

# BOOK SALE ANALYSIS



| CUSTOMERS       | TOTAL POSSIBLE | LAST YEAR | PROJECTED GOAL | METHOD TO INCREASE SALES OF TARGET GROUP |
|-----------------|----------------|-----------|----------------|--|
| Seniors         | _____          | _____     | _____          | _____                                    |
| Juniors         | _____          | _____     | _____          | _____                                    |
| Sophomores      | _____          | _____     | _____          | _____                                    |
| Freshmen        | _____          | _____     | _____          | _____                                    |
| Faculty & Staff | _____          | _____     | _____          | _____                                    |
| Parents         | _____          | _____     | _____          | _____                                    |
| Advertisers     | _____          | _____     | _____          | _____                                    |
| Others          | _____          | _____     | _____          | _____                                    |

| Book Sale Dates | Cost     |
|-----------------|----------|
| _____           | \$ _____ |
| _____           | \$ _____ |
| _____           | \$ _____ |
| _____           | \$ _____ |

## Special Promotions

| TARGET GROUP | DATES | PROMOTION IDEA | COST PER BOOK | NUMBER SOLD |
|--------------|-------|----------------|---------------|-------------|
| _____        | _____ | _____          | _____         | _____       |
| _____        | _____ | _____          | _____         | _____       |
| _____        | _____ | _____          | _____         | _____       |
| _____        | _____ | _____          | _____         | _____       |
| _____        | _____ | _____          | _____         | _____       |
| _____        | _____ | _____          | _____         | _____       |
| _____        | _____ | _____          | _____         | _____       |
| _____        | _____ | _____          | _____         | _____       |

