

Business Plan Template Financials

CAUTION: Do NOT add or delete any rows or columns between cells A1 & W636 or the integrity of this spreadsheet's formulas will be at risk!
DO NOT cut, copy, or paste any cell's contents to change a value.
Answer "NO" to the "Clear Formula" dialog that appears when you hit the delete key.

GENERAL INSTRUCTIONS:

- Complete the following assumptions sections (rows 21 through 543) by overwriting the sample values (in BLUE) with you projected values. Sample values will change from blue to GREEN once you have input your own projected values
- When entering values, do NOT type dollar signs or commas, and enter percentage values as rates (for example, 10% would be entered as .10 not 10).
- If any line item does not apply to your business, clear the sample value(s) or replace them with a zero.

The assumptions you make here will roll into the financial statements like the Income Statement and Balance sheet which are calculated from these assumptions.

Budget Assumptions

(Year 1 by month)

Business Name _____ Company Name _____ Revision Date 06/03/04

Beginning Month and Year _____ 1 First Month of Budget year (1=January, 12 = December);
 _____ 2004 First Fiscal Year

Sales Assumptions

Business Name

For each sales item listed in column A below, enter S, P or D as the projection method in column B. For any unused lines, enter N in column B.

Projection Methods:

S = Seasonal/Specific Values. Use Corresponding Line in 'Specific Monthly Values' Section Below.
 P = Annual Growth Percent. Use Corresponding Lines in 'First Month Starting \$' and 'Annual Growth Percent' Sections Below.
 D = Monthly Dollar Increase. Use Corresponding Lines in 'First Month Starting \$' and 'Monthly Dollar Increase' Sections Below.
 N = Not Used.

Sales Item	Projection Method (S,P,D,N)	First Month Starting \$ (Method P,D)	Annual Growth % (Method P)	Monthly \$ Increase (Method D)	Any Note?	Projection Method Note	Specific Values Note	First Month Starting \$ Note	Annual Growth % Note	Monthly Increase Note
Product/Service A	S									
Product/Service B	P	\$2,000	10.00%							
Product/Service C	D	\$1,000		\$1,000						
Product/Service D	N									
Product/Service E	N									
Product/Service F	N									
Product/Service G	N									
Product/Service H	N									
Product/Service I	N									
Product/Service J	N									

Estimated Annual Growth Rates

Fiscal Year 2 Fiscal Year 3 Fiscal Year 4 Fiscal Year 5

Sales	Growth %	Growth %	Growth %	Growth %
Product/Service A				
Product/Service B	16%	16%	16%	15%
Product/Service C	0%	15%	18%	16%
Product/Service D				
Product/Service E				
Product/Service F				
Product/Service G				
Product/Service H				
Product/Service I				
Product/Service J				

Continued

Sales

Sales: Specific Monthly Values (Method S Only)

	Jan-04	Feb-04	Mar-04	Apr-04	May-04	Jun-04	Jul-04	Aug-04	Sep-04	Oct-04	Nov-04	Dec-04	Fiscal Year 1
Product/Service A	\$10,000	\$15,000	\$20,000	\$30,000	\$45,000	\$40,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$280,000
Product/Service B													\$0
Product/Service C													\$0
Product/Service D													\$0
Product/Service E													\$0
Product/Service F													\$0
Product/Service G													\$0
Product/Service H													\$0
Product/Service I													\$0
Product/Service J													\$0
	\$10,000	\$15,000	\$20,000	\$30,000	\$45,000	\$40,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$280,000

Sales: Specific Values- Years 2-5 (Method S Only)

	Q1-Yr2	Q2-Yr2	Q3-Yr2	Q4-Yr2	Fiscal Year 2	Q1-Yr3	Q2-Yr3	Q3-Yr3	Q4-Yr3	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
Product/Service A	\$80,000	\$88,000	\$100,000	\$68,000	\$336,000	\$90,000	\$110,000	\$116,480	\$80,000	\$396,480	\$475,776	\$547,142
Product/Service B					\$0					\$0		
Product/Service C					\$0					\$0		
Product/Service D					\$0					\$0		
Product/Service E					\$0					\$0		
Product/Service F					\$0					\$0		
Product/Service G					\$0					\$0		
Product/Service H					\$0					\$0		
Product/Service I					\$0					\$0		
Product/Service J					\$0					\$0		
	\$80,000	\$88,000	\$100,000	\$68,000	\$336,000	\$90,000	\$110,000	\$116,480	\$80,000	\$396,480	\$475,776	\$547,142

Estimated Annual Growth Rates:

	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
	Growth %	Growth %	Growth %	Growth %
<i>Fixed COGS</i>				
Production Management Salaries				
Production Facility Expense	15%	20%	22%	25%
Production Equipment Rental				
Small Tools / Supplies	15%	20%	22%	25%
Packaging Supplies	15%	20%	22%	25%
Other Production Expenses				
Other Production Expenses				
Other Production Expenses				

