

# Forecast Your Sales

Start, Run & Grow Your Business [course.bplans.com](http://course.bplans.com)

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# More Art than Science



DATE	MON	TUE	WED	THU	FRI	SAT	SUN
HI	93	90	85	83	88	88	90
LO	74	70	66	66	70	72	72

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# There Are No Crystal Balls



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# Start, Run & Grow Your Business

## Try to Estimate Sales in Units



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## Estimate Unit Sales

Sales Forecast					
	Jan	Feb	Mar	Dec	2006
<b>Unit Sales</b>					
Coffee	600	650	700	1,150	10,500
Tea	200	250	275	500	4,325
Juice	150	300	335	650	5,375
<b>Total Unit Sales</b>	<b>950</b>	<b>1,200</b>	<b>1,310</b>	<b>2,300</b>	<b>20,200</b>

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## Add Estimated Prices

Sales Forecast			
	Jan	Feb	Mar
<b>Unit Sales</b>			
Coffee	600	650	700
Tea	200	250	275
Juice	150	300	335
<b>Total Unit Sales</b>	<b>950</b>	<b>1,200</b>	<b>1,310</b>
<b>Unit Prices</b>			
	Jan	Feb	Mar
Coffee	\$2.00	\$2.00	\$2.00
Tea	\$1.00	\$1.00	\$1.00
Juice	\$3.00	\$3.00	\$3.00

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