 2019 |
| AÑO 2020 |
| ANO 2021 |

|                  |
|------------------|
| SERVICIOS PUBLIC |
| SERVICIOS PUBLIC |
| SERVICIOS PUBLIC |
| SERVICIOS PUBLIC |
| SERVICIOS PUBLIC |
| SERVICIOS PUBLIC |

| MAN      |
|----------|
| MENSUAL  |
| AÑO 2017 |
| AÑO 2018 |
| AÑO 2019 |
| AÑO 2020 |
| AÑO 2021 |

|              |
|--------------|
| LISTA DE EST |
|--------------|

| <b>PORCENTAJE DE AUMENTO DE GASTOS</b> |  |
|--|--|
| <b>Arrendamiento AÑO 2018</b>          | <b>Salarios administrativos y comerciales AÑO 2018</b> |
| 5.57%                                  | 7.00%  |
| <b>Arrendamiento AÑO 2019</b>          | <b>Salarios administrativos y comerciales AÑO 2019</b> |
| 5.75%                                  | 7.00%  |
| <b>Arrendamiento AÑO 2020</b>          | <b>Salarios administrativos y comerciales AÑO 2020</b> |
| 5.75%                                  | 7.00%  |
| <b>Arrendamiento AÑO 2021</b>          | <b>Salarios administrativos y comerciales AÑO 2021</b> |
| 5.75%                                  | 7.00%  |

| <b>Arrendamiento AÑO 2018</b> |                  |
|-------------------------------|------------------|
| 5.57%                         | \$ 11,401,560.00 |
| <b>Arrendamiento AÑO 2019</b> |                  |
| 5.75%                         | \$ 12,057,149.70 |
| <b>Arrendamiento AÑO 2020</b> |                  |
| 5.75%                         | \$ 12,750,435.81 |
| <b>Arrendamiento AÑO 2021</b> |                  |
| 5.75%                         | \$ 13,483,585.87 |

|                                      |
|--------------------------------------|
| DESCRIPCIÓN                          |
| Estrategia de Comercio               |
| Estrategia de Distribución           |
| Estrategia de Precios (Benchmarking) |
| Estrategia de Promoción              |

|                    |
|--------------------|
| SU CAPITAL MINIMOS |
| CAPITAL PROPIO     |
| PRESTAMO           |
| PLAZO (EN MESES)   |
| TASA               |

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| AUMENTO DE COSTO ANUAL |       |
|------------------------|-------|
|                        | 1%    |
|                        | 1.50% |
|                        | 2%    |
|                        | 2.50% |

| AUMENTO DE PRECIO ANUAL |  |
|-------------------------|--|
| AÑO 2018                |  |
| AÑO 2019                |  |
| AÑO 2020                |  |
| AÑO 2021                |  |

| SERVICIOS PUBLICOS |              |
|--------------------|--------------|
| COSTOS MENSUAL     | \$ 410,000   |
| COSTOS ANUAL       | \$ 4,920,000 |
| COSTOS 2018        | \$ 4,929,840 |
| COSTOS 2019        | \$ 4,944,630 |
| COSTOS 2020        | \$ 4,969,353 |
| COSTOS 2021        | \$ 4,999,169 |

| AUMENTO DE COSTOS SERVICIOS |  |
|-----------------------------|--|
| AÑO 2018                    |  |
| AÑO 2019                    |  |
| AÑO 2020                    |  |
| AÑO 2021                    |  |

| MANTENIMIENTO DE EQUIPOS |              |
|--------------------------|--------------|
|                          | \$ 98,000    |
|                          | \$ 1,176,000 |
|                          | \$ 1,184,820 |
|                          | \$ 1,196,668 |
|                          | \$ 1,214,618 |
|                          | \$ 1,235,874 |

| AUMENTO DE MANTENIMIENTO EQUIPOS |  |
|----------------------------------|--|
| AÑO 2018                         |  |
| AÑO 2019                         |  |
| AÑO 2020                         |  |
| AÑO 2021                         |  |

| INCREMENTO ANUAL                  |       |       |       |
|-----------------------------------|-------|-------|-------|
| ESTRATEGIAS (gastos de marketing) | AÑO 1 | AÑO 2 | AÑO 3 |

| PCCION       | VALOR            | 1%               | 1%               | 1%               |
|--------------|------------------|------------------|------------------|------------------|
| Comunicacion | \$ 6,200,000.00  | \$ 6,262,000.00  | \$ 6,324,620.00  | \$ 6,387,866.20  |
| Contribucion | \$ 1,260,000.00  | \$ 1,272,600.00  | \$ 1,285,326.00  | \$ 1,298,179.26  |
| Costo        | \$ 1,500,000.00  | \$ 1,515,000.00  | \$ 1,530,150.00  | \$ 1,545,451.50  |
| Provision    | \$ 4,000,000.00  | \$ 4,040,000.00  | \$ 4,080,400.00  | \$ 4,121,204.00  |
| Total        | \$ 12,960,000.00 | \$ 13,089,600.00 | \$ 13,220,496.00 | \$ 13,352,700.96 |

|                |               |
|----------------|---------------|
| MNO A INVERTIR | \$ 81,875,100 |
|                | \$ 36,875,100 |
|                | \$ 45,000,000 |
| )              | 48            |
|                | 2.8%          |

TEM

[TENIDO](#)

|            |
|------------|
| <b>JAL</b> |
| 1.5%       |
| 2.00%      |
| 2.5%       |
| 3%         |

|               |
|---------------|
| <b>CIOS P</b> |
| 0.20%         |
| 0.30%         |
| 0.50%         |
| 0.60%         |

|       |
|-------|
|       |
| 0.75% |
| 1.0%  |
| 1.50% |
| 1.8%  |

|              |
|--------------|
|              |
| <b>AÑO 4</b> |

| <b>Gastos Admisnistrativos</b> |          |                |               |
|--------------------------------|----------|----------------|---------------|
| GASTO                          | CANTIDAD | VALOR UNITARIO | VALOR TOTAL   |
| FACTURAS                       | 1        | \$ 48,000.00   | \$ 48,000.00  |
| RESMAS DE PAPEL                | 3        | \$ 7,000.00    | \$ 21,000.00  |
| TONNER                         | 2        | \$ 120,000.00  | \$ 240,000.00 |
| KIT PAPELERIA                  | 1        | \$ 30,000.00   | \$ 40,000.00  |
| Total                          |          |                | \$ 349,000.00 |
| TOTAL ANUAL                    |          |                | \$ 698,000.00 |

| <b>AUMENTO DE GASTOS ADMINISTRATIVOS</b> |       |               |
|--|-------|---------------|
| AÑO 2018                                 | 0.05% | \$ 698,349.00 |
| AÑO 2019                                 | 0.08% | \$ 698,872.76 |
| AÑO 2020                                 | 0.09% | \$ 699,501.75 |
| ANO 2021                                 | 0.10% | \$ 700,201.25 |

|                         |
|-------------------------|
| <b>1%</b>               |
| \$ 6,451,744.86         |
| \$ 1,311,161.05         |
| \$ 1,560,906.02         |
| \$ 4,162,416.04         |
| <b>\$ 13,486,227.97</b> |

|                                 |              |
|---------------------------------|--------------|
| UNIDADES POR VENDER PRMER MES   | 348          |
| COSTO VARIABLE UNITARIO M.P.    | \$ 12,527    |
| COSTO VARIABLE UNITARIO M.O.    | \$ 14,453    |
| COSTO VARIABLE UNITARIO CIF     | \$ 1,153,378 |
| COSTOS FIJOS UNITARIOS          | \$ 6,300,000 |
| MARGEN DE CONTRIBUCION UNITARIO | 30%          |

|                 |                              |
|-----------------|------------------------------|
| PRECIO DE VENTA | COSTOS TOTALES + GASTOS FINA |
|                 | CANTID                       |
| PRECIO DE VENTA | ( \$ 53.561.851              |
| \$ 35,411       |                              |

|                        |    |           |
|------------------------|----|-----------|
| COSTOS VARIABLES       | \$ | 1,180,357 |
| COSTOS FIJOS UNITARIOS | \$ | 6,300,000 |
| COSTOS TOTALES         | \$ | 7,480,357 |
| GASTOS FINANCIEROS     | \$ | 1,715,833 |

UNCIEROS) (% UTILIDAD ANTES IMPUESTOS + 1  
IADES POR VENDER

+ \$ 3.431.665) X ( 0,3 + 1)  
 10080

|    |        |
|----|--------|
| \$ | 35,411 |
|----|--------|

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| #                      | Producción | Medida   | Mes 1  |
|------------------------|------------|----------|--------|
| Botella filtro de agua | 348.00     | unidades | 360.00 |

| Botella filtro de agua     | Unidad Medida | Mes 1      | Mes 2      |
|----------------------------|---------------|------------|------------|
| Stock Inicial              | unidades      | 0          | 12         |
| <b>Producción Planeada</b> | unidades      | <b>360</b> | <b>378</b> |
| Ventas Proyectadas         | unidades      | 348        | 351        |
| Stock Final Proyectado     | unidades      | 12         | 39         |

| Botella filtro de agua     | Medida   | Año 1        | Año 2        |
|----------------------------|----------|--------------|--------------|
| Stock Inicial              | unidades | 13           | 1,177        |
| <b>Producción Planeada</b> | unidades | <b>5,730</b> | <b>3,977</b> |
| Ventas Proyectadas         | unidades | 4,566        | 4,458        |
| Stock Final Proyectado     | unidades | 1,177        | 697          |

| Costo total unitario     | \$ 35,411 |                      |                      |
|--------------------------|-----------|----------------------|----------------------|
| Precio de venta          | \$ 57,000 |                      | \$ 254,085,831       |
| VENTAS Y COSTOS          | Medida    | Año 1                | Año 2                |
| <b>venta en unidades</b> | unidades  | <b>4,566</b>         | <b>4,458</b>         |
| <b>COMPRAS</b>           | unidades  | <b>\$ 62,840,320</b> | <b>\$ 62,840,320</b> |
| ventas                   | unidades  | \$ 260,244,962       | \$ 254,085,831       |
|                          |           |                      | \$ 2,540,858         |

| VENTAS Y COSTOS            | Unidad Medida | Mes 1         | Mes 2         |
|----------------------------|---------------|---------------|---------------|
| <b>Producción Planeada</b> | unidades      | <b>360</b>    | <b>378</b>    |
| Ventas Proyectadas         | unidades      | 360           | 364           |
| ventas en ingresos         | pesos         | \$ 20,520,000 | \$ 20,725,200 |
| COSTOS                     | pesos         | \$ 12,747,822 | \$ 13,385,213 |
| COSTOS MP                  |               | \$ 4,509,720  | \$ 4,735,206  |

