

**Handouts for 5 Year Business Plan  
PMA-U 2007  
Presenter, Marion Gropen**

**Data Input Sheet**

Book Title: **Another Bestseller**

	<u>Best Case</u>	<u>Worst Case</u>	<u>Most Likely</u>
<b>Sales</b>			
List Price	\$21.95	\$17.95	\$19.95
Average Discount Given	50.00%	50.00%	50.00%
Copies Printed	35,000	15,000	25,000
Copies Sold, Gross	35,000	15,000	25,000
Copies Returned	11,500	5,500	8,500
<b>Royalty Information</b>			
Paid on list (enter 1) or net (enter 0)	1	1	1
Royalty Advance	\$35,000	\$35,000	\$35,000
Royalty Splits, Levels by number of copies			
First Level is 0 to	5,000	5,000	5,000
Second Level is from 1st to	10,000	10,000	10,000
Third Level is from 2nd up			
Royalty Rates			
Rate as a % of Base Value, Net Returns			
First Level	10.00%	10.00%	10.00%
Second Level	12.50%	12.50%	12.50%
Third Level	15.00%	15.00%	15.00%
<b>Other Cost of Goods Sold</b>			
PPB per copy printed	\$2.50	\$4.00	\$3.25
Plant (enter total here or itemize on Plant sheet)	\$6,000	\$6,000	\$6,000
<b>Other Costs</b>			
Marketing Budget	\$3,000	\$3,000	\$3,000
Sales Commissions (% of net revenue)	18.00%	18.00%	18.00%
Fulfillment Cost per copy sold, net returns	\$0.00	\$0.00	\$0.00
Other Costs, % of net sales, after disct & returns	0.00%	0.00%	0.00%
Other Costs, \$ per copy sold, net	\$0.00	\$0.00	\$0.00
<b>Rights Data</b>			
Rights Revenue Expected	\$15,000	\$0	\$7,000
Rights % Due to Author	50.00%	50.00%	50.00%