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| **Sales Forecast** |
|  | SALES FORECAST ASSUMPTIONS | LOYALTY / PURCHASE ASSUMPTIONS |
|  | * SERVICE (choose time frame: day / month/ year)

billable hours x rate charged per hour = service fees (see above) + parts / material = service fee x # of services rendered = * RETAIL (choose time frame: day / month / year)

sales per square foot x retail square feet = inventory turns x avg. inventory level = avg. purchase amt. x # of purchases = * MANUFACTURING (choose time frame: day / month / year)

avg. project price x # of projects = unit price x # of units sold = | total sales | $ amount of typical purchase by customerOver the coming year:% of our customer base will repeat business with us.of our customer base will% be lost to a competitor or no longer need offering.100.00 %...of these customers, who do repeat business with us:% of them will purchasetimes a year.% of them will purchasetimes a year.% of them will purchase one time a year.100.00 % |
|  |
|  | total sales |
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|  | total sales |
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|  | total sales |
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|  | total sales |
|  | total sales |
|  |  |
|  | total sales |
|  |
|  | total sales |
|  |  |
|  |  |
| SEASONALITY: |
|  |  | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| highest point |  |  |  |  |  |  |  |  |  |  |  |  |
|  |
| above average |  |  |  |  |  |  |  |  |  |  |  |  |
|  | average |  |  |  |  |  |  |  |  |  |  |  |  |
| below average |  |  |  |  |  |  |  |  |  |  |  |  |
|  |
| lowest point |  |  |  |  |  |  |  |  |  |  |  |  |
|  | CASH RECEIPTS: | CASH PAYMENTS: |
| Once a sale is made, %what percent of our %sales do we collect %during the following %time periods: %100 % | 0 to 30 days30 to 45 days45 to 60 days60 to 90 days90+ days |  |  | Once an expense is % | 0 to 30 days |  |
|  |
| incurred, what percent % | 30 to 45 days |
| of our bills are paid % | 45 to 60 days |
|  |
| within the following % | 60 to 90 days |
| time periods: % | 90+ days |
|  |
| 100 % |  |