



Weekly Forecast

Your weekly forecast is an important management tool. You use it to estimate sales, which will determine your labor requirements as well as your supply purchases.

It's also important to consider seasonality and other influences on sales when forecasting. Tacking and noting sales trends over time will be an invaluable source of data to help you forecast and run your business profitably as time goes on.

A good sales forecast is also critical to help you avoid purchasing too much. Wasting supplies reduces gross margin, and unnecessarily burns cash, or purchasing too little. There's nothing worse in business than to run out of products with people in line waiting to buy.

Weekly Forecast

	<u>unit factor</u>	<u>Monday</u>	<u>Tuesday</u>	<u>Wednesday</u>	<u>Thursday</u>	<u>Friday</u>	<u>Saturday</u>	<u>Sunday</u>	<u>Week</u>
Revenue assumptions									
# cups per hour		40	40	40	40	40	0	0	200
# hours open		5	5	5	5	5	0	0	25
# cups per day		200	200	200	200	200	-	-	1,000
# pitchers per day	10	20	20	20	20	20	0	0	100
Price per cup		\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	\$ 1.00	-
Total labor hours per day	3.00	8	8	8	8	8	0	0	40
Revenue		\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ -	\$ -	\$1,000.00
Cost of Revenue									
Lemons	\$ 0.50	10.00	10.00	10.00	10.00	10.00	-	-	50.50
Sugar	\$ 0.25	5.00	5.00	5.00	5.00	5.00	-	-	25.25
Ice	\$ 0.75	15.00	15.00	15.00	15.00	15.00	-	-	75.75
Lemonade costs	\$ 1.50	30.00	30.00	30.00	30.00	30.00	-	-	151.50
Cups	\$ 0.50	10.00	10.00	10.00	10.00	10.00	-	-	50.50
Total cost of goods	\$ 2.00	40.00	40.00	40.00	40.00	40.00	-	-	202.00
Gross Profit		160.00	160.00	160.00	160.00	160.00	-	-	800.00
Gross Margin									80%
Operating expenses									
Labor	\$ 10.00	80.00	80.00	80.00	80.00	80.00	-	-	400.00
Other operating	\$ 10.00	10.00	10.00	10.00	10.00	10.00	-	-	50.00
Marketing	\$ 10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	70.00
Rent	\$ 16.67	16.67	16.67	16.67	16.67	16.67	16.67	16.67	116.67
License & Insurance	\$ 1.39	1.39	1.39	1.39	1.39	1.39	1.39	1.39	9.72
Depreciation	\$ 1.13	1.13	1.13	1.13	1.13	1.13	1.13	1.13	7.94
Total operating exp		119.19	119.19	119.19	119.19	119.19	29.19	29.19	646.39
Operating income		\$ 40.81	\$ 40.81	\$ 40.81	\$ 40.81	\$ 40.81	\$ (29.19)	\$ (29.19)	\$ 153.61
Operating margin									15.4%