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| Mes 2 | Mes 3 | Mes 4 | Mes 5 | Mes 6 | Mes 7 |
|-------|-------|-------|-------|-------|-------|
| 360   | 360   | 360   | 360   | 360   | 370   |

| Mes 3      | Mes 4      | Mes 5      | Mes 6      | Mes 7      | Mes 8      |
|------------|------------|------------|------------|------------|------------|
| 39         | 80         | 139        | 214        | 308        | 421        |
| <b>397</b> | <b>417</b> | <b>438</b> | <b>459</b> | <b>482</b> | <b>507</b> |
| 355        | 359        | 362        | 366        | 369        | 373        |
| 80         | 139        | 214        | 308        | 421        | 554        |

| Año 3        | Año 4        | Año 5        | Total         |
|--------------|--------------|--------------|---------------|
| 697          | 742          | 787          | 36            |
| <b>4,547</b> | <b>4,592</b> | <b>4,000</b> | <b>22,847</b> |
| 4,502        | 4,547        | 4,751        | 22,824        |
| 742          | 787          | 36           | 58            |

45

| #      |
|--------|
| Mes 12 |
| Año 1  |
| Año 2  |
| Año 3  |
| Año 4  |
| Año 5  |

| \$ 256,626,689 | \$ 259,192,956 | \$ 270,811,951 |                |
|----------------|----------------|----------------|----------------|
| Año 3          | Año 4          | Año 5          | Total          |
| <b>4,502</b>   | <b>4,547</b>   | <b>4,751</b>   | <b>22,824</b>  |
| \$ 63,468,724  | \$ 64,420,755  | \$ 65,387,066  | \$ 808,208,424 |
| \$ 256,626,689 | \$ 259,192,956 | \$ 270,811,951 |                |

\$ 7,698,801    \$ 9,071,753    \$ 10,832,478

| Mes 3         | Mes 4         | Mes 5         | Mes 6         | Mes 7         | Mes 8          |
|---------------|---------------|---------------|---------------|---------------|----------------|
| <b>397</b>    | <b>417</b>    | <b>438</b>    | <b>459</b>    | <b>482</b>    | <b>507</b>     |
| 367           | 0             | 0             | 0             | 0             | 2,017          |
| \$ 20,932,452 | \$ -          | \$ -          | \$ -          | \$ -          | \$ 114,969,000 |
| \$ 14,054,474 | \$ 14,757,197 | \$ 15,495,057 | \$ 16,269,810 | \$ 17,083,301 | \$ 17,937,466  |

\$ 4,971,966    \$ 5,220,565    \$ 5,481,593    \$ 5,755,672    \$ 6,043,456    \$ 6,345,629



| Mes 8 | Mes 9 | Mes 10 | Mes 11 | Mes 12 | Total |
|-------|-------|--------|--------|--------|-------|
| 375   | 375   | 380    | 380    | 380    | 0     |

| Mes 9 | Mes 10 | Mes 11 | Mes 12 | total |
|-------|--------|--------|--------|-------|
| 554   | 709    | 887    | 1,089  | 1,317 |
| 532   | 558    | 586    | 616    | 5,730 |
| 377   | 381    | 384    | 388    | 4,414 |
| 709   | 887    | 1,089  | 1,317  | 2,633 |

| Productos | Medida   | Stock | Unitario     | Pesos         |
|-----------|----------|-------|--------------|---------------|
| botella   | unidades | 13    | \$ 57,000.00 | \$ 741,000    |
| botella   | unidades | 13    | \$ 57,000.00 | \$ 741,000    |
| botella   | unidades | 1,177 | \$ 57,000.00 | \$ 67,115,474 |
| botella   | unidades | 697   | \$ 57,000.00 | \$ 39,718,643 |
| botella   | unidades | 742   | \$ 57,000.00 | \$ 42,270,954 |
| botella   | unidades | 36    | \$ 57,000.00 | \$ 2,036,837  |

| Mes 9          | Mes 10        | Mes 11        | Mes 12        | total |
|----------------|---------------|---------------|---------------|-------|
| 532            | 558           | 586           | 616           | 5,730 |
| 4,566          | 0             | 0             | 0             | 7,674 |
| \$ 260,244,962 | \$ -          | \$ -          | \$ -          |       |
| \$ 18,834,339  | \$ 19,776,056 | \$ 20,764,859 | \$ 21,803,102 |       |
| \$ 6,662,910   | \$ 6,996,056  | \$ 7,345,859  | \$ 7,713,152  |       |

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| No. de personas              | Funciones que desempeñan | Sueldo por empleado    |
|------------------------------|--------------------------|------------------------|
| <b>NOMINA ADMINISTRATIVA</b> |                          |                        |
| 1                            | GERENTE GENERAL          | \$ 3,200,000.00        |
| 1                            | EXPERTO EN MERCADEO      | \$ 2,200,000.00        |
| <b>NOMINA OPERATIVA</b>      |                          |                        |
| 1                            | VENTAS                   | \$ 900,000.00          |
| 1                            | INVENTARIOS              | \$ 900,000.00          |
| 2                            | OPERARIOS                | \$ 900,000.00          |
| 6                            | <b>TOTAL</b>             | <b>\$ 8,100,000.00</b> |

| <b>Nomina Operativa (COSTOS FIJOS)</b> |               |                 |                         |
|--|---------------|-----------------|-------------------------|
| PERSONAL O MANO DE OBRA PRODUCTIVA     | # DE PERSONAS | COSTO UNIT.     | PROVISION DE VACACIONES |
| Operarios                              | 2             | \$ 900,000.00   | \$ 61,476               |
| Servicios Generales                    | 1             | \$ 900,000.00   | \$ 30,738               |
| Inventario                             | 1             | \$ 900,000.00   | \$ 30,738               |
| Ventas                                 | 1             | \$ 900,000.00   | \$ 30,738               |
|  |               | Total           | \$ 153,690              |
|  |               | total provision | \$ 175,757.00           |
|  |               | provision anual | \$ 2,109,084.00         |
| Salario Minimo                         | \$737,717.00  |                 |                         |
| Subsidio Transporte                    | \$83,140.00   |                 |                         |

|       | Salarios administrativos y comerciales<br>AÑO 1 | Salarios Opera |
|-------|---|----------------|
|       | \$ 64,800,000.00                                | \$ 49,527      |
| AÑO 2 | \$69,336,000.00                                 | \$52,994       |
| AÑO 3 | \$74,189,520.00                                 | \$56,703       |
| AÑO 4 | \$79,382,786.40                                 | \$60,673       |
| AÑO 5 | \$83,351,925.72                                 | \$64,920       |

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### SUELDOS Y APORTACIONES

| Sueldo mensual         | Provisiones          | Provisiones anuales     | Sueldo anual             | Sueldo Total Anual       |
|------------------------|----------------------|-------------------------|--------------------------|--------------------------|
| \$ 3,200,000.00        | \$ 175,757.00        | \$ 2,109,084.00         | \$ 38,400,000.00         | \$ 40,509,084.00         |
| \$ 2,200,000.00        | \$ 175,757.00        | \$ 2,109,084.00         | \$ 26,400,000.00         | \$ 28,509,084.00         |
| \$ 900,000.00          | \$ 175,757.00        | \$ 2,109,084.00         | \$ 10,800,000.00         | \$ 12,909,084.00         |
| \$ 900,000.00          | \$ 175,757.00        | \$ 2,109,084.00         | \$ 10,800,000.00         | \$ 12,909,084.00         |
| \$ 1,800,000.00        | \$ 175,757.00        | \$ 2,109,084.00         | \$ 21,600,000.00         | \$ 23,709,084.00         |
| <b>\$ 9,000,000.00</b> | <b>\$ 878,785.00</b> | <b>\$ 10,545,420.00</b> | <b>\$ 108,000,000.00</b> | <b>\$ 118,545,420.00</b> |

| PROVISION DE CESANTIAS | PROVISION INTERES DE CESANTIAS | PROVISION DE PRIMA DE S. | COSTO TOTAL     |
|------------------------|--------------------------------|--------------------------|-----------------|
| \$ 136,810             | \$ 16,418                      | \$ 136,810               | \$ 2,151,514.00 |
| \$ 68,405              | \$ 8,209                       | \$ 68,405                | \$ 1,075,757.00 |
| \$ 68,405              | \$ 8,209                       | \$ 68,405                | \$ 1,075,757.00 |
| \$ 68,405              | \$ 8,209                       | \$ 68,405                | \$ 900,000.00   |
| \$ 342,025             | \$ 41,045                      | \$ 342,025               | \$ 5,203,028.00 |

| Salarios administrativos año 2017 |
|-----------------------------------|
| 7,252.00                          |
| 1,159.64                          |
| 3,750.81                          |
| 1,013.37                          |
| 1,124.31                          |

### INCREMENTO PORCENTUAL DE SALARIOS

| Salarios administrativos y operacionales AÑO 2018 | VALOR            |
|---|------------------|
| 7.00%   | \$122,330,159.64 |
| Salarios administrativos y operacionales AÑO 2019 |                  |
| 7.00%   | \$130,893,270.81 |
| Salarios administrativos y operacionales AÑO 2020 |                  |
| 7.00%   | \$140,055,799.77 |
| Salarios administrativos y operacionales AÑO 2021 |                  |
|   |                  |

| Nomina Adminsitrativa   |               |                 |                         |                        |                                |
|-------------------------|---------------|-----------------|-------------------------|------------------------|--------------------------------|
| PERSONAL ADMINISTRATIVO | # DE PERSONAS | COSTO UNIT.     | PROVISION DE VACACIONES | PROVISION DE CESANTIAS | PROVISION INTERES DE CESANTIAS |
| GERENTE                 | 1             | \$ 3,200,000.00 | \$ 30,738               | \$ 68,405              | \$ 8,209                       |
| EXPERTO EN MERCADEO     | 1             | \$ 2,200,000.00 | \$ 30,738               | \$ 68,405              | \$ 8,209                       |
| Total                   |               |                 | \$ 61,476               | \$ 136,810             | \$ 16,418                      |
| total provisiones       |               |                 | \$ 175,757.00           |                        |                                |
| provisiones anuales     |               |                 | \$ 2,109,084.00         |                        |                                |

| PROVISION<br>DE PRIMA DE<br>S. | COSTO TOTAL     |
|--------------------------------|-----------------|
| \$ 68,405                      | \$ 3,375,757.00 |
| \$ 68,405                      | \$ 2,375,757.00 |
| \$ 136,810                     | \$ 5,751,514.00 |

