

I Business Planning: Revenue

a. Revenue (daily/weekly/monthly sales) Revenue expected when: _____

Item sold	Unit	Expected selling price per unit	Frequency of sales	If daily/weekly/monthly sales				
				No sold / frequency	No. sold in 1 month	Revenue / month	# months/yr	Revenue/ year
Total revenue per month/year								

b. Revenue (seasonal sales): seasons 1 and 2

Item sold	Unit	# seasons per year	Season 1 [Month _____]			Season 2 [Month _____]		
			# sold	Price/unit	Revenue	# sold	Price/unit	Revenue
Total revenue per season								

b. Revenue (seasonal sales): (continued) seasons 3 and 4

Item sold	Unit	# seasons per year	Season 3 [Month _____]			Season 4 [Month _____]		
			# sold	Price/unit	Revenue	# sold	Price/unit	Revenue
Total revenue per season								
Total annual revenue								

II Business Planning: Expenses

Category	Item	Unit	Cost per unit	# units per month	Cost per month	Cost per year
Overhead/Operational cost (labour/fuel)						
Inputs (water/transport/taxes)						
Sub-total overhead/inputs						

Category	Item	Unit	Cost per unit	# units per year	Cost per year	Divide by 12 [Cost per month]
Investment costs (money set aside for purchase/replacement/maintenance of assets: e.g. equipment, premises, tools, land)						
Total expenses per month/year						

III Risks associated with this activity now, and in the future: _____
