

THREE-YEAR FORECAST PREPARATION CHECKLIST

Questions to Ask in Each Area of Focus

Detailed Sales Projections

- Who are our new customers?
- What are our new sales channels?
- Are we going to expand our current footprint?
- Are we going to branch out?
- Will there be deductions?
- If so, do we have the cash on hand to cover it?
- Will we need additional cash from investors to cover potential expenses?

How You Purchase Inventory

- What is your inventory procurement process?
- How far out do we need to make a purchase in order to have it ready for sale?
- Does this timing align with our cash forecast?

New Product and R&D Plans

- Are we planning to develop any new products?
- If so, did we budget R&D costs?
- Does the timing sync with our timeline?

Growing Your Team and Hiring

- Are we hiring employees or contractors?
- If so, what is the time frame?
- What are the salary requirements?

Fixed Costs

- Will there be any changes to fixed costs?
- Rent, utilities, insurance, business licenses, etc.

Marketing and Advertising Expenses

- Are we planning to invest heavily into marketing and advertising in order to grow?
- What will be spent per campaign?

It takes specific data inputs, in addition to active participation to maximize your three-year forecast. Once you have all of these items gathered, be prepared to be engaged and to collaborate with your accounting team to ensure you are getting the most out of your investment into the forecast.