

If you sell your product(s) through retailers or other resellers, you must invest in training, sales materials and shelf maintenance (detailing). This spreadsheet is used for budgeting of a merchandising/store detailing program.

**Retail Merchandising Budget**

Year: 2017

Store Detailing Services				Jan	Feb	Mar	Q1 Totals	Apr	May	Jun	Q2 Totals	Jul	Aug	Sep	Q3 Totals	Oct	Nov	Dec	Q4 Totals	2017 Total
Stores	\$ / Visit	Total		Based upon 1 visit per store per month																
Chain A	125	\$ 15.00	\$ 1,875	\$ 1,875	\$ 1,875	\$ 1,875	\$ 5,625	\$ 1,875	\$ 1,875	\$ 1,875	\$ 5,625	\$ 1,875	\$ 1,875	\$ 1,875	\$ 5,625	\$ 1,875	\$ 1,875	\$ 1,875	\$ 5,625	\$ 22,500
Chain B	275	\$ 13.00	\$ 3,575	\$ 3,575	\$ 3,575	\$ 3,575	\$ 10,725	\$ 3,575	\$ 3,575	\$ 3,575	\$ 10,725	\$ 3,575	\$ 3,575	\$ 3,575	\$ 10,725	\$ 3,575	\$ 3,575	\$ 3,575	\$ 10,725	\$ 42,900
Chain C	345	\$ 15.00	\$ 5,175	\$ 5,175	\$ 5,175	\$ 5,175	\$ 15,525	\$ 5,175	\$ 5,175	\$ 5,175	\$ 15,525	\$ 5,175	\$ 5,175	\$ 5,175	\$ 15,525	\$ 5,175	\$ 5,175	\$ 5,175	\$ 15,525	\$ 62,100
Chain D	123	\$ 15.00	\$ 1,845	\$ 1,845	\$ 1,845	\$ 1,845	\$ 5,535	\$ 1,845	\$ 1,845	\$ 1,845	\$ 5,535	\$ 1,845	\$ 1,845	\$ 1,845	\$ 5,535	\$ 1,845	\$ 1,845	\$ 1,845	\$ 5,535	\$ 22,140
Chain E	50	\$ 15.00	\$ 750	\$ 750	\$ 750	\$ 750	\$ 2,250	\$ 750	\$ 750	\$ 750	\$ 2,250	\$ 750	\$ 750	\$ 750	\$ 2,250	\$ 750	\$ 750	\$ 750	\$ 2,250	\$ 9,000
<b>Total Service Cost</b>	<b>918</b>		<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 39,660</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 39,660</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 39,660</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 13,220</b>	<b>\$ 39,660</b>	<b>\$ 158,640</b>
Collateral Materials				Jan	Feb	Mar	Q1 Totals	Apr	May	Jun	Q2 Totals	Jul	Aug	Sep	Q3 Totals	Oct	Nov	Dec	Q4 Totals	2017 Total
QTY	Cost Each	Total		3 Month Supply includes all production costs.																
Shelf-talkers	3,000	\$ 3.00	\$ 9,000			\$ 2,250	\$ 2,250			\$ 2,250	\$ 2,250			\$ 2,250	\$ 2,250			\$ 2,250	\$ 2,250	\$ 9,000
Flyers	20,000	\$ 0.50	\$ 10,000			\$ 2,500	\$ 2,500			\$ 2,500	\$ 2,500			\$ 2,500	\$ 2,500			\$ 2,500	\$ 2,500	\$ 10,000
Headercards	3,000	\$ 1.50	\$ 4,500			\$ 1,125	\$ 1,125			\$ 1,125	\$ 1,125			\$ 1,125	\$ 1,125			\$ 1,125	\$ 1,125	\$ 4,500
Coupon Pads	5,000	\$ 2.00	\$ 10,000			\$ 2,500	\$ 2,500			\$ 2,500	\$ 2,500			\$ 2,500	\$ 2,500			\$ 2,500	\$ 2,500	\$ 10,000
Other	0	\$ -	\$ -			\$ -	\$ -			\$ -	\$ -			\$ -	\$ -			\$ -	\$ -	\$ -
