

# Revenue Plan for Sample Product/Service

Snapshot of Cost, Breakeven and Profit Point for Sample Product/Service

Prepared for: Sample Product/Service

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Vers: 1R

## Cost

## Revenues

<b>Production</b> design: \$25 folding: \$15 materials: \$20/500 sheets		<b>What is your product/service?</b> limited edition paper airplanes based on WW2 aircraft (limited to one run of 500 planes)	<b>Price</b> \$50/each \$350/case of 20	
<b>Overhead</b> rent: \$150			<b>Type (sales, service, one time, recurring)</b> one time sale	
<b>Marketing</b> newspaper ad: \$15 trade show booth: \$75	<b>Delivery</b> USPS based on weight: \$1.25 per unit  by case = \$7.50		<b>Customer</b> retail customer (online & trade show)  online retailer	<b>How will you be paid?</b> PayPal
<b>Total Cost</b> $\$295 + (1.25 \times 500) = \$920$ for 500 single planes $\$295 + (7.50 \times 25) = \$482.50$ for 25 cases of 20 planes		<b>Breakeven</b> 19 planes/\$950  2 cases (40 planes)/\$700	<b>Profit</b> assuming run of 500 planes with 20% loss for QA failure & customer returns retail: \$19,080 wholesale: \$7,900	