

YOUR TURN



List five things you are going to do to drive traffic to your door. For each one, note five specific action items to make it happen, along with the amount of time it will take, how much it will cost, and your sales expectations.

MARKETING ACTIVITY	ACTION ITEMS (5 for each)	COST	EXPECTED SALES

Allocate the total cost for each Marketing Activity to the months of the year, and this becomes your marketing budget to use in the financial section. Note separately the costs incurred before you open your doors for business (the start-up costs) and the costs incurred once your business is up and running as this information will be used in separate parts of your financial forecast as discussed in Chapter 13. This will provide information for your start-up expenses.

MARKETING ACTIVITY	MONTHLY COST												TOTAL	
	1	2	3	4	5	6	7	8	9	10	11	12		

Add up the sales expectations, and this will be your sales forecast to use in your income and cash flow statements in the financial section. For the first year, list the amounts by month, and for years two and three, list the amounts by quarter.

MARKETING ACTIVITY	YEAR 1 SALES	YEAR 2 SALES	YEAR 3 SALES