

Marketing Department Budget Recap

For the Reporting Period of _____

Product A _____

Product B _____

Product C _____

Product D _____

	Product A	Product B	Product C	Product D	Total
Gross Sales	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Discounts & Returns –	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Net Sales =	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Cost of Goods Sold –	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Gross Margin =	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

Marketing Expenses:

Sales Department Expense	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Delivery +	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Warehousing +	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Advertising +	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Sales Promotion +	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Market Research +	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Development Cost +	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Marketing Expense =	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Gross Margin	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Marketing Expense –	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Profit =	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____