

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 | $1.33b/3.09b=\%43$ |