

Government College For Girls ,Ldh.

Subject : Sales and Distribution Management

Topic : Sales Budget

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SALES BUDGET

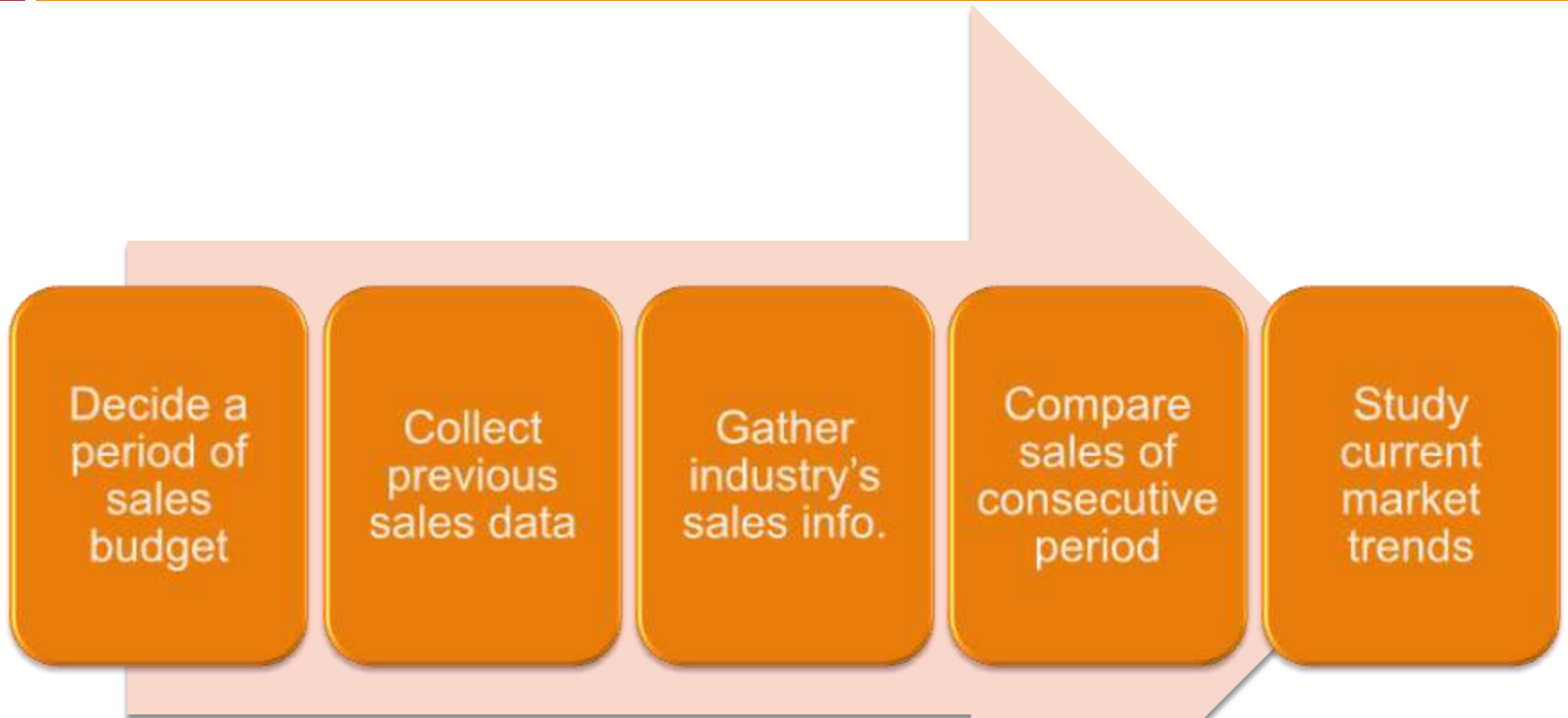
Expected Volume of sales and selling expenses

What Is Sales Budget ?

- Sales Budget shows the expenses that have to be made to achieve sales in a defined period of time.
- A company, at the start of the year, carefully analyzes economic conditions, competition, production capacity, and expenses when determining the sales budget. All of these factors play a crucial role in the company's future performance.
- Sales Budget is what the company expects to sell and generate business from.



Process of Sales Budget



Process

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graph LR; A[Communicate with Customers] --> B[Prepared sales forecast]; B --> C[Compare actual sales with Forecast];
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Communicate
with
Customers

Prepared
sales forecast

Compare
actual sales
with Forecast

Factors Influencing Sales Budget

Internal Factors

Sales Trend

Production Capacity

Product Diversification and Development

Seasonal Fluctuation

Selling and Distribution Channel

Sales Promotion and Advertisement

Price Fluctuation

Market Research

External Factors

Government Policy and Intervention

Competition in the Market

Change in Consumer Preference and Demand

Technological Development

Economic Condition of the Country

Need For A Sales Budget

Determine
Sales Goals

Cash Flow
Management

Estimate
overhead
Costs

Develop
Core
Strategies

Streamline
Business
Process

*Thank
You*