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| Tabla de Depreciación |  |                  |
|-----------------------|--|------------------|
| Cantidad              | Activo                                     | Vida útil (Años) |
| 2                     | Estanterías para materia prima             | 10               |
| 1                     | Estante en acero Whalen producto terminado | 10               |
| 1                     | Máquina tampografía                        | 5                |
| 5                     | Telefonos                                  | 5                |
| 1                     | Molde de botella                           | 3                |
| 1                     | Impresoras                                 | 5                |
| 4                     | Computadores                               | 5                |
| 1                     | Softwares                                  | 3                |
| 1                     | Diseño Web                                 | 3                |
| 5                     | Muebles de oficina                         | 10               |
| 1                     | sillas de espera o al publico              | 10               |
| 5                     | sillas de escritorio                       | 10               |
| <b>Total</b>          |  |                  |

| LISTA DE MAQUINAS, EQUIPOS, HERRAMIENTAS (IN) |  |            |
|---|--|------------|
| CODIGO  | MAQUINAS, EQUIPOS Y HERRAMIENTAS           | CANTIDADES |
| EMP   | Estanterías para materia prima             | 2          |
| EAPT  | Estante en acero Whalen producto terminado | 1          |
| MTA   | Máquina tampografía                        | 1          |
| TEP   | Telefonos                                  | 5          |
| MLB   | Molde de botella                           | 1          |
| IPS   | Impresoras                                 | 1          |
| CMP   | Computadores                               | 4          |
| STF   | Softwares                                  | 1          |
| DWB   | Diseño Web                                 | 1          |
| MDO   | Muebles de oficina                         | 5          |
| SEP   | sillas de espera o al publico              | 1          |
| SDE   | sillas de escritorio                       | 5          |
|   |  |            |

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| Depreciacion  |               |              |              |
|---------------|---------------|--------------|--------------|
| Costo         | Costo total   | Dep. Anual   | Dep. Mensual |
| \$ 229,000    | \$ 458,000    | \$ 45,800    | \$ 3,817     |
| \$ 860,000    | \$ 860,000    | \$ 86,000    | \$ 7,167     |
| \$ 2,000,000  | \$ 2,000,000  | \$ 400,000   | \$ 33,333    |
| \$ 277,900    | \$ 1,389,500  | \$ 277,900   | \$ 23,158    |
| \$ 10,000,000 | \$ 10,000,000 | \$ 3,333,333 | \$ 277,778   |
| \$ 270,000    | \$ 270,000    | \$ 54,000    | \$ 4,500     |
| \$ 3,500,000  | \$ 14,000,000 | \$ 2,800,000 | \$ 233,333   |
| \$ 800,000    | \$ 800,000    | \$ 266,667   | \$ 22,222    |
| \$ 1,000,000  | \$ 1,000,000  | \$ 333,333   | \$ 27,778    |
| \$ 295,000    | \$ 1,475,000  | \$ 147,500   | \$ 12,292    |
| \$ 439,000    | \$ 439,000    | \$ 43,900    | \$ 3,658     |
| \$ 70,000     | \$ 350,000    | \$ 35,000    | \$ 2,917     |
|               | \$ 33,041,500 | \$ 7,744,533 | \$ 645,378   |

| INVERSION INICIAL) |                  |
|--------------------|------------------|
| COSTO UNITARIO     | COSTO TOTAL      |
| \$ 229,000.00      | \$ 458,000.00    |
| \$ 860,000.00      | \$ 860,000.00    |
| \$ 2,000,000.00    | \$ 2,000,000.00  |
| \$ 277,900.00      | \$ 1,389,500.00  |
| \$ 10,000,000.00   | \$ 10,000,000.00 |
| \$ 270,000.00      | \$ 270,000.00    |
| \$ 3,500,000.00    | \$ 14,000,000.00 |
| \$ 800,000.00      | \$ 800,000.00    |
| \$ 1,000,000       | \$ 1,000,000.00  |
| \$ 295,000         | \$ 1,475,000     |
| \$ 439,000         | \$ 439,000       |
| \$ 70,000          | \$ 350,000       |
| TOTAL              | \$ 32,252,500    |

| <b>INVERSION INICIAL</b>      |               |
|-------------------------------|---------------|
| <b>COSTOS OPERATIVOS</b>      | <b>VALOR</b>  |
| MATERIA PRIMA E INSUMOS       | \$ 4,509,600  |
| MAQUINARIA Y HERRAMIENTA      | \$ 45,052,500 |
|                               |               |
| <b>SUBTOTAL</b>               | \$ 49,562,100 |
| <b>COSTOS ADMINISTRATIVOS</b> |               |
| GASTOS ADMINISTRATIVOS        | \$ 373,000    |
| CANON DE ARRENDAMIENTO        | \$ 900,000    |
| INSUMOS ASEO                  | \$ 80,000     |
| PLAN DE MARKETING             | \$ 12,960,000 |
| <b>SUBTOTAL</b>               | \$ 14,313,000 |
| EFFECTIVO                     | \$ 18,000,000 |
| <b>TOTAL</b>                  | \$ 81,875,100 |

| Tabla Amortizacion credito Davivienda |                      |                | INTERES      | 2.80%                |
|---------------------------------------|----------------------|----------------|--------------|----------------------|
| <b>PERIODO (MESES)</b>                | <b>VALOR INICIAL</b> | <b>INTERES</b> | <b>CUOTA</b> | <b>ABONO CAPITAL</b> |
| 0                                     | \$ 45,000,000        |                |              |                      |
| 1                                     | \$ 45,000,000        | \$ 1,260,000   | \$ 1,715,833 | \$ 455,833           |
| 2                                     | \$ 44,544,167        | \$ 1,247,237   | \$ 1,715,833 | \$ 468,596           |
| 3                                     | \$ 44,075,571        | \$ 1,234,116   | \$ 1,715,833 | \$ 481,717           |
| 4                                     | \$ 43,593,855        | \$ 1,220,628   | \$ 1,715,833 | \$ 495,205           |
| 5                                     | \$ 43,098,650        | \$ 1,206,762   | \$ 1,715,833 | \$ 509,070           |
| 6                                     | \$ 42,589,580        | \$ 1,192,508   | \$ 1,715,833 | \$ 523,324           |
| 7                                     | \$ 42,066,255        | \$ 1,177,855   | \$ 1,715,833 | \$ 537,977           |
| 8                                     | \$ 41,528,278        | \$ 1,162,792   | \$ 1,715,833 | \$ 553,041           |
| 9                                     | \$ 40,975,237        | \$ 1,147,307   | \$ 1,715,833 | \$ 568,526           |
| 10                                    | \$ 40,406,711        | \$ 1,131,388   | \$ 1,715,833 | \$ 584,445           |
| 11                                    | \$ 39,822,266        | \$ 1,115,023   | \$ 1,715,833 | \$ 600,809           |
| 12                                    | \$ 39,221,457        | \$ 1,098,201   | \$ 1,715,833 | \$ 617,632           |
| 13                                    | \$ 38,603,825        | \$ 1,080,907   | \$ 1,715,833 | \$ 634,926           |
| 14                                    | \$ 37,968,899        | \$ 1,063,129   | \$ 1,715,833 | \$ 652,703           |
| 15                                    | \$ 37,316,196        | \$ 1,044,853   | \$ 1,715,833 | \$ 670,979           |
| 16                                    | \$ 36,645,217        | \$ 1,026,066   | \$ 1,715,833 | \$ 689,767           |
| 17                                    | \$ 35,955,450        | \$ 1,006,753   | \$ 1,715,833 | \$ 709,080           |
| 18                                    | \$ 35,246,370        | \$ 986,898     | \$ 1,715,833 | \$ 728,934           |
| 19                                    | \$ 34,517,436        | \$ 966,488     | \$ 1,715,833 | \$ 749,344           |



|           |               |            |              |              |
|-----------|---------------|------------|--------------|--------------|
| <b>20</b> | \$ 33,768,092 | \$ 945,507 | \$ 1,715,833 | \$ 770,326   |
| <b>21</b> | \$ 32,997,765 | \$ 923,937 | \$ 1,715,833 | \$ 791,895   |
| <b>22</b> | \$ 32,205,870 | \$ 901,764 | \$ 1,715,833 | \$ 814,068   |
| <b>23</b> | \$ 31,391,802 | \$ 878,970 | \$ 1,715,833 | \$ 836,862   |
| <b>24</b> | \$ 30,554,940 | \$ 855,538 | \$ 1,715,833 | \$ 860,294   |
| <b>25</b> | \$ 29,694,645 | \$ 831,450 | \$ 1,715,833 | \$ 884,383   |
| <b>26</b> | \$ 28,810,263 | \$ 806,687 | \$ 1,715,833 | \$ 909,145   |
| <b>27</b> | \$ 27,901,118 | \$ 781,231 | \$ 1,715,833 | \$ 934,601   |
| <b>28</b> | \$ 26,966,516 | \$ 755,062 | \$ 1,715,833 | \$ 960,770   |
| <b>29</b> | \$ 26,005,746 | \$ 728,161 | \$ 1,715,833 | \$ 987,672   |
| <b>30</b> | \$ 25,018,074 | \$ 700,506 | \$ 1,715,833 | \$ 1,015,327 |
| <b>31</b> | \$ 24,002,748 | \$ 672,077 | \$ 1,715,833 | \$ 1,043,756 |
| <b>32</b> | \$ 22,958,992 | \$ 642,852 | \$ 1,715,833 | \$ 1,072,981 |
| <b>33</b> | \$ 21,886,011 | \$ 612,808 | \$ 1,715,833 | \$ 1,103,024 |
| <b>34</b> | \$ 20,782,987 | \$ 581,924 | \$ 1,715,833 | \$ 1,133,909 |
| <b>35</b> | \$ 19,649,078 | \$ 550,174 | \$ 1,715,833 | \$ 1,165,658 |
| <b>36</b> | \$ 18,483,419 | \$ 517,536 | \$ 1,715,833 | \$ 1,198,297 |
| <b>37</b> | \$ 17,285,123 | \$ 483,983 | \$ 1,715,833 | \$ 1,231,849 |
| <b>38</b> | \$ 16,053,273 | \$ 449,492 | \$ 1,715,833 | \$ 1,266,341 |
| <b>39</b> | \$ 14,786,932 | \$ 414,034 | \$ 1,715,833 | \$ 1,301,799 |
| <b>40</b> | \$ 13,485,134 | \$ 377,584 | \$ 1,715,833 | \$ 1,338,249 |
| <b>41</b> | \$ 12,146,885 | \$ 340,113 | \$ 1,715,833 | \$ 1,375,720 |
| <b>42</b> | \$ 10,771,165 | \$ 301,593 | \$ 1,715,833 | \$ 1,414,240 |
| <b>43</b> | \$ 9,356,925  | \$ 261,994 | \$ 1,715,833 | \$ 1,453,839 |
| <b>44</b> | \$ 7,903,086  | \$ 221,286 | \$ 1,715,833 | \$ 1,494,546 |
| <b>45</b> | \$ 6,408,540  | \$ 179,439 | \$ 1,715,833 | \$ 1,536,394 |
| <b>46</b> | \$ 4,872,147  | \$ 136,420 | \$ 1,715,833 | \$ 1,579,413 |
| <b>47</b> | \$ 3,292,734  | \$ 92,197  | \$ 1,715,833 | \$ 1,623,636 |
| <b>48</b> | \$ 1,669,098  | \$ 46,735  | \$ 1,715,833 | \$ 1,669,098 |

|                         |               |
|-------------------------|---------------|
| INVERSION INICIAL       | \$ 81,875,100 |
| CAPITAL                 | \$ 36,875,100 |
| FINANCIACION DAVIVIENDA | \$ 45,000,000 |