Copywriting	1	\$ 1,000	\$ 1,000			\$ 250	\$ 250			\$ 250	\$ 250			\$ 250	\$ 250			\$ 250	\$ 250	\$ 1,000
Design	1	\$ 1,200	\$ 1,200			\$ 300	\$ 300			\$ 300	\$ 300			\$ 300	\$ 300			\$ 300	\$ 300	\$ 1,200
[x]		\$ -	\$ -			\$ -	\$ -			\$ -	\$ -			\$ -	\$ -			\$ -	\$ -	\$ -
<b>Total Collateral Cost</b>			<b>\$ 62,140</b>			<b>\$ 8,925</b>	<b>\$ 8,925</b>			<b>\$ 8,925</b>	<b>\$ 8,925</b>			<b>\$ 8,925</b>	<b>\$ 8,925</b>			<b>\$ 8,925</b>	<b>\$ 8,925</b>	<b>\$ 35,700</b>
Consulting Fees				Jan	Feb	Mar	Q1 Totals	Apr	May	Jun	Q2 Totals	Jul	Aug	Sep	Q3 Totals	Oct	Nov	Dec	Q4 Totals	2017 Total
Jane Doe's Marketing Services, Inc.		\$ -	\$ -	\$ 5,000	\$ 5,000	\$ 5,000	\$ 10,000	\$ 1,200	\$ 1,200	\$ 1,200	\$ 3,600	\$ 1,200	\$ 1,200	\$ 1,200	\$ 3,600	\$ 1,200	\$ 1,200	\$ 1,200	\$ 3,600	\$ 20,800
<b>Total Collateral Cost</b>		\$ -	\$ -	\$ 5,000	\$ 5,000	\$ 5,000	\$ 10,000	\$ 1,200	\$ 1,200	\$ 1,200	\$ 3,600	\$ 1,200	\$ 1,200	\$ 1,200	\$ 3,600	\$ 1,200	\$ 1,200	\$ 1,200	\$ 3,600	\$ 20,800
<b>Total Merchandising Investment</b>		\$ 75,360	\$ 75,360	\$ 13,220	\$ 18,220	\$ 27,145	\$ 58,585	\$ 14,420	\$ 14,420	\$ 23,345	\$ 52,185	\$ 14,420	\$ 14,420	\$ 23,345	\$ 52,185	\$ 14,420	\$ 14,420	\$ 23,345	\$ 52,185	\$ 215,140
Retail Sales Forecast				Jan	Feb	Mar	Q1 Totals	Apr	May	Jun	Q2 Totals	Jul	Aug	Sep	Q3 Totals	Oct	Nov	Dec	Q4 Totals	2017 Total
Units/Store	ASP	Total Revenue																		
Product A	2	\$ 59.00	\$ 108,324	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 1,299,888
Product B	2	\$ 59.00	\$ 108,324	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 1,299,888
Product C	2	\$ 59.00	\$ 108,324	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 1,299,888
Product D	2	\$ 59.00	\$ 108,324	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 108,324	\$ 108,324	\$ 108,324	\$ 324,972	\$ 1,299,888
Product E	1	\$ 59.00	\$ 54,162	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 649,944
Product F	1	\$ 59.00	\$ 54,162	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 54,162	\$ 54,162	\$ 54,162	\$ 162,486	\$ 649,944
<b>Total Retail Sales</b>			<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 1,624,860</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 1,624,860</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 1,624,860</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 541,620</b>	<b>\$ 1,624,860</b>	<b>\$ 6,499,440</b>
Analysis				Jan	Feb	Mar	Q1 Totals	Apr	May	Jun	Q2 Totals	Jul	Aug	Sep	Q3 Totals	Oct	Nov	Dec	Q4 Totals	2017 Total
Merchandising as a % of Total Retail Sales		14%		2%	3%	5%	4%	3%	3%	4%	3%	3%	3%	4%	3%	3%	3%	4%	3%	3%