### Sales Forecast

#### SALES FORECAST ASSUMPTIONS

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

- billable hours \( \times \) rate charged per hour = total sales
- service fees + parts / material = total sales
- service fee \( \times \) # of services rendered = total sales

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

- sales per square foot \( \times \) retail square feet = total sales
- inventory turns \( \times \) avg. inventory level = total sales
- avg. purchase amt. \( \times \) # of purchases = total sales

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

- avg. project price \( \times \) # of projects = total sales
- unit price \( \times \) # of units sold = total sales

#### SEASONALITY:

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#### LOYALTY / PURCHASE ASSUMPTIONS

- $ \underline{} \) 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 \( \underline{} \) times a year.
- % of them will purchase \( \underline{} \) times a year.
- % of them will purchase \( \underline{} \) one time a year.

100.00 %

#### 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 %

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