\$ 20,589,992

|                    |
|--------------------|
| TEM                |
| <b>SALDO FINAL</b> |
| \$ 45,000,000      |
| \$ 44,544,167      |
| \$ 44,075,571      |
| \$ 43,593,855      |
| \$ 43,098,650      |
| \$ 42,589,580      |
| \$ 42,066,255      |
| \$ 41,528,278      |
| \$ 40,975,237      |
| \$ 40,406,711      |
| \$ 39,822,266      |
| \$ 39,221,457      |
| \$ 38,603,825      |
| \$ 37,968,899      |
| \$ 37,316,196      |
| \$ 36,645,217      |
| \$ 35,955,450      |
| \$ 35,246,370      |
| \$ 34,517,436      |
| \$ 33,768,092      |

| Tabla Amortizacion credito Davivienda |                      |                |
|---------------------------------------|----------------------|----------------|
| <b>PERIODO (AÑOS)</b>                 | <b>VALOR INICIAL</b> | <b>INTERES</b> |
| 0                                     | \$ 52,400,000        |                |
| 1                                     | \$ 52,400,000        | \$ 20,587,529  |
| 2                                     | \$ 53,978,000        | \$ 1,511,384   |
| 3                                     | \$ 36,479,854        | \$ 1,021,436   |
| 4                                     | \$ 18,491,760        | \$ 517,769     |

| INTERESES     |               |
|---------------|---------------|
| AÑO 1         | \$ 14,193,817 |
| AÑO 2         | \$ 11,680,812 |
| AÑO 3         | \$ 8,180,469  |
| AÑO 4         | \$ 3,304,869  |
| AMORTIZACION  |               |
| \$ 6,396,175  | PARA AÑO 1    |
| \$ 8,909,180  | PARA AÑO 2    |
| \$ 13,269,817 | PARA AÑO 3    |
| \$ 17,285,123 | PARA AÑO 4    |

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|    |            |
|----|------------|
| \$ | 32,997,765 |
| \$ | 32,205,870 |
| \$ | 31,391,802 |
| \$ | 30,554,940 |
| \$ | 29,694,645 |
| \$ | 28,810,263 |
| \$ | 27,901,118 |
| \$ | 26,966,516 |
| \$ | 26,005,746 |
| \$ | 25,018,074 |
| \$ | 24,002,748 |
| \$ | 22,958,992 |
| \$ | 21,886,011 |
| \$ | 20,782,987 |
| \$ | 19,649,078 |
| \$ | 18,483,419 |
| \$ | 17,285,123 |
| \$ | 16,053,273 |
| \$ | 14,786,932 |
| \$ | 13,485,134 |
| \$ | 12,146,885 |
| \$ | 10,771,165 |
| \$ | 9,356,925  |
| \$ | 7,903,086  |
| \$ | 6,408,540  |
| \$ | 4,872,147  |
| \$ | 3,292,734  |
| \$ | 1,669,098  |
| \$ | 0          |

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|               |
|---------------|
|               |
| <b>CODIGO</b> |
| EMP           |
| EAPT          |
| MTA           |
| TEP           |
| MLB           |
| IPS           |
| CMP           |
| STF           |
| DWB           |
| MDO           |
| SEP           |
| SDE           |
|               |

|               |                      |                    |
|---------------|----------------------|--------------------|
| INTERES       | 39.29%               | TEA                |
| <b>CUOTA</b>  | <b>ABONO CAPITAL</b> | <b>SALDO FINAL</b> |
|               |                      | \$ 52,400,000      |
| \$ 19,009,530 | -\$ 1,578,000        | \$ 53,978,000      |
| \$ 19,009,530 | \$ 17,498,146        | \$ 36,479,854      |
| \$ 19,009,530 | \$ 17,988,094        | \$ 18,491,760      |
| \$ 19,009,530 | \$ 18,491,760        | \$ -               |



**LISTA DE MAQUINAS, EQUIPOS, HERRAMIENTAS (INVERSION INICIAL)**

| <b>MAQUINAS, EQUIPOS Y HERRAMIENTAS</b>    | <b>CANTIDADES</b> | <b>COSTO UNITARIO</b> | <b>COSTO TOTAL</b> |
|--|-------------------|-----------------------|--------------------|
| Estanterías para materia prima             | 2                 | \$ 229,000.00         | \$ 458,000.00      |
| Estante en acero Whalen producto terminado | 1                 | \$ 860,000.00         | \$ 860,000.00      |
| Máquina tampografía                        | 1                 | \$ 2,000,000.00       | \$ 2,000,000.00    |
| Telefonos                                  | 5                 | \$ 277,900.00         | \$ 1,389,500.00    |
| Molde de botella                           | 1                 | \$ 10,000,000.00      | \$ 10,000,000.00   |
| Impresoras                                 | 1                 | \$ 270,000.00         | \$ 270,000.00      |
| Computadores                               | 4                 | \$ 3,500,000.00       | \$ 14,000,000.00   |
| Sotfwares                                  | 1                 | \$ 800,000.00         | \$ 800,000.00      |
| Diseño Web                                 | 1                 | \$ 1,000,000          | \$ 1,000,000.00    |
| Muebles de oficina                         | 5                 | \$ 295,000            | \$ 1,475,000       |
| Maquina Sopladora                          | 1                 | \$ 12,450,000         | \$ 12,450,000      |
| sillas de escritorio                       | 5                 | \$ 70,000             | \$ 350,000         |
|  |                   | TOTAL                 | \$ 45,052,500      |

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| <b>MATERIA PRIMA</b> |                   |                    |
|----------------------|-------------------|--------------------|
| <b>INSUMO O MP</b>   | <b>CANTIDADES</b> | <b>COSTO UNIT.</b> |
| Lamina De Filtro     | 6                 | \$ 220,000         |
| Botella              | 360               | \$ 6,000.00        |
| Adhesivo             | 360               | \$ 410.00          |
| Caja de presentacion | 360               | \$ 2,450.00        |
| <b>TOTAL</b>         | <b>1086</b>       | <b>\$ 228,860</b>  |

| <b>Nomina Operativa (COSTOS FIJOS)</b>    |                      |                    |
|---|----------------------|--------------------|
| <b>PERSONAL O MANO DE OBRA PRODUCTIVA</b> | <b># DE PERSONAS</b> | <b>COSTO UNIT.</b> |
| Operarios                                 | 2                    | \$ 820,857.00      |
| Servicios Generales                       | 1                    | \$ 820,857.00      |
| Inventario                                | 1                    | \$ 820,857.00      |
| Ventas                                    | 1                    | \$ 820,857.00      |
|   |                      | <b>Total</b>       |

Salario Minino  
Subsidio Transporte

\$737,717.00  
\$83,140.00

carga social mensual  
carga social anual

| <b>MATERIA PRIMA</b> | <b>MES 1</b>        | <b>MES 2</b>        |
|----------------------|---------------------|---------------------|
| <b>CANTIDADES</b>    | 360                 | 378                 |
| Lamina De Filtro     | \$ 1,320,000        | \$ 1,320,000        |
| Botella              | \$ 2,160,000        | \$ 2,160,000        |
| Adhesivo             | \$ 147,600          | \$ 147,600          |
| Caja de presentacion | \$ 882,000          | \$ 882,000          |
| <b>TOTAL MP</b>      | <b>\$ 4,509,600</b> | <b>\$ 4,509,600</b> |

| <b>MATERIA PRIMA</b>         | <b>AÑO 1</b>         | <b>AÑO 2</b>         |
|------------------------------|----------------------|----------------------|
| <b>CANTIDADES</b>            | 4,566                | 4,458                |
| <b>COSTO MATERIA P TOTAL</b> | <b>\$ 62,840,320</b> | <b>\$ 61,353,100</b> |

