



Marketing Plan Data

Go to Marketing Plan Lists

Status Color Legend & Toggle

Not Started	In Progress	Delayed	Complete	Custom 1	Custom 2	Custom 3	Custom 4
ON	ON	ON	ON	ON	ON	ON	ON

Task	Status	Owner	Assigned to	Anticipated Start Date	Anticipated End Date	Actual Start Date	Actual End Date	Estimated Cost	Actual Cost
Product Analysis	Not Started	John C.	John C.	7/1/2020	8/1/2020	6/28/2020		\$1,500	\$1,250
Design Storyboards	In Progress	Mark M.	John C.	7/15/2020	8/15/2020	7/13/2020		\$2,000	\$1,840
Review Storyboard Design	Delayed	Mark M.	John C.	8/1/2020	8/20/2020			\$1,450	
Research Analysis Phase I	Complete	Kamil A.	Andrew L.	6/1/2020	7/1/2020	6/1/2020	6/28/2020	\$3,000	\$3,200
Advertising Content Creation Phase I	Custom 1	Kamil A.	Timothy S.	9/1/2020	9/15/2020			\$500	
Product Requirement Definitions	Custom 2	Timothy S.	Vivian A.					\$575	\$125
Prototype Development Specifications	Custom 3	Kamil A.	Gabe F.	9/12/2020	9/25/2020			\$1,750	

January CLEAR February CLEAR March CLEAR

[illegible]

Company Name

Web Site Budgeting Tool

Date

Gray cells contain calculations that should not be altered.

Company Data	Rate
Required rate of return	10%
Tax rate	30%

Initial Investment in Web Site	YEAR	1	2	3
Hardware (e.g., servers)		\$25,000.00		
Software (e.g., e-commerce catalog software)		\$15,000.00		
Development (e.g., third-party site design and development)		\$150,000.00		
Total Initial Investments		\$190,000.00		

Benefits from Web Site	YEAR	1	2	3
Direct sales		\$15,000.00	\$50,000.00	\$75,000.00
Incremental sales resulting from enhanced promotional/salesperson effectiveness		\$25,000.00	\$25,000.00	\$25,000.00
Incremental sales resulting from increased partner participation		\$25,000.00	\$25,000.00	\$25,000.00
Reduced travel costs		\$25,000.00	\$25,000.00	\$25,000.00
Reduced customer service costs		\$50,000.00	\$50,000.00	\$50,000.00
Total Benefits		\$140,000.00	\$175,000.00	\$200,000.00

Costs (Excluding Initial Capital Investments)	YEAR	1	2	3
Cost of sales		\$7,500.00	\$25,000.00	\$37,500.00
Maintenance		\$15,000.00	\$15,000.00	\$15,000.00

Company Confidential

Company Name Sales Forecast



Opportunity Name	Sales Agent	Sales Region	Sales Category	Forecast Amount	Sales Phase	Probability of Sale	Forecast Close	Weighted Forecast
Adatum Corporation	Sales Agent 1	US - Northeast	Consulting	\$ 150,000.00	Formal Approval	90%	January 2021	\$ 135,000.00
Adventure Works	Sales Agent 2	US - Southeast	Products	\$ 145,200.00	Opportunity	10%	February 2021	\$ 14,520.00
Alpine Ski House	Sales Agent 3	US - North Central	Training	\$ 162,500.00	Identified Need	20%	March 2021	\$ 32,500.00
Baldwin Museum of Science	Sales Agent 4	US - South Central	Mixture	\$ 147,500.00	Sponsorship	30%	April 2021	\$ 44,250.00
Blue Yonder Airlines	Sales Agent 5	US - Northwest	Prof. Services	\$ 148,000.00	Budget Validated	40%	May 2021	\$ 59,200.00
City Power & Light	Sales Agent 1	US - Southwest	Support	\$ 175,000.00	Needs Analysis	50%	June 2021	\$ 87,500.00
Coho Vineyard	Sales Agent 3	Canada - East	Mixture	\$ 149,000.00	Solution Proposed	60%	July 2021	\$ 89,400.00
Coho Winery	Sales Agent 5	Canada - West	Training	\$ 142,000.00	Written Proposal	70%	August 2021	\$ 99,400.00
Contoso, Ltd.	Sales Agent 3	EMEA - France	Mixture	\$ 172,500.00	Verbal Approval	90%	October 2021	\$ 155,250.00