

Instructions for Completing the Projection Worksheets

The following is a 4-step worksheet that will help you estimate your future sales and expenses for your business. This is NOT a document that requires perfect information - rather these numbers will be based on *your best guess* of what the future may look like for your business. You can always return to this document and adjust the numbers as you come across new information, or a situation changes.

While going through these steps, you may find that some categories don't apply to your business - feel free to leave them blank. On the other hand, you may find that there are not enough categories in a particular worksheet - feel free to add more! This workbook is simply a rough template with suggestions on what might be relevant for your business. However, you are encouraged to customize it so that it makes sense for your business.

NOTE: Printouts of steps 1 to 4 will NOT be included in your business plan. However, by following these steps (in order), the numbers will automatically populate the final tab entitled "Projections", which WILL be included in your business plan. If the numbers don't look right to you on the "Projections" tab, go back to Steps 1 - 4 and adjust your numbers until you are satisfied with your projections.

How to Complete Steps 1 - 4

Step 1: Click on the spreadsheet tab on the bottom of this page labeled "Step 1 Sales Projections".

There are 12 categories set up for various product or service categories you may have (e.g. Cookies, Cakes, Desserts or Haircuts, Coloring, Weaves).
If you need more than the 12 categories, you will need to insert the necessary rows and adjust the formulas in the "Total of all categories" row.
If you are unsure how to do this, consult Excel's "Help" area (You can find this in the File menu above) or ask someone who knows Excel.

You can type over the generic "Category" Name and insert one that applies to your business.

Insert the quantity you expect to sell that month and the average price for which you expect to sell your product or service.

You will NOT type numbers into the cells highlighted in yellow (or light yellow). They are calculated automatically for you.

Estimate your sales for 12 months for all of your categories.

Step 2: Click on the spreadsheet tab on the bottom of this page labeled "Step 2 Direct Expenses".

There are many rows listed as "Ingredients/Raw materials" and "Packaging, Labels". You can type over these and insert names applicable to your business.

Enter the amount you expect to spend for each month for each expense line item.

Recall that your direct expenses will be affected by your sales; For example, as sales increase, your direct expenses will increase.

You will NOT type numbers into the cells highlighted in yellow (or light yellow). They are calculated automatically for you.

Step 3: Click on the spreadsheet tab on the bottom of the page labeled "Step 3 Indirect Expenses".

For each line item, enter the amount you expect to spend each month.

There are many rows listed for "Other" expenses. You can type over these and insert names of other indirect expenses that are applicable to your business.

Your indirect expenses MAY be affected by sales (for example, you may need a larger space if your sales increase a lot); they may be affected by other items such as marketing plans, etc.

You will NOT type numbers into the cells highlighted in yellow (or light yellow). They are calculated automatically for you.

Step 4: Click on the spreadsheet tab on the bottom of the page labeled "Step 4 Other Data".

Enter the four pieces of data necessary to complete the projections.

Some Advice....

You only need to print the "Projections" Sheet and include this with your business plan.

The various steps you went through are just for you and don't need to be included in your business plan.

You should review the projection to see if it appears reasonable given your business. If the projection doesn't look right to you, go back to steps 1 - 4 and adjust your numbers.

Printing Your Projection

After you have filled out all four tabs and have your "Projections" tab automatically populated, you may want to print out the "Projections" sheet.

The print option has been set to print the entire projection to one page. If you have difficulty reading the print out and wish to print your projection on multiple pages, follow the instructions below:

NOTE: Write the following instructions on a scrap paper, and make sure you are on the "Projections" tab when you begin the instructions.

Click on the "Page Layout" tab at the top of the screen.

Then, click on "Print Titles".

In the dialogue box that comes up, select the "Page" tab.

Under "Scaling", click "Adjust to" and set this to 100% normal size.

Now, print! You can also save your projections as a PDF and add them electronically to your business plan.

This section will help you estimate your sales for the year for up to 12 different product categories. Rename these categories; feel free to add or take away categories as needed. These categories should make sense for your business.

Simply input your best guess for the number of units that will be sold on a monthly basis for each category, and the price will populate automatically. These do not have to be perfect numbers, as you can always come back to adjust them later.

NOTE: When looking at your sales projections, "Month 1" will be the month that you begin operating your business - it does not have to be January.

Step 1 - Sales Projections

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
Category 1						
Units Sold				-	-	-
Average Price per unit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Sales Dollars	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Category 2						
Units Sold				-	-	-
Average Price per unit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Sales Dollars	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Category 3						
Units Sold				-	-	-
Average Price per unit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Sales Dollars	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Category 4						
Units Sold				-	-	-

Average Price per unit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Sales Dollars	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Category 5

Units Sold				-	-	-
Average Price per unit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Sales Dollars	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Category 6

Units Sold				-	-	-
Average Price per unit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Sales Dollars	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Category 7

Units Sold				-	-	-
Average Price per unit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Sales Dollars	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Category 8

Units Sold				-	-	-
Average Price per unit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Sales Dollars	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Category 9

Units Sold				-	-	-
Average Price per unit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Sales Dollars	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Category 10

Units Sold

Average Price per unit

Total Sales Dollars

\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Category 11

Units Sold

Average Price per unit

Total Sales Dollars

\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

Category 12

Units Sold

Average Price per unit

Total Sales Dollars

\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

TOTAL OF ALL CATEGORIES

\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
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ories based on the relevant products or services that your business will

at which you expect to sell them. The "Total Sales Dollars" cells will

es not necessarily coincide with the beginning of the calendar year.

Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	TOTAL
-	-	-	-	-	-	
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
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-	-	-	-	-	-	
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The worksheet below takes into account the expenses that are directly related to your business. These are materials or labor "Ingredients/Raw Materials", "Packaging/Labeling" and "Labor". Feel free to customize this worksheet for your business by adding or removing items. The worksheet makes sense for your business!

Step 2 - Direct Expenses

	Month 1		Month 2		Month 3		Month 4	
Ingredients/Raw Materials								
Ingredient/Raw Material 1	\$	-	\$	-	\$	-	\$	-
Ingredient/Raw Material 2	\$	-	\$	-	\$	-	\$	-
Ingredient/Raw Material 3	\$	-	\$	-	\$	-	\$	-
Ingredient/Raw Material 4	\$	-	\$	-	\$	-	\$	-
Ingredient/Raw Material 5	\$	-	\$	-	\$	-	\$	-
Ingredient/Raw Material 6	\$	-	\$	-	\$	-	\$	-
Ingredient/Raw Material 7	\$	-	\$	-	\$	-	\$	-
Ingredient/Raw Material 8	\$	-	\$	-	\$	-	\$	-
Ingredient/Raw Material 9	\$	-	\$	-	\$	-	\$	-
Ingredient/Raw Material 10	\$	-	\$	-	\$	-	\$	-
Ingredient/Raw Material 11	\$	-	\$	-	\$	-	\$	-
Ingredient/Raw Material 12	\$	-	\$	-	\$	-	\$	-
Total Ingredients/Raw Materials	\$	-	\$	-	\$	-	\$	-
Packaging, Labels, etc.								
Packaging, Labels 1	\$	-	\$	-	\$	-	\$	-
Packaging, Labels 2	\$	-	\$	-	\$	-	\$	-
Packaging, Labels 3	\$	-	\$	-	\$	-	\$	-
Packaging, Labels 4	\$	-	\$	-	\$	-	\$	-
Packaging, Labels 5	\$	-	\$	-	\$	-	\$	-
Packaging, Labels 6	\$	-	\$	-	\$	-	\$	-
Packaging, Labels 7	\$	-	\$	-	\$	-	\$	-
Packaging, Labels 8	\$	-	\$	-	\$	-	\$	-
Packaging, Labels 9	\$	-	\$	-	\$	-	\$	-

Packaging, Labels 10	\$ -	\$ -	\$ -	\$ -
Total Packaging, Labels, etc.	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>

Labor of people making the product				
Number of direct workers needed	-	-	-	-
Average monthly wages including taxes & benefits	\$ -	\$ -	\$ -	\$ -
Total Labor of people making the product	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>	<u>\$ -</u>

that are directly used in the creation of your product. Below, you will find adding or removing categories. Change the categories so that this

[illegible][illegible]

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\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

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\$	-	\$ -

\$	-	
\$	-	\$ -

This worksheet takes into account the indirect expenses associated with your business. These include costs that are not directly "Utility Bills", "Business Insurance" and "Marketing". Again, you should customize these categories so that they make sense for y

Step 3 - Indirect Expenses

	Month 1		Month 2		Month 3		Month 4	
Rent	\$	-	\$	-	\$	-	\$	-
Utility Bills	\$	-	\$	-	\$	-	\$	-
Water	\$	-	\$	-	\$	-	\$	-
My Salary	\$	-	\$	-	\$	-	\$	-
Supplies	\$	-	\$	-	\$	-	\$	-
Marketing	\$	-	\$	-	\$	-	\$	-
Car Lease, Insurance, and Gasoline	\$	-	\$	-	\$	-	\$	-
Business Insurance	\$	-	\$	-	\$	-	\$	-
Banking Fees and Interest	\$	-	\$	-	\$	-	\$	-
Other Workers' Wages (<i>*These people are not directly involved in the hands-on production of your product - i.e. delivery drivers, rec</i>								
Number of Other Workers Needed		-		-		-		-
Average Monthly Wages Including Taxes & Benefits	\$	-	\$	-	\$	-	\$	-
Total Other Workers' Wages	\$	-	\$	-	\$	-	\$	-
Other Indirect Expenses								
Other 1	\$	-	\$	-	\$	-	\$	-
Other 2	\$	-	\$	-	\$	-	\$	-
Other 3	\$	-	\$	-	\$	-	\$	-
Other 4	\$	-	\$	-	\$	-	\$	-
Other 5	\$	-	\$	-	\$	-	\$	-
Other 6	\$	-	\$	-	\$	-	\$	-
Other 7	\$	-	\$	-	\$	-	\$	-
Other 8	\$	-	\$	-	\$	-	\$	-
Other 9	\$	-	\$	-	\$	-	\$	-
Other 10	\$	-	\$	-	\$	-	\$	-

Other 11	\$	-	\$	-	\$	-	\$	-
Other 12	\$	-	\$	-	\$	-	\$	-
Total Other Indirect Expenses	\$	-	\$	-	\$	-	\$	-

related to the creation of your product. Categories below include "Rent",
your business!

[illegible]

\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
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\$	-	
\$	-	
\$	-	\$
		-

Step 4 - Other data needed for projections

Name of Business

First month of Projection?

First year of Projection?

Estimated Tax rate (enter as a percentage)

Type the name of your business here

January

2015

0%

Type the name of your business here
12 Month Projections

Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	Jun 2015	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	TOTAL
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Section 1: Revenue

[illegible]

Section 2: Expenses

Direct Expenses

[illegible]

Indirect Expenses

[illegible]

Section 3: Net Income

[illegible]