

What Would Sales Look Like for **YOUR** Business



Think about what sales would look like for a typical month in your new business venture. How many days will you be open each week? Each month? How many customers will visit your business on an average day? How much will an average customer spend? Based on these simple estimates, you can figure out the monthly sales for your business.

DAYS OPEN

The most basic thing to figure out is how many days a week you'll be open. Some businesses are open 7 days a week, while others make do with only weekdays. Some are closed on Sundays, while others (like some restaurants) may be closed on Mondays.

How many days per week will you be open? _____

Multiply this by 4. This is an estimate of
How many days you'll be open per month. _____ **[A]**

CUSTOMERS

Next, determine how many customers you will have per day. You will probably have days that are naturally busier (weekends for a movie theater or weekdays for an office supply store) but try to come up with an average number of customers per day.

How many customers will you have per day? _____ **[B]**

AVERAGE AMOUNT SPENT BY CUSTOMERS

How much will a typical customer spend? Well, this is a little tricky. You'll have some customers who spend a bunch and others who spend very little. Again, try to come up with an average amount spent per customer.

What will an average customer spend? \$ _____ **[C]**

ESTIMATED MONTHLY SALES

Multiply the number of days you'll be open per month [A] times the number of customers per day [B] times the average amount spent per customer [C]. This gives you an estimate of your monthly sales!

Multiply [A] X [B] X [C] \$ _____