

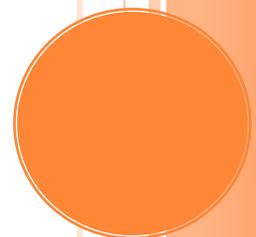
Sales Revenue Plan/Budget Excel Template User Guide

Three year sales plan/budget

The Sales Revenue Plan/Budget Excel template allows you to develop a monthly sales revenue plan for up to three years. It incorporates features such as product groups with revenue subtotals, an unlimited number of products within each product group and up to 20 seasonal sales patterns that can be applied individually to each product/revenue line. Direct sales costs can be applied to the revenue plan to calculate gross margin and percentage gross margin for each month. It also incorporates a sensitivity analysis feature whereby a + or — change can be applied to each line item for each of the three years allowing "What If" revenue and gross margin projections are recalculated.

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1/1/2011



SALES REVENUE PLAN/BUDGET EXCEL TEMPLATE USER GUIDE

Three year sales plan / budget

INTRODUCTION

The Sales Revenue Plan/Budget Excel template allows you to develop a monthly sales revenue plan for up to three years. It incorporates features such as product groups with revenue subtotals, an unlimited number of products within each product group and up to 20 seasonal sales patterns that can be applied individually to each product/revenue line. Direct sales costs can be applied to the revenue plan to calculate gross margin and percentage gross margin for each month. It also incorporates a sensitivity analysis feature whereby a + or — change can be applied to each line item for each of the three years allowing "What If" revenue and gross margin projections are recalculated.

USER INSTRUCTIONS

The EXCEL model has a simple Dropdown Menu system which is visible at all times (initially at cells E1 & F1 of the Sales Revenue Plan worksheet) . The following general guidelines should be followed. Cells in Blue are intended for User Input. Cells in Black are calculated and should not be altered by the user. On first use it is recommended that the Menu Options be used in the sequence set out below. On subsequent use the options can be selected as required to make amendments to the data originally entered. It may be useful to print out, for reference, the various input forms. Prior to entering data the user should select which currency s/he wishes to use in formatting reports. This can be done by clicking on the chosen currency symbol in the dialog box to the immediate right of the Title Graphic (cell E4 of the Sales Revenue Plan worksheet). Note this refers only to the currency symbol used and is NOT a currency conversion routine. You may need to install and enable the Excel Euro Currency Tools Add-in to display the € symbol properly

Enter the **Plan Title** and **Start Month/Year** (Plan Set Up Menu) Figure 1. These are used to format reports

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Sales Planner Plus+ allow you to develop a monthly sales revenue plan for up to three years. The sales revenue planner incorporates features such as product groups with revenue subtotals, an unlimited number of products within each product group and up to 20 seasonal sales patterns that can be applied individually to each product/revenue line. Direct sales costs can be applied to the revenue plan to calculate gross margin and percentage gross margin for each month. Sales Planner Plus+ also incorporates a sensitivity analysis feature whereby a + or — change can be applied to each line item for each of the three years allowing "What If" revenue and gross margin projections are recalculated.

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Plan Title:	The Big Software Co. Ltd
Start Year:	2011
Start Month (1-12):	1

Figure 1

Next, enter Revenue Sources as per figure 2 below.

