

# Government College For Girls ,Ldh.

Subject : Sales and Distribution Management

Topic : Sales Budget

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# SALES BUDGET

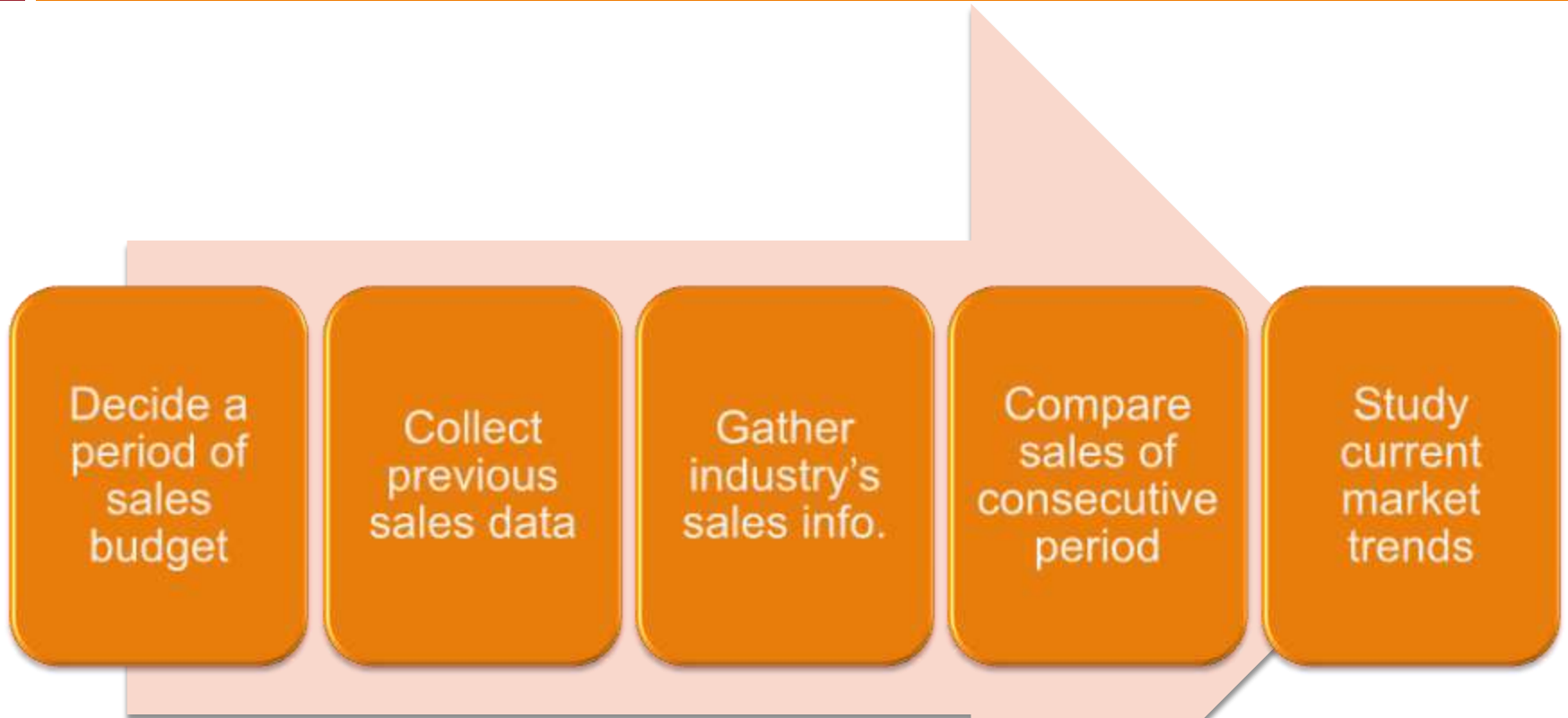
Expected Volume of sales and selling expenses

# 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];
```

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

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Determine  
Sales Goals

Cash Flow  
Management

Estimate  
overhead  
Costs

Develop  
Core  
Strategies

Streamline  
Business  
Process

*Thank  
You*