\$ 13,764

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|                    |
|--------------------|
|                    |
| <b>COSTO TOTAL</b> |
| \$ 1,320,000       |
| \$ 2,160,000       |
| \$ 147,600         |
| \$ 882,000         |
| \$ 4,509,600       |

|                                    |
|------------------------------------|
|                                    |
|                                    |
| Depreciacion<br>Maquinaria mensual |
| Mantenimiento                      |
| Mano de obra de<br>planta          |
| <b>TOTAL</b>                       |

|                    |
|--------------------|
|                    |
| <b>COSTO TOTAL</b> |
| \$ 1,641,714.00    |
| \$ 820,857.00      |
| \$ 820,857.00      |
| \$ 820,857.00      |
| \$ 4,104,285.00    |
| \$ 61,564.28       |
| \$ 738,771.30      |

| MES 3        | MES 4        | MES 5        | MES 6        |
|--------------|--------------|--------------|--------------|
| 397          | 417          | 438          | 459          |
| \$ 1,320,000 | \$ 1,320,000 | \$ 1,320,000 | \$ 1,320,000 |
| \$ 2,160,000 | \$ 2,160,000 | \$ 2,160,000 | \$ 2,160,000 |
| \$ 147,600   | \$ 147,600   | \$ 147,600   | \$ 147,600   |
| \$ 882,000   | \$ 882,000   | \$ 882,000   | \$ 882,000   |
| \$ 4,509,600 | \$ 4,509,600 | \$ 4,509,600 | \$ 4,509,600 |

| AÑO 3         | AÑO 4         | AÑO 5         |
|---------------|---------------|---------------|
| 4,502         | 4,547         | 4,751         |
| \$ 61,966,631 | \$ 62,586,297 | \$ 65,391,889 |



| COSTOS FIJOS |              |                   |
|--------------|--------------|-------------------|
| CANTIDADES   | COSTO TOTAL  | costo total anual |
| 1            | \$ 375,438   | \$ 7,744,533      |
| 1            | \$ 98,000    | \$ 1,176,000      |
| 5            | \$ 4,104,285 | -                 |
| 7            | \$ 4,577,723 | \$ 8,920,533      |

| 50              | 35              | 20              | 0               | 40              |
|-----------------|-----------------|-----------------|-----------------|-----------------|
| MES 7           | MES 8           | MES 9           | MES 10          | MES 11          |
| 482             | 507             | 532             | 558             | 586             |
| \$ 1,540,000    | \$ 1,320,000    | \$ 1,320,000    | \$ 1,320,000    | \$ 1,540,000    |
| \$ 2,220,000.00 | \$ 3,039,336.91 | \$ 3,039,336.91 | \$ 3,191,303.76 | \$ 3,350,868.95 |
| \$ 151,700.00   | \$ 207,688.02   | \$ 218,072.42   | \$ 228,976.04   | \$ 240,424.85   |
| \$ 906,500.00   | \$ 1,241,062.57 | \$ 1,303,115.70 | \$ 1,368,271.49 | \$ 1,436,685.06 |
| \$ 4,818,200    | \$ 5,808,088    | \$ 5,880,525    | \$ 6,108,551    | \$ 6,567,979    |



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|                 |               |
|-----------------|---------------|
| MES 12          |               |
| 616             |               |
| \$ 1,320,000    |               |
| \$ 3,518,412.39 |               |
| \$ 252,446.09   |               |
| \$ 1,508,519.31 | TOTAL         |
| \$ 6,599,378    | \$ 62,840,320 |

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| <b>LISTA DE ESTRATEGIAS (gastos de marketing)</b> |                         | <b>AÑO 1</b>            |
|---|-------------------------|-------------------------|
| DESCRIPCION                                       | VALOR                   | <b>0.5%</b>             |
| Estrategia de Promocion                           | \$ 4,800,000.00         | \$ 4,824,000.00         |
| Estrategia de Distribucion                        | \$ 1,100,000.00         | \$ 1,105,500.00         |
| Estrategia de Precio<br>(Benchmarking)            | \$ 1,580,000.00         | \$ 1,580,000.00         |
| Estrategia de Comunicación                        | \$ 2,800,000.00         | \$ 2,814,000.00         |
| Total   | <b>\$ 10,280,000.00</b> | <b>\$ 10,323,500.00</b> |
|   | \$ 5,140,000.00         |                         |

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| INCREMENTO ANUAL        |                         |                         |
|-------------------------|-------------------------|-------------------------|
| AÑO 2                   | AÑO 3                   | AÑO 4                   |
| 0.7%                    | 0.9%                    | 1%                      |
| \$ 4,857,768.00         | \$ 4,901,487.91         | \$ 4,950,502.79         |
| \$ 1,113,238.50         | \$ 1,123,257.65         | \$ 1,134,490.22         |
| \$ 1,580,000.00         | \$ 1,580,000.00         | \$ 1,580,000.00         |
| \$ 2,833,698.00         | \$ 2,859,201.28         | \$ 2,887,793.29         |
| <b>\$ 10,384,704.50</b> | <b>\$ 10,463,946.84</b> | <b>\$ 10,552,786.31</b> |

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| Nomina Adminsitrativa   |               |                      |
|-------------------------|---------------|----------------------|
| PERSONAL ADMINISTRATIVO | # DE PERSONAS | COSTO UNIT.          |
| GERENTE                 | 1             | \$ 8,520,000.00      |
| ADMINISTRADOR           | 1             | \$ 4,000,000.00      |
| EXPERTO EN MERCADEO     | 1             | \$ 2,300,000.00      |
| DIRECTOR DE VENTAS      | 1             | \$ 3,000,000.00      |
|                         |               | Total                |
|                         |               | carga social mensual |
|                         |               | carga social anual   |

| Gastos Admisnistrativos |          |                |
|-------------------------|----------|----------------|
| GASTO                   | CANTIDAD | VALOR UNITARIO |
| FACTURAS                | 1        | \$ 65,000.00   |
| RESMAS DE PAPEL         | 4        | \$ 7,000.00    |
| TONNER                  | 2        | \$ 120,000.00  |
| KIT PAPELERIA           | 1        | \$ 40,000.00   |
|                         |          | Total          |

|                             |                 |
|-----------------------------|-----------------|
| carga social total anual    | \$ 1,836,771.30 |
| nomina administrativa anual | \$ 73,200,000   |
| nomina operativa anual      | \$ 49,251,420   |

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| COSTO TOTAL |              |
|-------------|--------------|
| \$          | 2,000,000.00 |
| \$          | 1,500,000.00 |
| \$          | 1,300,000.00 |
| \$          | 1,300,000.00 |
| \$          | 6,100,000.00 |
| \$          | 91,500.00    |
| \$          | 1,098,000.00 |

| VALOR TOTAL |            |
|-------------|------------|
| \$          | 65,000.00  |
| \$          | 28,000.00  |
| \$          | 240,000.00 |
| \$          | 40,000.00  |
| \$          | 373,000.00 |

| LISTA DE ESTRATEGIAS (gastos c      |  |
|-------------------------------------|--|
| DESCRIPCION                         |  |
| Estrategia de Comunicacion          |  |
| Estrategia de Distribucion          |  |
| Estrategia de Precio (Benchmarking) |  |
| Estrategia de Promocion             |  |
| Total                               |  |

| OTROS COSTOS                   |  |
|--------------------------------|--|
| DESCRIPCION                    |  |
| CANON DE ARRENDAMIENTO         |  |
| AGUA                           |  |
| LUZ                            |  |
| CAPACITACION PERSONAL POR MES  |  |
| INSUMOS ASEO                   |  |
| PLAN TIGO TELEFONIA E INTERNET |  |
| TOTAL                          |  |

| de marketing) |               |
|---------------|---------------|
| VALOR         |               |
| \$            | 6,200,000.00  |
| \$            | 1,260,000.00  |
| \$            | 1,500,000.00  |
| \$            | 4,000,000.00  |
| \$            | 12,960,000.00 |
| \$            | 2,160,000.00  |

| VALOR |              |
|-------|--------------|
| \$    | 900,000.00   |
| \$    | 140,000.00   |
| \$    | 130,000.00   |
| \$    | 30,000.00    |
| \$    | 70,000.00    |
| \$    | 140,000.00   |
| \$    | 1,410,000.00 |

| <b>PRESUPUESTO DE COSTOS INDIRECTOS DE FABRICACIÓN</b> |                                 |                     |              |
|--|---------------------------------|---------------------|--------------|
| <b>Año 1</b>   |                                 |                     |              |
| <b>Servicios Públicos</b>                              | <b>Mantenimiento de Equipos</b> | <b>Depreciación</b> | <b>Total</b> |
| 4,920,000.00   | 1,176,000.00                    | 7,744,533.33        | #####        |
|  |                                 |                     |              |
| <b>Año 2</b>   |                                 |                     |              |
| <b>Servicios Públicos</b>                              | <b>Mantenimiento de Equipos</b> | <b>Depreciación</b> | <b>Total</b> |
| 4,929,840.00   | 1,184,820.00                    | 7,744,533.33        | #####        |
|  |                                 |                     |              |
| <b>Año 3</b>   |                                 |                     |              |
| <b>Servicios Públicos</b>                              | <b>Mantenimiento de Equipos</b> | <b>Depreciación</b> | <b>Total</b> |
| 4,944,629.52   | 1,196,668.20                    | 7,744,533.33        | #####        |
|  |                                 |                     |              |
| <b>Año 4</b>   |                                 |                     |              |
| <b>Servicios Públicos</b>                              | <b>Mantenimiento de Equipos</b> | <b>Depreciación</b> | <b>Total</b> |
| 4,969,352.67   | 1,214,618.22                    | 7,744,533.33        | #####        |
|  |                                 |                     |              |
| <b>Año 5</b>   |                                 |                     |              |
| <b>Servicios Públicos</b>                              | <b>Mantenimiento de Equipos</b> | <b>Depreciación</b> | <b>Total</b> |
| 4,999,168.78   | 1,235,874.04                    | 7,744,533.33        | #####        |
|  |                                 |                     |              |

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[REGRESAR A](#)

CONTENIDO



CONTENIDO



| <b>PRESUPUESTO DE GASTOS ADMINISTRATIVOS</b> |   |               |
|--|---|---------------|
| <b>Año 1</b>                                 |   |               |
| <b>Arrendamiento</b>                         | <b>Salarios administrativos y comerciales</b> | <b>Total</b>  |
| \$ 10,800,000                                | \$ 64,800,000                                 | \$ 75,600,000 |
|  |   |               |
| <b>Año 2</b>                                 |   |               |
| <b>Arrendamiento</b>                         | <b>Salarios administrativos y comerciales</b> | <b>Total</b>  |
| \$ 11,401,560                                | \$ 69,336,000                                 | \$ 80,737,560 |
|  |   |               |
| <b>Año 3</b>                                 |   |               |
| <b>Arrendamiento</b>                         | <b>Salarios administrativos y comerciales</b> | <b>Total</b>  |
| \$ 12,057,150                                | \$ 74,189,520                                 | \$ 86,246,670 |
|  |   |               |
| <b>Año 4</b>                                 |   |               |
| <b>Arrendamiento</b>                         | <b>Salarios administrativos y comerciales</b> | <b>Total</b>  |
| \$ 12,750,436                                | \$ 79,382,786                                 | \$ 92,133,222 |
|  |   |               |
| <b>Año 5</b>                                 |   |               |
| <b>Arrendamiento</b>                         | <b>Salarios administrativos y comerciales</b> | <b>Total</b>  |
| \$ 13,483,586                                | \$ 83,351,926                                 | \$ 96,835,512 |

