Sales Forecast

SALES FORECAST ASSUMPTIONS	LOYALTY / PURCHASE ASSUMPTIONS

SALES FORECAST ASSUMPTIONS

- SERVICE (choose time frame: day / month/ year)

  billable hours   x   rate charged per hour   =   total sales

  service fees (see above)   +   parts / material   =   total sales

  service fee   x   # of services rendered   =   total sales

- RETAIL (choose time frame: day / month / year)

  sales per square foot   x   retail square feet   =   total sales

  inventory turns   x   avg. inventory level   =   total sales

  avg. purchase amt.   x   # of purchases   =   total sales

- MANUFACTURING (choose time frame: day / month / year)

  avg. project price   x   # of projects   =   total sales

  unit price   x   # of units sold   =   total sales

LOYALTY / PURCHASE ASSUMPTIONS

$ [   ]   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] %

SEASONALITY:

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
highest point												
above average												
average												
below average												
lowest point												

CASH RECEIPTS:

Once a sale is made, what percent of our sales do we collect during the following time periods:

- [   ] % 0 to 30 days
- [   ] % 30 to 45 days
- [   ] % 45 to 60 days
- [   ] % 60 to 90 days
- [   ] % 90+ days
- 100 %

CASH PAYMENTS:

Once an expense is incurred, what percent of our bills are paid within the following time periods:

- [   ] % 0 to 30 days
- [   ] % 30 to 45 days
- [   ] % 45 to 60 days
- [   ] % 60 to 90 days
- [   ] % 90+ days
- 100 %