

Given a variety of variables (mostly sales channel projections), which product(s) will produce more profits faster.
 Reduces office politics by enabling you and your team to break-down the assumptions to smaller (less arguable) pieces that will collectively establish the product priority.

Product Development / Acquisition Priority

VOL1 / Marketing / Product Acquisition Priority

Assumptions

Total Retail Stores	5,000		
Total Direct Customers	150,000		
Corporate Customers	500	10%	Alliance Partner's Share
International Resellers	500	15%	International Consultants

Product Title	Development Plan	Dept.	Street Price	Unit Retail Revenue	Projected Unit Sales Per Store	Estimated Retail Revenue	Projected International Unit Sales	Estimated International Revenue	Projected Corporate Unit Sales	Estimated Corporate Revenue	Projected Direct Response	Estimated Direct Revenue	% Royalty	Potential Profit	Subjective Simplicity 1 = Simple	Profit / Simplicity	Product Aquisition Cost	Additional Cost to Customize	Net Profit
Product A	License from ABC	HR	\$ 195	\$145.00	1.0	\$ 725,000		\$ -	1.0	\$ 9,750	3.0%	\$ 877,500	20.0%	\$ 1,266,750	1	1,266,750	\$ -	\$ 25,000	1,241,750
Product B	Formerly xxx (xyz)	Sales	\$ 99	\$ 72.50	0.0	\$ -	1.0	\$ 30,813	2.0	\$ 9,900	4.0%	\$ 594,000		\$ 634,713	1	634,713	\$ -	\$ -	634,713
Product C	Buy from XYZ	HR	\$ 99	\$ 72.50	1.0	\$ 362,500		\$ -	1.0	\$ 4,950	2.0%	\$ 297,000	20.0%	\$ 532,550	1	532,550	\$ -	\$ -	532,550
Product D	Build from plan	Mgmt	\$ 99	\$ 72.50	3.0	\$ 1,087,500	1.0	\$ 30,813	1.0	\$ 4,950	1.5%	\$ 222,750		\$ 1,346,013	3	448,671	\$ -	\$ -	448,671
Product E	Build from spare parts	Mgmt	\$ 29	\$ 20.00	3.0	\$ 300,000	2.0	\$ 17,000	0.0	\$ -	3.0%	\$ 130,500		\$ 447,500	1	447,500	\$ -	\$ -	447,500
Product F	New title	HR	\$ 99	\$ 72.50	2.0	\$ 725,000	1.0	\$ 30,813	2.0	\$ 9,900	3.0%	\$ 445,500	10.0%	\$ 1,069,163	3	356,388	\$ -	\$ 25,000	331,388
Product G	convert from xxx	Admin	\$ 39	\$ 20.00	2.0	\$ 200,000	1.0	\$ 8,500	0.0	\$ -	2.0%	\$ 117,000	0.0%	\$ 325,500	1	325,500	\$ -	\$ -	325,500
						\$ -		\$ -		\$ -		\$ -		\$ -	1	-	\$ -	\$ -	-
						\$ -		\$ -		\$ -		\$ -		\$ -	1	-	\$ -	\$ -	-
						\$ -		\$ -		\$ -		\$ -		\$ -	1	-	\$ -	\$ -	-
Total								\$ 117,938		\$ 39,450		\$ 2,684,250		\$ 5,622,188			\$ -	\$ 50,000	\$ 3,962,071

Powered x JIAN MarketingBuilder