

SMALL FARM CO

Sales Projection Worksheet - Typical Week

Number of Crop Plots 35

		Market Turns	Crop for Sale	Daily Sales By Category				Total	% of Week
				Fruits	Vegetables	Value-Added	Dried		
Monday	Morning	0.0	0	0	0	0	0	0	
	Afternoon	2.0	70	123	70	184	68	445	
	Evening	1.0	35	123	48	88	48	306	
	Day Totals			245	118	271	116	751	11.0%
Tuesday	Morning	0.0	0	0	0	0	0	0	
	Afternoon	2.0	70	123	70	184	68	445	
	Evening	1.0	35	123	48	88	48	306	
	Day Totals			245	118	271	116	751	11.0%
Wednesday	Morning	0.0	0	0	0	0	0	0	
	Afternoon	2.0	70	123	70	184	68	445	
	Evening	2.0	70	245	96	175	96	613	
	Day Totals			368	166	359	165	1,057	15.5%
Thursday	Morning	0.0	0	0	0	0	0	0	
	Afternoon	2.0	70	123	70	184	68	445	
	Evening	1.0	35	123	48	88	48	306	
	Day Totals			245	118	271	116	751	11.0%
Friday	Morning	0.0	0	0	0	0	0	0	
	Afternoon	2.0	70	123	70	184	68	445	
	Evening	2.0	70	245	96	175	96	613	
	Day Totals			368	166	359	165	1,057	15.5%
Saturday	Morning	1.0	35	158	3	18	223	401	
	Afternoon	1.0	35	61	35	92	34	222	
	Evening	2.0	70	245	96	175	96	613	
	Day Totals			464	134	284	354	1,236	18.1%
Sunday	Morning	1.0	35	158	3	18	223	401	
	Afternoon	1.0	35	61	35	92	34	222	
	Evening	2.0	70	245	96	175	96	613	
	Day Totals			464	134	284	354	1,236	18.1%
WEEK TOTALS		Totals in \$		2,398	955	2,100	1,385	6,837	
		Sales Mix %		35.1%	14.0%	30.7%	20.3%	100.0%	
Special Events	Parties/ Week			0.0					
	Ave. # of Guests			0					
	Per Person Average \$			\$0.00					
	Sales Mix %			0%	0%	0%	0%	FALSE	
Special Event Sales Per Week				0	0	0	0	0	
WEEK TOTALS - All Sales		Totals in \$		2,398	955	2,100	1,385	6,837	
		Sales Mix %		35.1%	14.0%	30.7%	20.3%	100.0%	

RECAP: Key Sales Numbers:

Annual Sales	\$355,537	
Average Monthly Sales	\$29,628	
Annual Sales Per Square Foot		\$15
Annual Sales Per Crop Product	\$10,158	