REVENUE SOURCES								
PRODUCT GROUP A	Current Annual Sales	the annual % change.			Seasonal Sales Patterns			
		Year 1	Year 2	Year 3	Year 1	Year 2	Year 3	
Product A 1	\$20,000	0%	10%	0%	1	1	1	
Product A 2	\$10,000	0%	10%	0%	3	3	3	
Product A 3	\$5,000	0%	25%	0%	5	2	2	
Product A 4	\$0	0%	0%	0%	1	1	1	
Product A 5	\$0	0%	0%	0%	1	1	1	
Product A 6	\$0	0%	0%	0%	1	1	1	
PRODUCT GROUP B	Current Annual Sales	Year 1	Year 2	Year 3				
Product B 1	\$15,000	0%	5%	5%	2	2	2	
Product B 2	\$12,000	0%	10%	5%	2	2	2	
Product B 3	\$0	0%	0%	0%	1	1	1	
Product B 4	\$0	0%	0%	0%	1	1	1	
Product B 5	\$0	0%	0%	0%	1	1	1	
Product B 6	\$0	0%	0%	0%	1	1	1	
PRODUCT GROUP C	Current Annual Sales	Year 1	Year 2	Year 3				
Product C 1	\$8,000	0%	10%	15%	1	1	1	
Product C 2	\$6,000	0%	20%	10%	4	3	3	
Product C 3	\$0	0%	0%	0%	1	1	1	
Product C 4	\$0	0%	0%	0%	1	1	1	
Product C 5	\$0	0%	0%	0%	1	1	1	
Product C 6	\$0	0%	0%	0%	1	1	1	
PRODUCT GROUP D	Current Annual Sales	Year 1	Year 2	Year 3				
Product D 1	\$25,000	0%	5%	5%	1	1	1	
Product D 2	\$2,000	0%	10%	10%	1	1	1	
Product D 3	\$0	0%	0%	0%	1	1	1	
Product D 4	\$0	0%	0%	0%	1	1	1	
Product D 5	\$0	0%	0%	0%	1	1	1	
Product D 6	\$0	0%	0%	0%	1	1	1	
Direct Cost of Sales	% of Sales							
Direct Cost Item 1	25%							
Direct Cost Item 2	10%							
Direct Cost Item 3	10%							
Direct Cost Item 4	5%							
Direct Cost Item 5	0%							
Direct Cost Item 6	0%							
Direct Cost Item 7	0%							
TOTAL COST OF SALES								
GROSS MARGIN								
GROSS MARGIN (%)								

Figure 2

Print Revenue Parameters (Print Menu) for reference.

Fill-in each **Product Group Name**, using the **Enter Revenue Sources and Projections** on the Revenue Plan Menu. Up to four Product Groups may be entered.

Define each **Product** within each **Product Group**. For each **Product** enter the **Current Annual Sales** and the **projected % changes** planned in year 1, 2 and 3. Projected changes can be + or —. Where a Current Annual Sales figure does not exist enter the relevant figure for the first year and show 0% growth for the first year.

When additional **Products** are required within a **Product Group**, new **Products** can be added. To add a new **Product**, select a **Product** row within the **Product Group**. While the row is still selected, click on the "Add New Product" from the Plan Set Up Menu. The selected row, including all the appropriate formulae, is copied and inserted as a new row.

The **Product Name**, **Current Annual Sales**, etc for the new row can now be edited to enter details for the additional **Product**.

Where a **Product Group** has more **Products** than required, the row should **NOT** be deleted. It is preferable for presentation purposes to hide the rows that are not being used. Prior to hiding the row please ensure that there are no values in the row that will be added into any Product Group or grand totals.

When all the **Product Groups** and **Products** have been defined and **Annual Sales** values entered, **Seasonal Sales Patterns** can be applied for each **Product** for each year. **Sales Patterns** are number from 1 to 20. **Sales Pattern 1** is the default pattern and spreads the annual sales revenue evenly over the 12 months.

Seasonal Sales Patterns can be entered or edited by selecting the appropriate menu option from the **Plan Setup Menu**. The 12 monthly figures are entered as a percentage, with the sum of the 12 monthly adding to 100%. If the total does not add to 100% this is highlighted to the immediate right of the figure entered for month 12. The **Seasonal Sales Pattern** table can be printed for reference by selecting the appropriate option from the Print Menu. A graphic representation of the **Seasonal Sales Patterns** is available in a separate worksheet within this workbook,

The following items are calculated:

- **The Revenue Projection for each Product for each month**
- **The Revenue Projection subtotal for each Product Group for each month**
- **The Revenue Projection grand total for each month**
- **The Projected Direct Cost of Sales for each Month**
- **The Projected Gross Margin for each month.**
- **The Projected Gross Margin % for each month.**

The **Projected Revenue** figures can be printed by selecting the appropriate option from the Print Menu. A graphic representation of the **Total Projected Revenue** is available in a separate worksheet within this workbook and can be printed by selected the appropriate item from the Print Menu.

SENSITIVITY ANALYSIS

Having calculated the **Revenue Projects** for each month of each of the three years a complete "What If" analysis can be carried out while retaining the original **Revenue Plan**. Sensitivity factors indicating a + or — % change in the projected revenue can be applied to each individual **Revenue Line**. Different sensitivity factors can be applied to the **Revenue Line** for each of the 3 years. By way of an example if you wanted to see the "What If" impact of a particular product being late entering a new market one could enter year 1 down by 25%, year 2 revenue down by 15% and year 3 revenue down by 10% for that individual product revenue stream.

