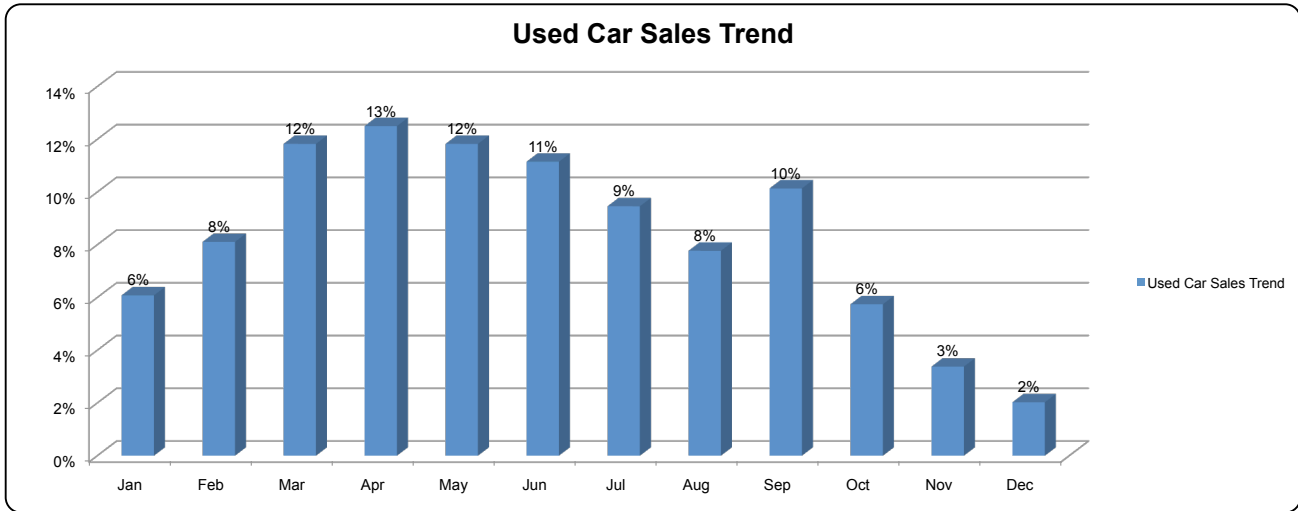


T105: Marketing Budget Calculator



Insert your previous 3 years used car sales to provide an average monthly sales figure

Used car sales over the previous 3 years													
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
3	5	7	9	10	12	11	9	8	10	6	4	2	93
2	6	8	12	12	12	11	10	7	12	7	4	2	103
1	7	9	14	15	11	11	9	8	8	4	2	2	100
Total	18	24	35	37	35	33	28	23	30	17	10	6	296
Average	6	8	12	12	12	11	9	8	10	6	3	2	99
%	6%	8%	12%	13%	12%	11%	9%	8%	10%	6%	3%	2%	100%



Budget Allocation						
Month		% Annual Used Car Sales		% Budget Allocation		Advertising spend per month
Jan		6%				£0
Feb		8%				£0
Mar		12%				£0
Apr		13%				£0
May		12%				£0
Jun		11%				£0
Jul		9%				£0
Aug		8%				£0
Sep		10%				£0
Oct		6%				£0
Nov		3%				£0
Dec		2%				£0
Total		100%		0%		