

Revenue Assumption Worksheet: Argosy Audio and Video

The information on this worksheet summarizes detailed workup sheets for each assumption:

General Revenue Stream	Stream Overview	Sales Plan	Number of Salespersons	Potential Customers per Day	Conversion to Sale	Units Sold per Day	Average Price	Business Days per Year	Annual Revenue
In-store items	Selling home theaters	Sales force, in-store	2	30	4%	1.2	\$4,500	270	\$1,458,000
	Selling components	Sales force, in-store	4	15	20%	3.0	\$340	270	\$ 275,400
Commercial products	Selling to businesses	Sales force, field and phone	2	30 calls out	2%	0.6	\$4,800	220	\$ 633,600
Home servicing	Labor & parts	Inbound phones, customer service	1	9	90%	8.1	\$46	230	\$ 85,698
Warranty sales	Selling extended warranties	Sell with existing products at checkout	All (8)	3	30%	0.9	\$12	270	\$ 2,916
Programming sales	Commissions from selling programming products such as DirecTV	Included as part of overall sale	All (8)	20	10%	2.0	\$14	270	\$ 7,560