To enter the chosen **Sensitivity Factors** select the appropriate menu option and enter the factor as a + or — % for the chosen year and **Revenue Line** item. Default **Sensitivity Factors** are 0%.

The Sensitivity Adjusted Projected Revenue figures can be printed by selecting the appropriate option from the Print menu.

OUTPUT

Check out the range of outputs on the pages that follow.

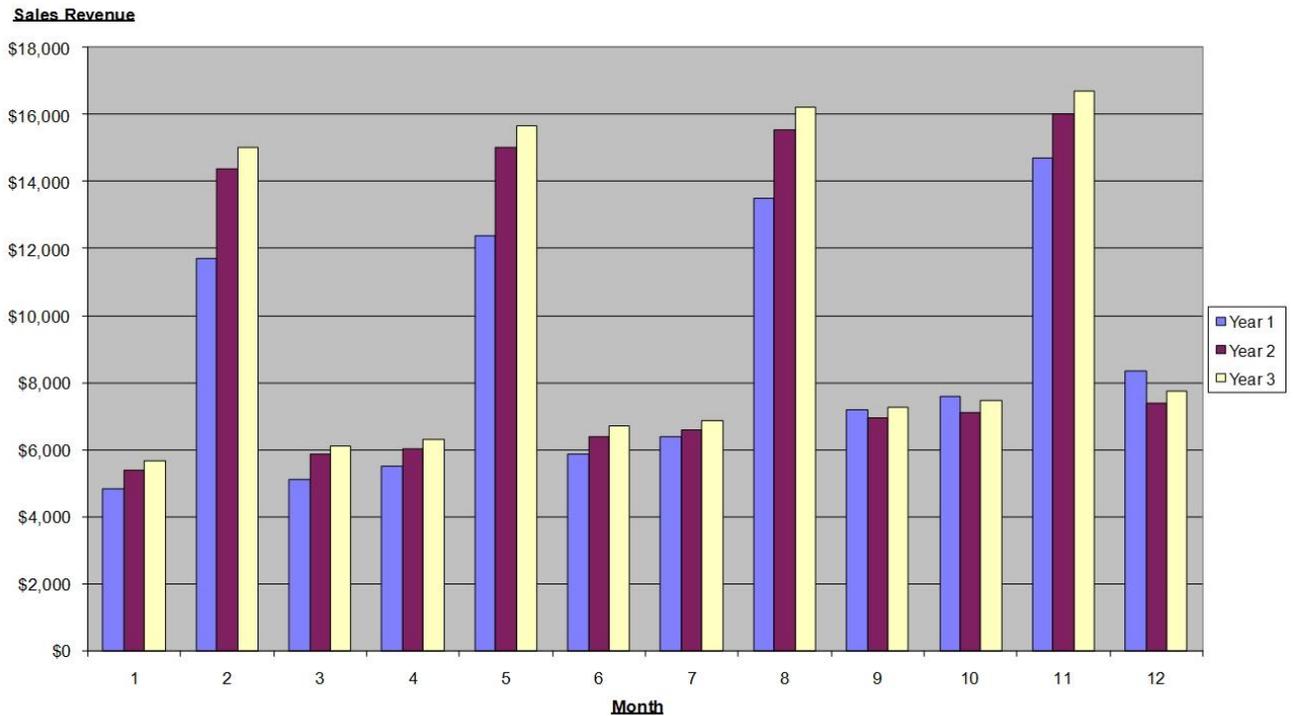
The Big Software Co. Ltd													
Sales Revenue Plan for Year Ended 31 Dec 2011													
REVENUE SOURCES	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
PRODUCT GROUP A													
Product A 1	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$1,667	\$20,000
Product A 2	\$250	\$350	\$500	\$600	\$700	\$800	\$900	\$1,000	\$1,100	\$1,200	\$1,250	\$1,350	\$10,000
Product A 3	\$0	\$0	\$0	\$0	\$0	\$0	\$250	\$450	\$700	\$950	\$1,200	\$1,450	\$5,000
Product A 4	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Product A 5	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Product A 6	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Group Total	\$1,917	\$2,017	\$2,167	\$2,267	\$2,367	\$2,467	\$2,817	\$3,117	\$3,467	\$3,817	\$4,117	\$4,467	\$35,000
PRODUCT GROUP B													
Product B 1	\$0	\$3,750	\$0	\$0	\$3,750	\$0	\$0	\$3,750	\$0	\$0	\$3,750	\$0	\$15,000
Product B 2	\$0	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$3,000	\$0	\$0	\$3,000	\$0	\$12,000
Product B 3	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Product B 4	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Product B 5	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Product B 6	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Group Total	\$0	\$6,750	\$0	\$27,000									
PRODUCT GROUP C													
Product C 1	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$667	\$8,000
Product C 3	\$0	\$0	\$0	\$300	\$360	\$480	\$660	\$720	\$780	\$840	\$900	\$960	\$6,000
Product C 3	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Product C 4	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Product C 5	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Product C 6	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Group Total	\$667	\$667	\$667	\$967	\$1,027	\$1,147	\$1,327	\$1,387	\$1,447	\$1,507	\$1,567	\$1,627	\$14,000
PRODUCT GROUP D													
Product D 1	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$2,083	\$25,000
Product D 2	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$167	\$2,000
Product D 3	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Product D 4	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Product D 5	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Product D 6	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Group Total	\$2,250	\$2,250	\$2,250	\$27,000									
TOTAL REVENUE	\$4,833	\$11,683	\$5,083	\$5,483	\$12,393	\$5,863	\$6,393	\$13,503	\$7,163	\$7,573	\$14,683	\$8,343	\$103,000
Direct Cost of Sales													
Direct Cost Item 1	\$1,208	\$2,921	\$1,271	\$1,371	\$3,098	\$1,466	\$1,598	\$3,376	\$1,791	\$1,893	\$3,671	\$2,086	\$25,750
Direct Cost Item 2	\$483	\$1,168	\$508	\$548	\$1,239	\$586	\$639	\$1,350	\$716	\$757	\$1,468	\$834	\$10,300
Direct Cost Item 3	\$483	\$1,168	\$508	\$548	\$1,239	\$586	\$639	\$1,350	\$716	\$757	\$1,468	\$834	\$10,300
Direct Cost Item 4	\$242	\$584	\$254	\$274	\$620	\$293	\$320	\$675	\$358	\$379	\$734	\$417	\$5,150
Direct Cost Item 5	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Direct Cost Item 6	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Direct Cost Item 7	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
TOTAL COST OF SALES	\$2,417	\$5,842	\$2,542	\$2,742	\$6,197	\$2,932	\$3,197	\$6,752	\$3,582	\$3,787	\$7,342	\$4,172	\$51,500
GROSS MARGIN	\$2,417	\$5,842	\$2,542	\$2,742	\$6,197	\$2,932	\$3,197	\$6,752	\$3,582	\$3,787	\$7,342	\$4,172	\$51,500
GROSS MARGIN (%)	50%	50%	50%	50%									