Fixed COGS: Specific Monthly Values

(Method S Only)	Jan-04	Feb-04	Mar-04	Apr-04	May-04	Jun-04	Jul-04	Aug-04	Sep-04	Oct-04	Nov-04	Dec-04	Fiscal Year 1
Production Management Salaries	\$10,000	\$10,000	\$10,000	\$30,000	\$30,000	\$30,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$180,000
Production Facility Expense													\$0
Production Equipment Rental													\$0
Small Tools / Supplies													\$0
Packaging Supplies													\$0
Other Production Expenses													\$0
Other Production Expenses													\$0
Other Production Expenses													\$0
	\$10,000	\$10,000	\$10,000	\$30,000	\$30,000	\$30,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$180,000

Fixed COGS: Specific Values- Years 2-5

(Method S Only)	Q1-Yr2	Q2-Yr2	Q3-Yr2	Q4-Yr2	Fiscal Year 2	Q1-Yr3	Q2-Yr3	Q3-Yr3	Q4-Yr3	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
Production Management Salaries	\$50,000	\$30,000	\$30,000	\$70,000	\$180,000	\$50,000	\$30,000	\$30,000	\$70,000	\$180,000	\$180,000	\$180,000
Production Facility Expense					\$0					\$0		
Production Equipment Rental					\$0					\$0		
Small Tools / Supplies					\$0					\$0		
Packaging Supplies					\$0					\$0		
Other Production Expenses					\$0					\$0		
Other Production Expenses					\$0					\$0		
Other Production Expenses					\$0					\$0		
	\$50,000	\$30,000	\$30,000	\$70,000	\$180,000	\$50,000	\$30,000	\$30,000	\$70,000	\$180,000	\$180,000	\$180,000

Operating Expense Assumptions

Sales & Marketing

Sales & Marketing: Projection Method

	Projection Method (S,P,D,N)	First Month Starting \$ (Method S)	Annual Growth % (Method P)	Monthly \$ Increase (Method D)	Any Note?	Projection Method Note	Specific Values Note	First Month Starting \$ Note	Annual Growth % Note	Monthly \$ Increase Note
Advertising	D	\$0		\$50	See note==>			<- Enter Sta		
Incentives and Bonuses	N									
Commissions - % of Sales	S									
Entertainment	S	\$150		\$7	See note==>		*Enter Value <- Clear This			<- Clear This Value: Method D Not Entered For This Item
Literature	D	\$300		\$25						
Promotions	N	\$0								
Salaries	P	\$500	25.00%							
Trade Shows	N	\$0								
Travel	D	\$200		\$10						
Other Sales Expenses	N									
Other Sales Expenses	N									

Estimated Annual Growth Rates:

<i>Sales & Marketing</i>	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
Growth %	Growth %	Growth %	Growth %	Growth %
Advertising	10%	13%	17%	15%
Incentives and Bonuses	10%	13%	17%	15%
Commissions - % of Sales				
Entertainment	10%	13%	17%	15%
Literature	10%	13%	17%	15%
Promotions	10%	13%	17%	15%
Salaries	10%	13%	17%	15%
Trade Shows	10%	13%	17%	15%
Travel	10%	13%	17%	15%
Other Sales Expenses	10%	13%	17%	15%
Other Sales Expenses	10%	13%	17%	15%

<- These percents will be ignored because of the Projection Method chosen.

Sales & Marketing

Continued

Sales & Marketing: Specific Monthly Values

(Method S Only)	Jan-04	Feb-04	Mar-04	Apr-04	May-04	Jun-04	Jul-04	Aug-04	Sep-04	Oct-04	Nov-04	Dec-04	Fiscal Year 1
Advertising													\$0
Incentives and Bonuses													\$0
Commissions - % of Sales	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	1.50%	\$0
Entertainment													\$0
Literature													\$0
Promotions													\$0
Salaries													\$0
Trade Shows													\$0
Travel													\$0
Other Sales Expenses													\$0
Other Sales Expenses													\$0
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Sales & Marketing: Specific Monthly Values

(Method S Only)	Q1-Yr2	Q2-Yr2	Q3-Yr2	Q4-Yr2	Fiscal Year 2	Q1-Yr3	Q2-Yr3	Q3-Yr3	Q4-Yr3	Fiscal Year 3	Fiscal Year 4	Fiscal Year 5
Advertising					\$0					\$0		
Incentives and Bonuses					\$0					\$0		
Commissions - % of Sales	1.50%	1.50%	1.50%	1.50%		1.50%	1.50%	1.50%	1.50%		1.50%	1.50%
Entertainment					\$0					\$0		
Literature					\$0					\$0		
Promotions					\$0					\$0		
Salaries					\$0					\$0		
Trade Shows					\$0					\$0		
Travel					\$0					\$0		
Other Sales Expenses					\$0					\$0		

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