

Marketing Department Budget Recap


For the Reporting Period of _____

Product A _____

Product B _____

Product C _____

Product D _____

		Product A	Product B	Product C	Product D	Total
	Gross Sales	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
	Discounts & Returns –	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
	Net Sales =	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
	Cost of Goods Sold –	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
	Gross Margin =	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

Marketing Expenses:

Sales Department Expense		\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Delivery	+	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Warehousing	+	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Advertising	+	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sales Promotion	+	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Market Research	+	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Development Cost	+	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Marketing Expense	=	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Gross Margin		\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Marketing Expense	–	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Profit	=	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____