Annual Sales Revenue Plan/Budget

Seasonal Sales Patterns		The Big Software Co. Ltd Seasonal Sales Patterns												
Pattern No.	Pattern Description	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
1	Flat Sales	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%
2	Quarterly Lumps	0.0%	25.0%	0.0%	0.0%	25.0%	0.0%	0.0%	25.0%	0.0%	0.0%	25.0%	0.0%	100.0%
3	Steady Growth	2.5%	3.5%	5.0%	6.0%	7.0%	8.0%	9.0%	10.0%	11.0%	12.0%	12.5%	13.5%	100.0%
4	2nd Qtr Product Launch	0.0%	0.0%	0.0%	5.0%	6.0%	8.0%	11.0%	12.0%	13.0%	14.0%	15.0%	16.0%	100.0%
5	Half Year Product Launch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	9.0%	14.0%	19.0%	24.0%	29.0%	100.0%
6	Declining Sales	11.0%	11.0%	10.0%	10.0%	9.0%	9.0%	8.0%	8.0%	7.0%	7.0%	5.0%	5.0%	100.0%
7	Pattern 7	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%
8	Pattern 8	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%
9	Pattern 9	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%
10	Pattern 10	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%
11	Pattern 11	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%
12	Pattern 12	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%
13	Pattern 13	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%
14	Pattern 14	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%
15	Pattern 15	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%
16	Pattern 16	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%
17	Pattern 17	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%
18	Pattern 18	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%
19	Pattern 19	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%
20	Pattern 20	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	8.3%	100.0%

Seasonal Sales Patterns

Sales Revenue Projections



Monthly Sales Plan/budget for 3 years