

Sales Plan (Management Monthly Report)	2007	Jan-08A	Feb-08A	Mar-08A	Mar-08F	Delta	Apr-08F	May-08F	Jun-08F	Jul-08F	Aug-08F	Sep-08F	Oct-08F	Nov-08F	Dec-08F	2008F	Budget	Delta	
Sales Total	130,115,500	12,073,755	12,397,635	11,962,750	11,524,505	438,245	11,391,893	12,700,137	12,650,651	12,672,560	12,674,449	11,390,887	11,395,965	11,395,434	14,369,095	147,075,216	143,452,800	3,622,416	
COGS Total	80,543,875	7,419,750	7,518,750	7,438,890	7,111,000	327,890	7,069,840	7,787,922	7,777,152	7,781,248	7,782,107	7,070,926	7,072,409	7,072,320	8,726,093	90,517,410	86,868,000	3,649,410	
GM Total	49,571,625	4,654,005	4,878,885	4,523,860	4,413,505	110,355	4,322,052	4,912,215	4,873,499	4,891,312	4,892,342	4,319,961	4,323,556	4,323,114	5,643,002	56,557,805	56,584,800	-26,994	
GM Total (%)	38 %	38 %	39 %	37 %	38 %	-0 %	37 %	38 %	38 %	38 %	38 %	37 %	37 %	37 %	39 %	38 %	39 %	-0 %	
Product A Sales	69,865,000	6,041,750	5,964,175	5,954,250	5,492,500	461,750	5,525,000	6,800,000	6,800,000	6,800,000	6,800,000	5,525,000	5,525,000	5,525,000	8,500,000	75,760,175	71,400,000	4,360,175	
Product A Unit Price	785	845	865	850	845	5	850	850	850	850	850	850	850	850	850	850	850	850	0
Ratio to Market Average Price (%)	92 %	93 %	98 %	91 %	93 %	-1 %	91 %	91 %	91 %	91 %	91 %	91 %	91 %	91 %	91 %	91 %	92 %	94 %	-1 %
Market Average Price	850	901	880	925	901	24	925	925	925	925	925	925	925	925	925	925	919	900	19
Product A Units	89,000	7,150	6,895	7,005	6,500	505	6,500	8,000	8,000	8,000	8,000	6,500	6,500	6,500	10,000	89,050	84,000	5,050	
Units per Employee	47,849 %	3,763 %	3,591 %	3,592 %	3,421 %	171 %	3,333 %	4,102 %	4,102 %	4,102 %	4,102 %	3,333 %	3,333 %	3,333 %	5,128 %	45,823 %	44,444 %	1,378 %	
Product A Unit Cost	450	475	470	478	475	3	472	470	473	472	472	472	472	472	472	472	470	470	2
Product A COGS	40,050,000	3,396,250	3,240,650	3,348,390	3,087,500	260,890	3,071,597	3,766,408	3,790,278	3,779,038	3,778,575	3,073,387	3,071,316	3,071,598	4,726,308	42,113,798	39,480,000	2,633,798	
Product A Gross Margin	29,815,000	2,645,500	2,723,525	2,605,860	2,405,000	200,860	2,453,402	3,033,591	3,009,721	3,020,961	3,021,424	2,451,612	2,453,683	2,453,401	3,773,691	33,646,376	31,920,000	1,726,376	
Product A Gross Margin (%)	42 %	43 %	45 %	43 %	43 %	-0 %	44 %	44 %	44 %	44 %	44 %	44 %	44 %	44 %	44 %	44 %	44 %	44 %	-0 %
Product B Sales	37,500,000	3,857,005	3,958,460	3,758,500	3,857,005	-98,505	3,534,923	3,534,923	3,534,923	3,534,923	3,534,923	3,534,923	3,534,923	3,534,923	3,534,923	43,388,277	44,602,800	-1,214,522	
Product B Unit Price	5,769	6,200	6,233	6,042	6,200	-158	6,042	6,042	6,042	6,042	6,042	6,042	6,042	6,042	6,042	6,042	6,071	5,995	76
Product B Units	6,500	622	635	622	622	0	585	585	585	585	585	585	585	585	585	7,144	7,440	-296	
Product B Unit Cost	3,846	4,020	4,008	4,044	4,020	23	4,044	4,044	4,044	4,044	4,044	4,044	4,044	4,044	4,044	4,039	3,950	89	
Product B COGS -f(Unit Costs)	25,000,000	2,501,000	2,545,600	2,515,500	2,501,000	14,500	2,365,864	2,365,864	2,365,864	2,365,864	2,365,864	2,365,864	2,365,864	2,365,864	2,365,864	28,854,877	29,388,000	-533,122	
Product B Gross Margin	12,500,000	1,356,005	1,412,860	1,243,000	1,356,005	-113,005	1,169,059	1,169,059	1,169,059	1,169,059	1,169,059	1,169,059	1,169,059	1,169,059	1,169,059	14,533,400	15,214,800	-681,399	
Product B Gross Margin (%)	33 %	35 %	35 %	33 %	35 %	-2 %	33 %	33 %	33 %	33 %	33 %	33 %	33 %	33 %	33 %	33 %	34 %	-0 %	
Product C Sales	22,750,500	2,175,000	2,475,000	2,250,000	2,175,000	75,000	2,331,969	2,365,213	2,315,727	2,337,637	2,339,526	2,330,963	2,336,042	2,335,510	2,334,172	27,926,763	27,450,000	476,763	
Product C Unit Price	14,500	15,000	15,000	15,000	15,000	0	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,250	-250	
Product C Units	1,569	145	165	150	145	5	155	157	154	155	155	155	155	155	155	1,861	1,800	61	

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Units per Employee	843 %	76 %	85 %	76 %	76 %	0 %	79 %	80 %	79 %	79 %	79 %	79 %	79 %	79 %	79 %	958 %	952 %	5 %
Product C Unit Cost	9,875	10,500	10,500	10,500	10,500	0	10,500	10,500	10,500	10,500	10,500	10,500	10,500	10,500	10,500	10,500	10,000	500
Product C COGS	15,493,875	1,522,500	1,732,500	1,575,000	1,522,500	52,500	1,632,378	1,655,649	1,621,009	1,636,345	1,637,668	1,631,674	1,635,229	1,634,857	1,633,920	19,548,734	18,000,000	1,548,734
Product C Gross Margin	7,256,625	652,500	742,500	675,000	652,500	22,500	699,590	709,564	694,718	701,291	701,857	699,289	700,812	700,653	700,251	8,378,029	9,450,000	-1,071,970
Product C Gross Margin (%)	31 %	30 %	30 %	30 %	30 %	0 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	30 %	34 %	-4 %