

12 Month Sales Forecast



Sales Forecast (12 Months)

Tai Chi Youth

Fiscal Year Begins

Jan-12

12-month Sales Forecast

Sales History

	12-month Sales Forecast												Annual Totals	Sales History				
	Jan-12	Feb-12	Mar-12	Apr-12	May-12	Jun-12	Jul-12	Aug-12	Sep-12	Oct-12	Nov-12	Dec-12		Current Month Ending mm/yy	2011	2010	2009	
ONLINE Classes	900	900	900	900	900	900	900	900	900	900	900	900	900	10800				
Sale price @ unit	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00				
Cat 1 TOTAL	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	216,000	0	0	0	0
Download videos	300	300	300	300	300	300	300	300	300	300	300	300	300	3600				
Sale price @ unit	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00	20.00				
Cat 2 TOTAL	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	72,000	0	0	0	0
Uniforms/Belt Tests	340	320	130	240	395	220	225	230	390	300	260	220	220	3270				
Sale price @ unit	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00				
Cat 3 TOTAL	17,000	16,000	6,500	12,000	19,750	11,000	11,250	11,500	19,500	15,000	13,000	11,000	11,000	163,500	0	0	0	0
Books	700	500	300	400	400	400	400	400	400	400	400	400	400	5100				
Sale price @ unit	38.00	38.00	38.00	38.00	38.00	38.00	38.00	38.00	38.00	38.00	38.00	38.00	38.00	38.00				
Cat 4 TOTAL	26,600	19,000	11,400	15,200	15,200	15,200	15,200	15,200	15,200	15,200	15,200	15,200	15,200	193,800	0	0	0	0
Music Downloads	100	200	200	300	400	500	600	600	600	600	600	600	600	5300				
Sale price @ unit	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00				
Cat 5 TOTAL	1,000	2,000	2,000	3,000	4,000	5,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	53,000	0	0	0	0
Music CDs	20	20	20	20	20	20	20	20	20	20	20	20	20	240				
Sale price @ unit	18.88	18.88	18.88	18.88	18.88	18.88	18.88	18.88	18.88	18.88	18.88	18.88	18.88	18.88				
Cat 6 TOTAL	378	378	378	378	378	378	378	378	378	378	378	378	378	4,531	0	0	0	0
TCY Memberships	300	100	20	20	20	20	30	20	50	20	30	30	30	660				
Sale price @ unit	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00				
Cat 7 TOTAL	3,000	1,000	200	200	200	200	300	200	500	200	300	300	300	6,600	0	0	0	0
Categories	71,978	62,378	44,478	54,778	63,528	55,778	57,128	57,278	65,578	60,778	58,878	56,878	70,9431	0	0	0	0	

Notes on Preparation

You may want to print this information to use as reference later. To delete these instructions, click the border of this text box and then press the DELETE key.

Forecasting sales of your product or service is the starting point for the financial projections. The sales forecast is the key to the whole financial plan, so it is important to use realistic estimates. Divide your projected monthly sales into "Categories", which are natural divisions that make sense for your type of business. Typical categories might be: product lines, departments, branch locations, customer groups, geographical territories, or contracts.

Enter the actual category names in the first column, replacing the existing "cat.1, cat.2", etc. Enter annual sales, by category, in the four "Sales History" columns on the right side of the sheet. (Startup businesses may delete this section.) Study your past sales records in detail. Note seasonal or other periodic fluctuations; determine what caused them and when they are expected to recur. Be sure to build these fluctuations into your projections for the coming year. You may forecast sales in dollars using the rows labeled "Total". Or, if you prefer, you may enter sales in units, then indicate the sales price per (@) unit, and the spreadsheet will automatically calculate the dollar sales volume.