

If you sell your product(s) through retailers or other resellers, you must invest in training, sales materials and shelf maintenance (detailing). This spreadsheet is used for budgeting of a merchandising/store detailing program.

<b>Retail Merchandising Budget</b>																								
<b>Store Detailing Services</b>			<b>Stores</b>	<b>\$ / Visit</b>	<b>Total</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Q1 Totals</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Q2 Totals</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Q3 Totals</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Q4 Totals</b>	<b>2009 Total</b>		
						<i>Based upon 1 visit per store per month</i>																		
Chain A	125	\$ 15.00	\$ 1,875	\$ 1,875	\$ 1,875	\$ 1,875	\$ 5,625	\$ 1,875	\$ 1,875	\$ 1,875	\$ 5,625	\$ 1,875	\$ 1,875	\$ 1,875	\$ 5,625	\$ 1,875	\$ 1,875	\$ 1,875	\$ 5,625	\$ 1,875	\$ 1,875	\$ 1,875	\$ 5,625	\$ 22,500
Chain B	275	\$ 13.00	\$ 3,575	\$ 3,575	\$ 3,575	\$ 3,575	\$ 10,725	\$ 3,575	\$ 3,575	\$ 3,575	\$ 10,725	\$ 3,575	\$ 3,575	\$ 3,575	\$ 10,725	\$ 3,575	\$ 3,575	\$ 3,575	\$ 10,725	\$ 3,575	\$ 3,575	\$ 3,575	\$ 10,725	\$ 42,900
Chain C	345	\$ 15.00	\$ 5,175	\$ 5,175	\$ 5,175	\$ 5,175	\$ 15,525	\$ 5,175	\$ 5,175	\$ 5,175	\$ 15,525	\$ 5,175	\$ 5,175	\$ 5,175	\$ 15,525	\$ 5,175	\$ 5,175	\$ 5,175	\$ 15,525	\$ 5,175	\$ 5,175	\$ 5,175	\$ 15,525	\$ 62,100
Chain D	123	\$ 15.00	\$ 1,845	\$ 1,845	\$ 1,845	\$ 1,845	\$ 5,535	\$ 1,845	\$ 1,845	\$ 1,845	\$ 5,535	\$ 1,845	\$ 1,845	\$ 1,845	\$ 5,535	\$ 1,845	\$ 1,845	\$ 1,845	\$ 5,535	\$ 1,845	\$ 1,845	\$ 1,845	\$ 5,535	\$ 22,140
Chain E	50	\$ 15.00	\$ 750	\$ 750	\$ 750	\$ 750	\$ 2,250	\$ 750	\$ 750	\$ 750	\$ 2,250	\$ 750	\$ 750	\$ 750	\$ 2,250	\$ 750	\$ 750	\$ 750	\$ 2,250	\$ 750	\$ 750	\$ 750	\$ 2,250	\$ 9,000
<b>Total Service Cost</b>	<b>918</b>		<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 39,660</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 39,660</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 39,660</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 39,660</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 39,660</b>	<b>\$ 158,640</b>
<b>Collateral Materials</b>																								
<b>QTY</b>		<b>Cost Each</b>	<b>Total</b>	<i>Month Supply includes all production costs.</i>																				
Shelf-talkers	3,000	\$ 3.00	\$ 9,000				\$ 2,250	\$ 2,250			\$ 2,250	\$ 2,250			\$ 2,250	\$ 2,250			\$ 2,250	\$ 2,250	\$ 2,250	\$ 2,250	\$ 9,000	
Flyers	20,000	\$ 0.50	\$ 10,000				\$ 2,500	\$ 2,500			\$ 2,500	\$ 2,500			\$ 2,500	\$ 2,500			\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 10,000	
Headercards	3,000	\$ 1.50	\$ 4,500				\$ 1,125	\$ 1,125			\$ 1,125	\$ 1,125			\$ 1,125	\$ 1,125			\$ 1,125	\$ 1,125	\$ 1,125	\$ 1,125	\$ 4,500	
Coupon Pads	5,000	\$ 2.00	\$ 10,000				\$ 2,500	\$ 2,500			\$ 2,500	\$ 2,500			\$ 2,500	\$ 2,500			\$ 2,500	\$ 2,500	\$ 2,500	\$ 2,500	\$ 10,000	
Other	0	\$ -	\$ -				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -			\$ -	\$ -	\$ -	\$ -	\$ -	
Copywriting	1	\$ 1,000	\$ 1,000				\$ 250	\$ 250			\$ 250	\$ 250			\$ 250	\$ 250			\$ 250	\$ 250	\$ 250	\$ 250	\$ 1,000	