CONTENIDO



CONTENIDO

| <b>COSTOS PRIMER MES</b> | <b>VALOR</b>         |
|--------------------------|----------------------|
|                          |                      |
| COSTOS MATERIA PRIMA     | \$ 4,509,600         |
| MANO DE OBRA DIRECTA     | \$ 1,153,378         |
| GASTOS ADMINISTRATIVOS   | \$ 6,300,000         |
| CIF                      | \$ 1,153,378         |
| PUBLICIDAD               | \$ 856,667           |
|                          |                      |
| <b>TOTAL</b>             | <b>\$ 13,973,022</b> |

**COSTOS FIJOS** \$ 9,463,422

| <b>COSTOS PRIMER MES</b> | <b>VALOR</b>        |
|--------------------------|---------------------|
| <b>COSTOS VARIABLES</b>  |                     |
| Lamina De Filtro         | \$ 1,320,000        |
| Botella                  | \$ 2,160,000        |
| Adhesivo                 | \$ 147,600          |
| Caja de presentacion     | \$ 882,000          |
|                          |                     |
|                          |                     |
|                          |                     |
|                          |                     |
| <b>SUBTOTAL</b>          | <b>\$ 4,509,600</b> |



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|                             |               |
|-----------------------------|---------------|
| Unidades producidas mensual | 360           |
| Costo total mensual         | \$ 13,973,022 |
| Costo total unitario        | \$ 35,411     |
| Precio de venta Unitario    | \$ 57,000     |

| <b>PUNTO DE EQUILIBRIO</b>                           | <b>valore</b> |
|--|---------------|
| COSTO FIJO TOTAL (Cft)                               | \$            |
| COSTO VARIABLE UNITARIO(CVu)                         | \$            |
| PUNTO DE EQUILIBRIO EN INGRESOS (P.E.I)              | \$            |
| PUNTO DE EQUILIBRIO EN UNIDADES PRODUCIDAS (P.E.U.P) | 213           |

| <b>RESULTADOS FINALES</b>                         |               |
|---|---------------|
| <b>Ingresos totales (IT)</b>                      | \$ 20,520,000 |
| <b>Volumen de produccion mensual</b>              | 360           |
| <b>Costos totales</b>                             | \$ 13,973,022 |
| <b>Punto de equilibrio en ingresos</b>            | \$ 12,128,955 |
| <b>Punto de equilibrio en unidades producidas</b> | 213           |
| <b>Costo total unit</b>                           | \$ 38,814     |

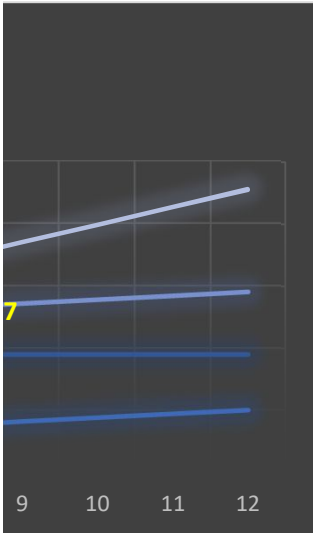
|                   |
|-------------------|
| $IT = C$          |
| $PUV * X = CF +$  |
| COSTO FIJO        |
| PRECIO VENT UNIT. |
| COSTO VAR. UNIT   |
| X                 |
| COSTO VAR. TOTAL  |
| INGRESO TOTAL     |

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| <i>IT</i>     |
|---------------|
| \$ 5,700,000  |
| \$ 7,125,000  |
|               |
| \$ 11,400,000 |
| \$ 12,825,000 |
| \$ 14,421,000 |
| \$ 15,675,000 |
| \$ 17,100,000 |
|               |
| \$ 18,525,000 |
| \$ 19,950,000 |
| \$ 21,375,000 |
| \$ 22,800,000 |




[REGRESAR A CONTENIDO](#)

| BALANCE INICIAL                    |                  |                                  |  |
|------------------------------------|------------------|----------------------------------|--|
| <b>ACTIVOS</b>                     |                  | <b>PASIVOS</b>                   |  |
| <b>ACTIVOS CORRIENTES</b>          |                  | <b>PASIVOS C P.</b>              |  |
| <b>CAJA</b>                        | \$ 81,875,100.00 | <b>SOBREGIROS</b>                |  |
| <b>BANCOS</b>                      |                  | <b>PRESTAMOS</b>                 |  |
| <b>INVENTARIOS</b>                 |                  | <b>IMPUESTOS POR PAGAR</b>       |  |
| <b>INVERSIONES CP</b>              |                  | <b>TOTAL PASIVOS C.P</b>         |  |
| <b>TOTAL ACTIVOS CORRIENTES</b>    | \$ 81,875,100.00 | <b>PASIVOS L.P</b>               |  |
| <b>PROPIEDAD PLANTA Y E.</b>       |                  | <b>TOTAL PASIVOS</b>             |  |
|                                    |                  | <b>APORTE SOCIOS</b>             |  |
| <b>MAQUINARIA Y EQUIPO</b>         |                  | <b>UTILIDAD PERIODO</b>          |  |
| <b>(-) DEPRECIACION</b>            |                  | <b>TOTAL PATRIMONIO</b>          |  |
| <b>TOTAL PROPIEDAD PLANTA Y E.</b> | \$ 0.00          | <b>TOTAL PASIVO + PATRIMONIO</b> |  |
| <b>OTROS ACTIVOS</b>               |                  |                                  |  |
| <b>OTROS ACT.</b>                  | \$ 0.00          |                                  |  |
| <b>TOTAL ACTIVOS</b>               | \$ 81,875,100.00 |                                  |  |

|                  |
|------------------|
|                  |
|                  |
|                  |
|                  |
|                  |
| \$ 45,000,000.00 |
|                  |
|                  |
| \$ 45,000,000.00 |
|                  |
|                  |
| \$ 45,000,000.00 |
|                  |
|                  |
| \$ 36,875,100.00 |
|                  |
|                  |
| \$ 36,875,100.00 |
|                  |
|                  |
| \$ 81,875,100.00 |
|                  |

| BALANCE GENERAL                 |                   |
|---------------------------------|-------------------|
| <b>ACTIVOS</b>                  |                   |
| <b>ACTIVOS CORRIENTES</b>       |                   |
| <b>CAJA</b>                     | \$ 1,000,000.00   |
| <b>BANCOS</b>                   | \$ 83,933,997.63  |
| <b>INVENTARIOS</b>              |                   |
| <b>INVERSIONES CP</b>           |                   |
| <b>TOTAL ACTIVOS CORRIENTES</b> | \$ 84,933,997.63  |
| <b>ACTIVOS FIJOS</b>            |                   |
| <b>MAQUINARIA Y EQUIPO</b>      | \$ 32,252,500.00  |
| <b>(-) DEPRECIACION</b>         | \$ 7,744,533.33   |
| <b>TOTAL ACTIVOS FIJOS</b>      | \$ 24,507,966.67  |
| <b>OTROS ACTIVOS</b>            | \$ 0.00           |
| <b>OTROS ACT.</b>               | \$ 0.00           |
| <b>TOTAL ACTIVOS</b>            | \$ 109,441,964.30 |

| GENERAL AÑO 1                    |                   |
|----------------------------------|-------------------|
| <b>PASIVOS</b>                   |                   |
| <b>PASIVOS C.P.</b>              |                   |
| <b>SOBREGIROS</b>                |                   |
| <b>PRESTAMOS</b>                 | \$ 38,603,825.04  |
| <b>IMPUESTOS POR PAGAR</b>       | \$ 11,547,433.35  |
| <b>TOTAL PASIVOS C.P</b>         | \$ 50,151,258.39  |
| <b>PASIVO LP</b>                 | \$ 0.00           |
| <b>TOTAL PASIVOS</b>             | \$ 50,151,258.39  |
| <b>APORTE SOCIOS</b>             | \$ 36,875,100.00  |
| <b>UTILIDAD PERIODO</b>          | \$ 22,415,605.91  |
| <b>TOTAL PATRIMONIO</b>          | \$ 59,290,705.91  |
| <b>TOTAL PASIVO + PATRIMONIO</b> | \$ 109,441,964.30 |

|                                 |
|---------------------------------|
| <b>ACTIVOS</b>                  |
| <b>ACTIVOS CORRIENTES</b>       |
| <b>CAJA</b>                     |
| <b>BANCOS</b>                   |
| <b>INVENTARIOS</b>              |
| <b>INVERSIONES CP</b>           |
| <b>TOTAL ACTIVOS CORRIENTES</b> |
| <b>ACTIVOS FIJOS</b>            |
| <b>MAQUINARIA Y EQUIPO</b>      |
| <b>(-) DEPRECIACION</b>         |
| <b>TOTAL ACTIVOS FIJOS</b>      |
| <b>OTROS ACTIVOS</b>            |
| <b>OTROS ACT.</b>               |
| <b>TOTAL ACTIVOS</b>            |

| <b>BALANCE GENERAL AÑO 2</b> |                                  |                   |
|------------------------------|----------------------------------|-------------------|
|                              | <b>PASIVOS</b>                   |                   |
|                              | <b>PASIVOS C P.</b>              |                   |
|                              | <b>SOBREGIROS</b>                |                   |
| \$ 1,000,000.00              | <b>PRESTAMOS</b>                 | \$ 29,694,645.50  |
| \$ 86,344,599.04             | <b>IMPUESTOS POR PAGAR</b>       | \$ 7,361,097.05   |
|                              |                                  |                   |
| \$ 87,344,599.04             | <b>TOTAL PASIVOS C.P</b>         | \$ 37,055,742.55  |
|                              |                                  |                   |
|                              | <b>PASIVO LP</b>                 | \$ 0.00           |
|                              | <b>TOTAL PASIVOS</b>             | \$ 37,055,742.55  |
|                              |                                  |                   |
| \$ 32,252,500.00             | <b>APORTE SOCIOS</b>             | \$ 36,875,100.00  |
|                              | <b>UTILIDAD ACUMULADA</b>        | \$ 22,415,605.91  |
|                              | <b>UTILIDAD DEL PERIODO</b>      | \$ 14,289,188.39  |
| \$ 15,489,066.67             |                                  |                   |
| \$ 16,763,433.33             |                                  |                   |
|                              | <b>TOTAL PATRIMONIO</b>          | \$ 73,579,894.30  |
| \$ 0.00                      |                                  |                   |
| \$ 0.00                      |                                  |                   |
| \$ 104,108,032.37            | <b>TOTAL PASIVO + PATRIMONIO</b> | \$ 110,635,636.85 |

