

## Simple Business Plan or Sales Plan Tools examples from (RED BULL)

These templates examples help the planning process. Split & analyze your business or sales according to your main products.

	Quantity	Total sales value	Average sales value	Cost per unit	Gross Margin per unit	Total sales or gross margin	Gross Margin %
			Total sales value / Quantity		Average sales value - cost per unit		Gross Margin/Net sales
(Red Bull water)	300 m	1 b	$1b/300m=\$3.3$	2	$3.3-2=1.3$	$300m*1.3=390m$	$390m/1b=\%39$
(Red Bull cola)	250 m	1.2 b	$1.2b/250m=\$4.8$	3	$4.8-3=1.8$	$250m*1.8=450m$	$450m/1.2b=\%37.5$
(Red Bull original)	400 m	800 m	$800m/400m=\$2$	0.9	$2-0.9=1.1$	$400m*1.1=440m$	$440m/800m=\%55$
(Red Bull sugar free)	50 m	90 m	$90m/50m=\$1.8$	0.8	$1.8-0.8=1$	$50m*1=50m$	$50m/90m=\%55.6$
Total	1b	3.09 b	$3.09b/1b=\$3.09$			1.33b	$1.33b/3.09b=\%43$