

BabyStrong: Sales Forecast Report

Fiscal Year: 2018

Division: Formulas & Supplements

Product Manager: Marion Rosen

Prior Year Results

Product	Channel	Volume	Avg Price	Net Revenue
Infant formula	Drugs & Drug Dept Retail	45000	\$5.00	\$225,000
Infant Formula	Grocery	10000	\$4.00	\$40,000
Baby Supplements	Drug & Drug Dept Retail	5000	\$8.00	\$40,000
Baby Supplements	Grocery	2000	\$7.50	\$15,000
Totals				\$320,000

Current Year Forecast

Product	Channel	Volume	Avg Price	Net Revenue
Infant formula	Drugs & Drug Dept Retail	45000	\$5.00	\$225,000
Infant Formula	Grocery	10000	\$4.00	\$40,000
Baby Supplements	Drug & Drug Dept Retail	5000	\$8.00	\$40,000
Baby Supplements	Grocery	2000	\$7.50	\$15,000
Baby Supplements	Health & Exercise Retail	3000	\$10.00	\$30,000
Totals				\$350,000

Forecast Approval: _____

Approval Date: _____