|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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 customer  Over 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 purchase  times a year.  % of them will purchase  times a year.  % of them will purchase one time a year.  100.00 % | | | | |
|  |
|  | total sales | | |
|  |  | | |
|  | total sales | | |
|  |  | | |
|  | total sales | | |
|  |  | | |
|  | 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 days  30 to 45 days  45 to 60 days  60 to 90 days  90+ 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 % | | | | |  | |