**EXERCISE: Creating a Sales Forecast**

Following extensive market research, the plumber anticipates sales of £100 per day generating £2000 per month when working a 5-day week. This is unlikely to happen in the first few months, when the plumber is building a customer base. the plumber estimates 1day’s work per week in the first month, 2 days per week in month 2 and 3 days per week in month 3 – from month 4 with a good customer base established, sales should be steady at £500 per week.

The plumber anticipates more emergency work in January and February because of the cold weather and this work is charged at 25% more than standard rates – this means an additional fee of £150 per week. The plumber is taking 2 weeks holiday in August, one week in December and one week in March. Note, there are 5 weeks in March, May August and November.

**Create a sales forecast for this plumber.**

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|  | **June** | **July** | **August** | **September** | **October** | **November** | **December** | **January** | **February** | **March** | **April** | **May** | **TOTAL** |
| Sales Forecast |  |  |  |  |  |  |  |  |  |  |  |  |  |