

# GETTING STARTED



Crunch the Numbers



PRODUCT

1

Finalize your  
Products

2

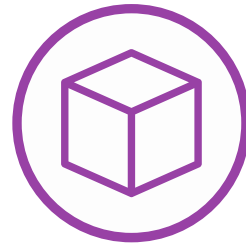
Estimate  
sales

3

Add costs

4

Forecast  
profit

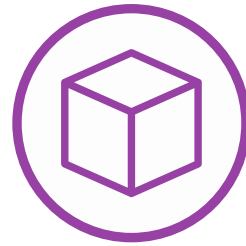


## PRODUCTS

### 1. Finalize your products:

You need to crunch the numbers to work out how your business or idea can be profitable or sustainable.

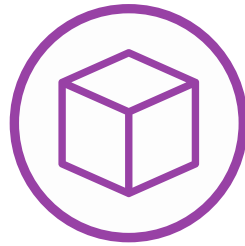
Then you can make final decisions on each item, product or service you plan to sell.



PRODUCTS

## 2. Estimate sales:

How many of each product do you think you will sell? Add your estimates on price and quantity for sale in *Products*. Use your customer segments to help you predict.

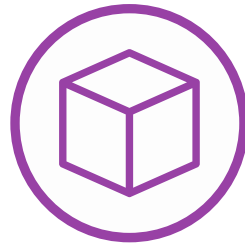


PRODUCTS

### 3. Add costs:

Create a ‘shopping list’ of anything you need to buy or consume for your products or services. Use specific names for each of your costs (eg. sales staff, chef, flour).

Don't forget to add the shared (fixed) costs essential to your business (eg. rent, cost of flyers).



PRODUCTS

## 4. Forecast profit:

You've crunched the numbers. Now go to the *Summary tab* to check your profits, based on the information you've entered. Simply update sales and cost estimates until you're happy with the numbers.