Design	1	\$ 1,200	\$ 1,200				\$ 300	\$ 300			\$ 300	\$ 300			\$ 300	\$ 300			\$ 300	\$ 300	\$ 300	\$ 300	\$ 1,200	
[x]			\$ -				\$ -	\$ -			\$ -	\$ -			\$ -	\$ -			\$ -	\$ -	\$ -	\$ -	\$ -	
<b>Total Collateral Cost</b>			<b>\$ 62,140</b>				<b>\$ 8,925</b>	<b>\$ 8,925</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 8,925</b>	<b>\$ 8,925</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 8,925</b>	<b>\$ 8,925</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 8,925</b>	<b>\$ 8,925</b>	<b>\$ 8,925</b>	<b>\$ 8,925</b>	<b>\$ 35,700</b>	
<b>Consulting Fees</b>																								
Jane Doe's Marketing Services, Inc.			\$ -	\$ -	\$ 5,000	\$ 5,000	\$ 10,000	\$ 1,200	\$ 1,200	\$ 1,200	\$ 3,600	\$ 1,200	\$ 1,200	\$ 1,200	\$ 3,600	\$ 1,200	\$ 1,200	\$ 1,200	\$ 3,600	\$ 1,200	\$ 1,200	\$ 1,200	\$ 3,600	\$ 20,800
<b>Total Collateral Cost</b>			<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5,000</b>	<b>\$ 5,000</b>	<b>\$ 10,000</b>	<b>\$ 1,200</b>	<b>\$ 1,200</b>	<b>\$ 1,200</b>	<b>\$ 3,600</b>	<b>\$ 1,200</b>	<b>\$ 1,200</b>	<b>\$ 1,200</b>	<b>\$ 3,600</b>	<b>\$ 1,200</b>	<b>\$ 1,200</b>	<b>\$ 1,200</b>	<b>\$ 3,600</b>	<b>\$ 1,200</b>	<b>\$ 1,200</b>	<b>\$ 1,200</b>	<b>\$ 3,600</b>	<b>\$ 20,800</b>
<b>Total Merchandising Investment</b>			<b>\$ 75,360</b>	<b>\$ 13,220</b>	<b>\$ 18,220</b>	<b>\$ 27,145</b>	<b>\$ 58,585</b>	<b>\$ 14,420</b>	<b>\$ 14,420</b>	<b>\$ 23,345</b>	<b>\$ 52,185</b>	<b>\$ 14,420</b>	<b>\$ 14,420</b>	<b>\$ 23,345</b>	<b>\$ 52,185</b>	<b>\$ 14,420</b>	<b>\$ 14,420</b>	<b>\$ 23,345</b>	<b>\$ 52,185</b>	<b>\$ 14,420</b>	<b>\$ 14,420</b>	<b>\$ 23,345</b>	<b>\$ 52,185</b>	
<b>Retail Sales Forecast</b>																								
<b>Units/Store</b>		<b>ASP</b>	<b>Total Revenue</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Q1 Totals</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Q2 Totals</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Q3 Totals</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Q4 Totals</b>	<b>2009 Total</b>				
Product A	2	\$ 59.00	\$ 108,324	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 324,972	\$ 1,299,888			
Product B	2	\$ 59.00	\$ 108,324	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 324,972	\$ 1,299,888			
Product C	2	\$ 59.00	\$ 108,324	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 324,972	\$ 1,299,888			
Product D	2	\$ 59.00	\$ 108,324	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 324,972	\$ 1,299,888			
Product E	1	\$ 59.00	\$ 54,162	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 162,486	\$ 649,944			
Product F	1	\$ 59.00	\$ 54,162	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 162,486	\$ 649,944			
<b>Total Retail Sales</b>			<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 1,624,860</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 1,624,860</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 1,624,860</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 1,624,860</b>	<b>\$ 1,624,860</b>	<b>\$ 6,499,440</b>			
<b>Analysis</b>																								
Merchandising as a % of Total Retail Sales			14%	2%	3%	5%	4%	3%	3%	4%	3%	3%	3%	4%	3%	3%	3%	4%	3%	3%	3%			