| BALANCE GENERAL AÑO 3           |  |                   |                                  |  |  |
|---------------------------------|--|-------------------|----------------------------------|--|--|
| <b>ACTIVOS</b>                  |  |                   | <b>PASIVOS</b>                   |  |  |
| <b>ACTIVOS CORRIENTES</b>       |  |                   | <b>PASIVOS C P.</b>              |  |  |
| <b>CAJA</b>                     |  | \$ 1,000,000.00   | <b>SOBREGIROS</b>                |  |  |
| <b>BANCOS</b>                   |  | \$ 92,075,053.23  | <b>PRESTAMOS</b>                 |  |  |
| <b>INVENTARIOS</b>              |  |                   | <b>IMPUESTOS POR PAGAR</b>       |  |  |
| <b>INVERSIONES CP</b>           |  |                   | <b>TOTAL PASIVOS C.P</b>         |  |  |
| <b>TOTAL ACTIVOS CORRIENTES</b> |  | \$ 93,075,053.23  | <b>PASIVO LP</b>                 |  |  |
| <b>ACTIVOS FIJOS</b>            |  |                   | <b>TOTAL PASIVOS</b>             |  |  |
| <b>MAQUINARIA Y EQUIPO</b>      |  | \$ 32,252,500.00  | <b>APORTE SOCIOS</b>             |  |  |
| <b>(-) DEPRECIACION</b>         |  | \$ 23,233,600.00  | <b>UTILIDAD ACUMULADA</b>        |  |  |
| <b>TOTAL ACTIVOS FIJOS</b>      |  | \$ 9,018,900.00   | <b>UTILIDAD DEL PERIODO</b>      |  |  |
| <b>OTROS ACTIVOS</b>            |  | \$ 0.00           | <b>TOTAL PATRIMONIO</b>          |  |  |
| <b>OTROS ACT.</b>               |  | \$ 0.00           | <b>TOTAL PASIVO + PATRIMONIO</b> |  |  |
| <b>TOTAL ACTIVOS</b>            |  | \$ 102,093,953.23 |                                  |  |  |

|                   |
|-------------------|
|                   |
|                   |
|                   |
|                   |
| \$ 16,424,828.21  |
| \$ 6,037,223.89   |
|                   |
| \$ 22,462,052.11  |
|                   |
| \$ 0.00           |
| \$ 22,462,052.11  |
|                   |
| \$ 36,875,100.00  |
| \$ 36,704,794.30  |
| \$ 11,719,316.97  |
|                   |
| \$ 85,299,211.27  |
|                   |
|                   |
| \$ 107,761,263.38 |
|                   |

| BALANCE GENERAL                 |                  |
|---------------------------------|------------------|
| <b>ACTIVOS</b>                  |                  |
| <b>ACTIVOS CORRIENTES</b>       |                  |
| <b>CAJA</b>                     | \$ 1,000,000.00  |
| <b>BANCOS</b>                   | \$ 90,765,886.04 |
| <b>INVENTARIOS</b>              |                  |
| <b>INVERSIONES CP</b>           |                  |
| <b>TOTAL ACTIVOS CORRIENTES</b> | \$ 91,765,886.04 |
| <b>ACTIVOS FIJOS</b>            |                  |
| <b>MAQUINARIA Y EQUIPO</b>      | \$ 32,252,500.00 |
| <b>(-) DEPRECIACION</b>         | \$ 30,978,133.33 |
| <b>TOTAL ACTIVOS FIJOS</b>      | \$ 1,274,366.67  |
| <b>OTROS ACTIVOS</b>            | \$ 0.00          |
| <b>OTROS ACT.</b>               | \$ 0.00          |
| <b>TOTAL ACTIVOS</b>            | \$ 93,040,252.71 |



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| GENERAL AÑO 4                    |                   |
|----------------------------------|-------------------|
| <b>PASIVOS</b>                   |                   |
| <b>PASIVOS C P.</b>              |                   |
| <b>SOBREGIROS</b>                |                   |
| <b>PRETAMOS</b>                  | -\$ 860,294.33    |
| <b>IMPUESTOS POR PAGAR</b>       | \$ 6,852,767.46   |
| <b>TOTAL PASIVOS C.P</b>         | \$ 5,992,473.14   |
| <b>PASIVO LP</b>                 | \$ 0.00           |
| <b>TOTAL PASIVOS</b>             | \$ 5,992,473.14   |
| <b>APORTE SOCIOS</b>             | \$ 36,875,100.00  |
| <b>UTILIDAD ACUMULADA</b>        | \$ 48,424,111.27  |
| <b>UTILIDAD DEL PERIODO</b>      | \$ 13,302,430.96  |
| <b>TOTAL PATRIMONIO</b>          | \$ 98,601,642.23  |
| <b>TOTAL PASIVO + PATRIMONIO</b> | \$ 104,594,115.37 |

|                                 |
|---------------------------------|
| <b>ACTIVOS</b>                  |
| <b>ACTIVOS CORRIENTES</b>       |
| <b>CAJA</b>                     |
| <b>BANCOS</b>                   |
| <b>INVENTARIOS</b>              |
| <b>INVERSIONES CP</b>           |
| <b>TOTAL ACTIVOS CORRIENTES</b> |
| <b>ACTIVOS FIJOS</b>            |
| <b>MAQUINARIA Y EQUIPO</b>      |
| <b>(-) DEPRECIACION</b>         |
| <b>TOTAL ACTIVOS FIJOS</b>      |
| <b>OTROS ACTIVOS</b>            |
| <b>OTROS ACT.</b>               |
| <b>TOTAL ACTIVOS</b>            |

| <b>BALANCE GENERAL AÑO 5</b> |                                  |                   |
|------------------------------|----------------------------------|-------------------|
|                              | <b>PASIVOS</b>                   |                   |
|                              | <b>PASIVOS C.P.</b>              |                   |
|                              | <b>SOBREGIROS</b>                |                   |
| \$ 1,000,000.00              | <b>PRESTAMOS</b>                 | \$ 0.00           |
| \$ 90,204,546.84             | <b>IMPUESTOS POR PAGAR</b>       | \$ 9,797,592.07   |
|                              |                                  |                   |
| \$ 91,204,546.84             | <b>TOTAL PASIVOS C.P.</b>        | \$ 9,797,592.07   |
|                              |                                  |                   |
|                              | <b>PASIVO LP</b>                 | \$ 0.00           |
|                              | <b>TOTAL PASIVOS</b>             | \$ 9,797,592.07   |
|                              |                                  |                   |
| \$ 32,252,500.00             | <b>APORTE SOCIOS</b>             | \$ 36,875,100.00  |
|                              | <b>UTILIDAD ACUMULADA</b>        | \$ 61,726,542.23  |
|                              | <b>UTILIDAD DEL PERIODO</b>      | \$ 19,892,080.87  |
| \$ 38,722,666.67             |                                  |                   |
| -\$ 6,470,166.67             |                                  |                   |
|                              | <b>TOTAL PATRIMONIO</b>          | \$ 118,493,723.10 |
| \$ 0.00                      |                                  |                   |
| \$ 0.00                      |                                  |                   |
| \$ 84,734,380.17             | <b>TOTAL PASIVO + PATRIMONIO</b> | \$ 128,291,315.18 |

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| ESTADO DE PERDIDAS Y GANANCIAS AÑO 1 |                   |
|--------------------------------------|-------------------|
|                                      |                   |
| VENTAS                               | \$ 260,244,961.83 |
| DCTO VENTAS                          | \$ 0.00           |
| (-) COSTO DE VENTAS                  | \$ 126,208,105.82 |
| UTILIDAD BRUTA                       | \$ 134,036,856.01 |
| (-) GASTOS ADMINISTRACION Y VENTAS   | \$ 85,880,000.00  |
| UTILIDAD OPERACIONAL                 | \$ 48,156,856.01  |
| (-)GASTOS FINANCIEROS                | \$ 14,193,816.75  |
| (+) OTROS INGRESOS                   | \$ 0.00           |
| (-) OTROS EGRESOS                    | \$ 0.00           |
| UOADI                                | \$ 33,963,039.26  |
| IMPO RENTA                           | \$ 11,547,433.35  |
| UTILIDAD                             | \$ 22,415,605.91  |
|                                      |                   |

| ESTADO DE PERDIDAS Y G             |  |
|------------------------------------|--|
|                                    |  |
| VENTAS                             |  |
| DCTO VENTAS                        |  |
| (-) COSTO DE VENTAS                |  |
| UTILIDAD BRUTA                     |  |
| (-) GASTOS ADMINISTRACION Y VENTAS |  |
| UTILIDAD OPERACIONAL               |  |
| (-)GASTOS FINANCIEROS              |  |
| (+) OTROS INGRESOS                 |  |
| (-) OTROS EGRESOS                  |  |
| UOADI                              |  |
| IMPO RENTA                         |  |
| UTILIDAD                           |  |
|                                    |  |

| ANANCIAS AÑO 2    |  |
|-------------------|--|
|                   |  |
| \$ 254,085,831.07 |  |
| \$ 0.00           |  |
| \$ 129,693,673.46 |  |
| \$ 124,392,157.61 |  |
| \$ 91,061,060.00  |  |
| \$ 33,331,097.61  |  |
| \$ 11,680,812.17  |  |
| \$ 0.00           |  |
| \$ 0.00           |  |
| \$ 21,650,285.44  |  |
| \$ 7,361,097.05   |  |
| \$ 14,289,188.39  |  |
|                   |  |

| ESTADO DE PERDIDAS Y GANANCIAS AÑO 3 |                   |
|--------------------------------------|-------------------|
|                                      |                   |
| VENTAS                               | \$ 256,626,689.38 |
| DCTO VENTAS                          | \$ 0.00           |
| (-) COSTO DE VENTAS                  | \$ 134,058,305.56 |
| UTILIDAD BRUTA                       | \$ 122,568,383.82 |
| (-) GASTOS ADMINISTRACIÓN Y VENTAS   | \$ 96,631,374.20  |
| UTILIDAD OPERACIONAL                 | \$ 25,937,009.62  |
| (-)GASTOS FINANCIEROS                | \$ 8,180,468.75   |
| (+) OTROS INGRESOS                   | \$ 0.00           |
| (-) OTROS EGRESOS                    | \$ 0.00           |
| UOADI                                | \$ 17,756,540.87  |
| IMPO RENTA                           | \$ 6,037,223.89   |
| UTILIDAD                             | \$ 11,719,316.97  |
|                                      |                   |

