



# sales forecast

SALES FORECAST ASSUMPTIONS	LOYALTY / PURCHASE ASSUMPTIONS																																																																														
<p>■ SERVICE (choose time frame: day / month / year)</p> <p>billable hours      x      rate charged per hour      =      total sales  <input style="width:80px;" type="text"/>           <input style="width:80px;" type="text"/>      =      <input style="width:80px;" type="text"/></p> <p>service fees (see above) +      parts / material      =      total sales  <input style="width:80px;" type="text"/>           <input style="width:80px;" type="text"/>      =      <input style="width:80px;" type="text"/></p> <p>service fee      x      # of services rendered      =      total sales  <input style="width:80px;" type="text"/>           <input style="width:80px;" type="text"/>      =      <input style="width:80px;" type="text"/></p> <p>■ RETAIL (choose time frame: day / month / year)</p> <p>sales per square foot      x      retail square feet      =      total sales  <input style="width:80px;" type="text"/>           <input style="width:80px;" type="text"/>      =      <input style="width:80px;" type="text"/></p> <p>inventory turns      x      avg. inventory level      =      total sales  <input style="width:80px;" type="text"/>           <input style="width:80px;" type="text"/>      =      <input style="width:80px;" type="text"/></p> <p>avg. purchase amt.      x      # of purchases      =      total sales  <input style="width:80px;" type="text"/>           <input style="width:80px;" type="text"/>      =      <input style="width:80px;" type="text"/></p> <p>■ MANUFACTURING (choose time frame: day / month / year)</p> <p>avg. project price      x      # of projects      =      total sales  <input style="width:80px;" type="text"/>           <input style="width:80px;" type="text"/>      =      <input style="width:80px;" type="text"/></p> <p>unit price      x      # of units sold      =      total sales  <input style="width:80px;" type="text"/>           <input style="width:80px;" type="text"/>      =      <input style="width:80px;" type="text"/></p>	<p>\$ <input style="width:80px;" type="text"/> amount of typical purchase by customer</p> <p>Over the coming year:</p> <p><input style="width:80px;" type="text"/> % of our customer base will repeat business with us.</p> <p><input style="width:80px;" type="text"/> % of our customer base will be lost to a competitor or no longer need offering.</p> <p><input style="width:80px;" type="text"/> 100.00 %</p> <p>→ ...of these customers, who do repeat business with us:</p> <p><input style="width:80px;" type="text"/> % of them will purchase <input style="width:40px;" type="text"/> times a year.</p> <p><input style="width:80px;" type="text"/> % of them will purchase <input style="width:40px;" type="text"/> times a year.</p> <p><input style="width:80px;" type="text"/> % of them will purchase one time a year.</p> <p><input style="width:80px;" type="text"/> 100.00 %</p>																																																																														
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	<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>Jan</th> <th>Feb</th> <th>Mar</th> <th>Apr</th> <th>May</th> <th>Jun</th> <th>Jul</th> <th>Aug</th> <th>Sep</th> <th>Oct</th> <th>Nov</th> <th>Dec</th> </tr> </thead> <tbody> <tr> <td>highest point</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>above average</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>average</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>below average</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>lowest point</td> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> </tbody> </table>		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	highest point													above average													average													below average													lowest point												
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<p>Once a sale is made, what percent of our sales do we collect during the following time periods:</p> <p><input type="checkbox"/> % 0 to 30 days  <input type="checkbox"/> % 30 to 45 days  <input type="checkbox"/> % 45 to 60 days  <input type="checkbox"/> % 60 to 90 days  <input type="checkbox"/> % 90+ days  <hr style="width:50px; margin-left:0;"/> 100 %</p>	<p>Once an expense is incurred, what percent of our bills are paid within the following time periods:</p> <p><input type="checkbox"/> % 0 to 30 days  <input type="checkbox"/> % 30 to 45 days  <input type="checkbox"/> % 45 to 60 days  <input type="checkbox"/> % 60 to 90 days  <input type="checkbox"/> % 90+ days  <hr style="width:50px; margin-left:0;"/> 100 %</p>																																																																														