

Use this spreadsheet to track the cost and activities related to the release of a new product or service. The cells filled with BLUE text contain information you should replace with your own information. This worksheet enables you to coordinate all of your activities around a chosen STREET DATE—when your product or service will actually be available to customers. The layout is designed to project cash requirements so the activities requiring cash first are on top.

[Product / Service] Launch Schedule & Budget

[Product / Service] Expenses

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Main budget table with columns for Street Date (Sep-19 to Feb-20), Activity Name, Start Date, Due Date, Responsible, Monthly Costs, Total Product/Management/Website/Marketing/Public Relations/Sales & Marketing Literature/Advertising Costs, Direct Mail, Channel Roll-Out, Trade Show, and Final Actual Cost, Budget, and Variance.

**[Product / Service] Launch Schedule & Budget**

[Product / Service] Expenses

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** Street Date ** Sep-01-19		Month:	-12	-11	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1	Street - Date -	+1	+2	+3	+4	+5	+6	Actual		%	
<b>Total Sales &amp; Marketing Activities</b>			\$ 1,800	\$ 1,800	\$ 4,800	\$ 1,500	\$ 1,200	\$ 1,200	\$ 900	\$ 900	\$ 600	\$ 600	\$ 600	\$ 600	\$ 300	\$ -	\$ -	\$ 300	\$ 5,200	\$ 200	\$ -	\$ 19,500	\$ 23,600	-17.4%	
<b>Production &amp; Fulfillment</b>																									
<b>Manufacturing / Shipping Activities</b>		<b>Start Date</b>	<b>Due Date</b>	<b>Responsible</b>																					
Printing of Boxes	[Date]	[Date]	[Name]	\$ 300																			\$ 1,200	\$ 1,500	-20.0%
Printing of Manuals	[Date]	[Date]	[Name]	\$ 300																			\$ 1,200	\$ 1,500	-20.0%
Printing of Marketing Inserts	[Date]	[Date]	[Name]	\$ 300																			\$ 1,200	\$ 1,500	-20.0%
Disk duplication	[Date]	[Date]	[Name]	\$ 300																			\$ 1,200	\$ 1,500	-20.0%
Product Assembly	[Date]	[Date]	[Name]	\$ 300																			\$ 1,200	\$ 1,500	-20.0%
Activity 6]	[Date]	[Date]	[Name]	\$ 300																			\$ 1,200	\$ 1,500	-20.0%
Activity 7]	[Date]	[Date]	[Name]	\$ 300																			\$ 1,200	\$ 1,500	-20.0%
<b>Total Manufacturing / Shipping Activities</b>			\$ 2,100	\$ -	\$ -	\$ -	\$ -	\$ 2,100	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,100	\$ -	\$ -	\$ -	\$ 2,100	\$ -	\$ -	\$ -	\$ 8,400	\$ 10,500	-20.0%	
<b>Sales Forecast</b>				Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20			
<b>Projected Sales</b>		<b>Start Date</b>	<b>Due Date</b>	<b>Responsible</b>																					
Catalogs	[Date]	[Date]	[Name]	\$ 1,000												\$ 1,000							\$ 2,000	\$ 4,000	-50.0%
Strategic Alliances	[Date]	[Date]	[Name]																						
Internet / Affiliates	[Date]	[Date]	[Name]																						
Retail	[Date]	[Date]	[Name]		\$ 1,000											\$ 1,000							\$ 2,000	\$ 4,000	-50.0%
Multi-Level	[Date]	[Date]	[Name]																						
Direct Sales	[Date]	[Date]	[Name]																						
Conferences / Events	[Date]	[Date]	[Name]																						
Direct Mail	[Date]	[Date]	[Name]			\$ 1,000											\$ 1,000						\$ 2,000	\$ 4,000	-50.0%
Direct Advertising	[Date]	[Date]	[Name]			\$ 1,000												\$ 1,000					\$ 2,000	\$ 4,000	-50.0%
Other Channels	[Date]	[Date]	[Name]					\$ 1,000															\$ 2,000	\$ 4,000	-50.0%
<b>Total Sales</b>			\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 5,000	\$ 3,500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ -	\$ -	\$ -	\$ 10,000	\$ 20,000	-50.0%
<b>Cost of Sales</b>																									
		<b>% Total Sales</b>																							
Cost of Goods		<b>% Total Sales:</b>	20%	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 1,000	\$ 700	\$ -	\$ -	\$ -	\$ -	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ -	\$ -	\$ -	\$ 2,000	\$ 2,000	0.0%
Sales Commissions		<b>% Total Sales:</b>	5%	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 250	\$ 175	\$ -	\$ -	\$ -	\$ -	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ -	\$ -	\$ -	\$ 425	\$ 2,510	-83.1%
Royalties		<b>% Total Sales:</b>	0%	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500	-100.0%
<b>Total Cost of Sales</b>			\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 1,250	\$ 875	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ -	\$ -	\$ -	\$ 2,425	\$ 7,010	-66.4%
<b>*Projected CASH FLOW / Month</b>			\$ (4,000)	\$ (1,900)	\$ (4,900)	\$ (1,600)	\$ (1,300)	\$ (400)	\$ 875	\$ (1,200)	\$ (900)	\$ (600)	\$ (600)	\$ (1,950)	\$ 450	\$ 750	\$ 750	\$ (1,650)	\$ (10,200)	\$ (200)	\$ -	\$ (31,875)	\$ (30,310)	5.2%	
<b>*Projected Cumulative Cash Flow</b>			\$ (4,000)	\$ (5,900)	\$ (10,800)	\$ (12,400)	\$ (13,700)	\$ (14,100)	\$ 875	\$ (325)	\$ (1,225)	\$ (1,825)	\$ (2,425)	\$ (4,375)	\$ (3,925)	\$ (3,175)	\$ (2,425)	\$ (4,075)	\$ (14,275)	\$ (14,475)	\$ (14,475)	\$ (46,350)	\$ (76,660)	-39.5%	

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