

Name:

Date:

Class:

Building Your Business Plan

Activity 5-2: Sales Forecast

Develop your business' initial sales forecast using your marketing research. Review your research data on potential markets, industry trends, and demand for your product.

Analyze the information you learned about the competition and similar companies to determine how much they sell per month or year. For an example, refer to Figure 15-7 in the text.

1. Complete the chart below to forecast sales for the first year you are open for business. Add additional rows as needed. You will insert this chart in the appendices of your business plan.

Business Name

Sales Forecast for 20XX

Product	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1												
2												
3												
4												
5												