| ESTADO DE PERDIDAS Y G             |  |
|------------------------------------|--|
|                                    |  |
| VENTAS                             |  |
| DCTO VENTAS                        |  |
| (-) COSTO DE VENTAS                |  |
| UTILIDAD BRUTA                     |  |
| (-) GASTOS ADMINISTRACION Y VENTAS |  |
| UTILIDAD OPERACIONAL               |  |
| (-)GASTOS FINANCIEROS              |  |
| (+) OTROS INGRESOS                 |  |
| (-) OTROS EGRESOS                  |  |
| UOADI                              |  |
| IMPO RENTA                         |  |
| UTILIDAD                           |  |
|                                    |  |

| GANANCIAS AÑO 4 |                   |
|-----------------|-------------------|
|                 |                   |
|                 | \$ 259,192,956.27 |
|                 | \$ 0.00           |
|                 | \$ 139,022,272.14 |
|                 | \$ 120,170,684.13 |
|                 | \$ 96,710,616.54  |
|                 | \$ 23,460,067.59  |
|                 | \$ 3,304,869.17   |
|                 | \$ 0.00           |
|                 | \$ 0.00           |
|                 | \$ 20,155,198.42  |
|                 | \$ 6,852,767.46   |
|                 | \$ 13,302,430.96  |
|                 |                   |

| ESTADO DE PERDIDAS Y GANANCIAS AÑO 5 |                   |
|--------------------------------------|-------------------|
|                                      |                   |
| VENTAS                               | \$ 270,811,950.86 |
| DCTO VENTAS                          | \$ 0.00           |
| (-) COSTO DE VENTAS                  | \$ 144,286,766.33 |
| UTILIDAD BRUTA                       | \$ 126,525,184.53 |
| (-) GASTOS ADMINISTRACION Y VENTAS   | \$ 96,835,511.59  |
| UTILIDAD OPERACIONAL                 | \$ 29,689,672.94  |
| (-)GASTOS FINANCIEROS                | \$ 0.00           |
| (+) OTROS INGRESOS                   | \$ 0.00           |
| (-) OTROS EGRESOS                    | \$ 0.00           |
| UOADI                                | \$ 29,689,672.94  |
| IMPO RENTA                           | \$ 9,797,592.07   |
| UTILIDAD                             | \$ 19,892,080.87  |
|                                      |                   |

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| ITEM                             | Año 0                    |
|----------------------------------|--------------------------|
|                                  |                          |
| INGRESO POR VENTA                | \$ 0.00                  |
| OTROS INGRESOS                   |                          |
|                                  |                          |
| <b>TOTAL INGRESOS</b>            |                          |
|                                  |                          |
| COSTOS MATERIA PRIMA             |                          |
| MANO DE OBRA DIRECTA             |                          |
| GASTOS ADMINISTRATIVOS           |                          |
| GASTOS DE PUBLICIDAD             |                          |
| COSTOS INDIRECTOS DE FABRICACIÓN |                          |
| GASTOS FINANCIEROS               |                          |
| IMPUESTOS                        |                          |
| INVERSION                        | \$ 36,875,100.00         |
|                                  |                          |
| <b>TOTAL EGRESOS</b>             | <b>\$ 36,875,100.00</b>  |
|                                  |                          |
| <i>FLUJO NETO DE CAJA</i>        | <i>-\$ 36,875,100.00</i> |
|                                  |                          |
| <b>TIR</b>                       | <b>28.72%</b>            |
| <b>VAN</b>                       | <b>\$ 2,300,599.44</b>   |
| <b>RELACION BENEFICIO COSTO</b>  | <b>1.00</b>              |
| <b>VPN INGRESOS</b>              | <b>\$ 697,108,861.26</b> |
| <b>VPN EGRESOS</b>               | <b>\$ 694,808,261.81</b> |

## FLUJO DE CAJA

| Año 1             | Año 2             | Año 3             | Año 4             | Año 5             |
|-------------------|-------------------|-------------------|-------------------|-------------------|
|                   |                   |                   |                   |                   |
| \$ 260,244,961.83 | \$ 254,085,831.07 | \$ 256,626,689.38 | \$ 259,192,956.27 | \$ 270,811,950.86 |
| \$ 0.00           | \$ 0.00           | \$ 0.00           | \$ 0.00           | \$ 0.00           |
|                   |                   |                   |                   |                   |
| \$ 260,244,961.83 | \$ 254,085,831.07 | \$ 256,626,689.38 | \$ 259,192,956.27 | \$ 270,811,950.86 |
|                   |                   |                   |                   |                   |
| \$ 62,840,320.49  | \$ 62,840,320.49  | \$ 63,468,723.69  | \$ 64,420,754.55  | \$ 65,387,065.87  |
| \$ 49,527,252.00  | \$ 52,994,159.64  | \$ 56,703,750.81  | \$ 60,673,013.37  | \$ 64,920,124.31  |
| \$ 75,600,000.00  | \$ 80,737,560.00  | \$ 86,246,669.70  | \$ 92,133,222.21  | \$ 96,835,511.59  |
| \$ 10,280,000.00  | \$ 10,323,500.00  | \$ 10,384,704.50  | \$ 10,463,946.84  | \$ 10,552,786.31  |
| \$ 13,840,533.33  | \$ 13,859,193.33  | \$ 13,885,831.05  | \$ 13,928,504.22  | \$ 13,979,576.16  |
| \$ 14,193,816.75  | \$ 11,680,812.17  | \$ 8,180,468.75   | \$ 3,304,869.17   | \$ 0.00           |
| \$ 11,547,433.35  | \$ 7,361,097.05   | \$ 6,037,223.89   | \$ 6,852,767.46   | \$ 9,797,592.07   |
|                   |                   |                   |                   |                   |
|                   |                   |                   |                   |                   |
| \$ 237,829,355.92 | \$ 239,796,642.68 | \$ 244,907,372.41 | \$ 251,777,077.82 | \$ 261,472,656.30 |
|                   |                   |                   |                   |                   |
| \$ 22,415,605.91  | \$ 14,289,188.39  | \$ 11,719,316.97  | \$ 7,415,878.45   | \$ 9,339,294.56   |

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| CONCEPTO   | MES 1                 | MES 2                | MES 3                | MES 4                |
|--|-----------------------|----------------------|----------------------|----------------------|
| <b>INGRESOS</b>                                      |                       |                      |                      |                      |
| POR VENTAS   | 0                     | \$ 20,520,000        | \$ 20,725,200        | \$ 20,932,452        |
| <b>EGRESOS</b>                                       |                       |                      |                      |                      |
| COSTOS FIJOS   | \$ 9,463,422          | \$ 9,463,422         | \$ 9,463,422         | \$ 9,463,422         |
| COSTOS VARIABLES                                     | \$ 4,509,720          | \$ 4,735,206         | \$ 4,971,966         | \$ 5,220,565         |
| <b>TOTAL EGRSESOS</b>                                | <b>\$ 13,973,142</b>  | <b>\$ 14,198,628</b> | <b>\$ 14,435,389</b> | <b>\$ 14,683,987</b> |
| <b>FLUJO DE EFECTIVO</b>                             |                       |                      |                      |                      |
| F DE EFECTIVO (VENTAS - COSTOS)                      | -\$ 13,973,142        | \$ 6,321,372         | \$ 6,289,811         | \$ 6,248,465         |
| <b>EFFECTIVO ACUMULADO (EFFECTIVO + E. ANTERIOR)</b> | <b>-\$ 13,973,142</b> | <b>-\$ 7,651,770</b> | <b>-\$ 1,361,959</b> | <b>\$ 4,886,506</b>  |



**FLUJO DE EFECTIVO**

| MES 5                | MES 6                | MES 7                | MES 8                | MES 9                | MES 10               |
|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
|                      |                      |                      |                      |                      |                      |
| \$ -                 | \$ -                 | \$ -                 | \$ -                 | \$ 114,969,000       | \$ 260,244,962       |
|                      |                      |                      |                      |                      |                      |
| \$ 9,463,422         | \$ 9,463,422         | \$ 9,463,422         | \$ 9,463,422         | \$ 9,463,422         | \$ 9,463,422         |
| \$ 5,481,593         | \$ 5,755,672         | \$ 6,043,456         | \$ 6,345,629         | \$ 6,662,910         | \$ 6,996,056         |
|                      |                      |                      |                      |                      |                      |
| <b>\$ 14,945,015</b> | <b>\$ 15,219,095</b> | <b>\$ 15,506,878</b> | <b>\$ 15,809,051</b> | <b>\$ 16,126,333</b> | <b>\$ 16,459,478</b> |
|                      |                      |                      |                      |                      |                      |
|                      |                      |                      |                      |                      |                      |
|                      |                      |                      |                      |                      |                      |
| -\$ 14,945,015       | -\$ 15,219,095       | -\$ 15,506,878       | -\$ 15,809,051       | \$ 98,842,667        | \$ 243,785,484       |
|                      |                      |                      |                      |                      |                      |
| -\$ 10,058,509       | -\$ 25,277,604       | -\$ 40,784,482       | -\$ 56,593,533       | \$ 42,249,134        | \$ 286,034,618       |
|                      |                      |                      |                      |                      |                      |

| <b>MES 11</b>        | <b>MES 12</b>        |
|----------------------|----------------------|
|                      |                      |
| \$ -                 | \$ -                 |
|                      |                      |
| \$ 9,463,422         | \$ 9,463,422         |
| \$ 7,345,859         | \$ 7,713,152         |
|                      |                      |
| <b>\$ 16,809,281</b> | <b>\$ 17,176,574</b> |
|                      |                      |
|                      |                      |
|                      |                      |
| -\$ 16,809,281       | -\$ 17,176,574       |
|                      |                      |
| \$ 269,225,337       | \$ 252,048,763       |
|                      |                      |



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## INDICADORES DE LI

**RAZON CORRIENTE** = ACTIVO CORRIENTE / PASIVO CORRIENTE

**CAPITAL DE TRABAJO** = ACTIVO CORRIENTE - PASIVO CORRIENTE

|                           | <b>AÑO 1</b>  | <b>AÑO 2</b>  |
|---------------------------|---------------|---------------|
| <b>RAZON CORRIENTE</b>    | \$ 1.7        | \$ 2.4        |
| <b>CAPITAL DE TRABAJO</b> | \$ 34,782,739 | \$ 50,288,856 |

**QUIDEZ**

| <b>AÑO 3</b>  | <b>AÑO 4</b>  | <b>AÑO 5</b>  |
|---------------|---------------|---------------|
| \$ 4.1        | \$ 15.3       | \$ 9.3        |
| \$ 70,613,001 | \$ 85,773,413 | \$ 81,406,955 |