

Sample Financial Report for Marketing Plan

I. Introduction

This financial report supports the marketing plan of ABC Company, manufacturer of eco-friendly safety matches. It outlines the projected budget, sales forecast, and expected return on investment (ROI) for the 12-month campaign.

II. Marketing Budget Allocation

Category	% Allocation	Amount (₱)
Digital Marketing	40%	₱400,000
Traditional Advertising	25%	₱250,000
Events & Sponsorships	20%	₱200,000
PR & Influencer Marketing	10%	₱100,000
Miscellaneous	5%	₱50,000
Total Budget	100%	₱1,000,000

III. Projected Sales Forecast

Month	Projected Sales Revenue (₱)	Marketing Spend (₱)	Net Revenue After Spend (₱)
Jan–Mar	1,500,000	250,000	1,250,000
Apr–Jun	2,000,000	300,000	1,700,000
Jul–Sep	2,500,000	250,000	2,250,000
Oct–Dec	3,000,000	200,000	2,800,000
Total	₱9,000,000	₱1,000,000	₱8,000,000

IV. Financial Ratios & Analysis

1. Return on Marketing Investment (ROMI):

$$\text{ROMI} = \frac{\text{Net Revenue After Spend} - \text{Marketing Spend}}{\text{Marketing Spend}} \times 100$$
$$\text{ROMI} = \frac{₱8,000,000 - ₱1,000,000}{₱1,000,000} \times 100 = 800\%$$

2. Break-Even Analysis:

- Break-even sales needed to cover ₱1,000,000 marketing spend:
Average profit margin per matchbox = 20%

Break-even Sales = $\frac{1,000,000}{0.20} = ₱5,000,000$
Break-even Sales = 0.201,000,000 = ₱5,000,000

- Since projected sales = ₱9,000,000 → company exceeds break-even.

3. Growth Projection:

- Current annual sales (baseline): ₱7,500,000
- Projected annual sales: ₱9,000,000
- Growth: 20% increase

V. Cash Flow Impact

- Inflow Sources: Sales revenue from wholesale, retail, and online channels.
- Outflow Uses: Marketing activities, advertising, event sponsorships, influencer partnerships, and production of promotional materials.
- Expected Net Positive Cash Flow: ₱8,000,000 after marketing expenses.

VI. Conclusion

The financial outlook of the marketing plan is highly favorable. With a projected 20% sales increase and an 800% return on marketing investment, ABC Company can confidently proceed with the proposed strategies. Proper monitoring of expenses and performance metrics will ensure that the plan remains cost-effective and profitable.