

Alliance Priorities

Use this sheet to organize your strategic alliance opportunities -- sort by Net Profit potential.

Partner	Type	Program	Manager	Products	Confidence Rating	Prospects per Month	Term (Months)	Average Order	Response Rate	Estimated Orders	Projected Revenue	% to Partner	Revenue to Partner	COGS Per Unit	Marketing Expenses	Total Expenses	Net Profit	Net Profit Per Month	Net Profit Margin	ROI
Ford Motor Company	Co-Marketing	Web Site	DS	All	100%	1,000,000	6	\$ 100	1.000%	60,000	\$ 6,000,000		\$ -		\$ -	\$ -	\$ 6,000,000	\$ 1,000,000	100.0%	0.0%
Safeway Stores	Advertising	Web Site Links	DS	All	80%					-										
National Minority Business Council	Association	Existing Member Offer	JC	All	90%					-										
Century 21	Advertising	Web Site Content	JC	All	70%					-										
U-Haul	rentals	Store locations		All	70%					-										
Microsoft	Co-Marketing	MS Office Web Site	MM	All						-										
Intuit	Co-Marketing	Intuit / Excite		All		1,000,000	12	\$ 49	0.010%	1,200	\$ 58,800	50%	\$ 29,400		\$ -	\$ -	\$ 29,400	\$ 2,450	50.0%	0.0%
AT&T	Co-Marketing	AT&T Extra's		All	70%					-										
Fedex	Co-Marketing	Loyalty Points Program		All	80%					-										
Nike	Tournament	Pro Tennis	BF	Shoelaces	40%	1,500,000	3	\$ 2	2.000%	90,000										
										-										
										-										
Total					75%	3,500,000	7	50	0	151,200	\$ 6,058,800		\$ 29,400		\$ -	\$ -	\$ 6,029,400	\$ 1,002,450	99.5%	0.0%
Footnotes:																				
[xxx] Association They will target 3,000 to 5,000 users per month of which will hit 80% to 90% of [company]'s target market.																				
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