

# Getting Visitors & Gaining Revenue Walkthrough

## 1.1 Introduction

This "sales summary" tab provides a step-by-step walk through guide to your accompanying; Financial Model Excel Download.

The screenshot displays an Excel spreadsheet with the following data:

2023 Sales Summary													
		2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	
Fiscal Year		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Marketing Budgets &amp; Visitor Totals</b>													
Monthly Marketing Budget Web		3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,100	3,100	3,100	3,100	3,200
Cost Per Click (CPC)		3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0
Total CPC Visitors		1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,033	1,033	1,033	1,033	1,067
SEO Visitors		800	825	866	900	920	970	980	1,000	1,025	1,050	1,050	1,050
SEO % Potential		80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%	80.0%
SEO Total		640	660	693	720	736	776	784	800	820	840	840	840
Monthly Marketing Budget Offline		7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500
Total Cost Per Visit (CPV) Offline		600	600	600	600	600	600	600	600	600	600	600	600
Total Visitors		2,240	2,260	2,293	2,320	2,336	2,376	2,384	2,433	2,453	2,473	2,473	2,507
<b>Conversion Rates</b>													
Visitors Sales Opportunities		61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%	61%
Sales Opts Total		1,366	1,379	1,399	1,415	1,425	1,449	1,454	1,484	1,497	1,509	1,509	1,529
Sales Opts For Free Trial		10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
New Free Trial Users		137	138	140	142	142	145	145	148	150	151	151	153
Sales Opts For Paying Customers		90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%	90%
Total Sales		1,230	1,241	1,259	1,274	1,282	1,304	1,309	1,336	1,347	1,358	1,358	1,376
<b>Services</b>													
Service 1	Price	135	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
	Sales Uptakes	74	74	76	76	77	78	79	80	81	81	81	83
	Sales Total	9,961	10,050	10,196	10,317	10,388	10,566	10,601	10,821	10,910	10,999	10,999	11,147
Service 2	Price	190	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
	Sales Uptakes	74	74	76	76	77	78	79	80	81	81	81	83
	Sales Total	14,019	14,144	14,350	14,520	14,620	14,870	14,921	15,229	15,354	15,480	15,480	15,688
Service 3	Price	265	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%
	Sales Uptakes	148	149	151	153	154	157	160	162	163	163	163	165
	Sales Total	39,106	39,456	40,028	40,503	40,782	41,481	41,620	42,482	42,831	43,180	43,180	43,762
Service 4	Price	380	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%
	Sales Uptakes	344	347	352	357	359	365	366	374	377	380	380	385
	Sales Total	130,846	132,015	133,931	135,520	136,454	138,791	139,258	142,140	143,308	144,476	144,476	146,423
Service 5	Price	470	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%	48%
	Sales Uptakes	590	596	604	611	616	626	628	641	647	652	652	661
	Sales Total	277,434	279,911	283,973	287,342	289,324	294,278	295,269	301,379	303,856	306,333	306,333	310,462
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Plan marketing budget expenditure to get new customers to view you product or service. Encompass various strategies aimed at promoting products or services, Pay-Per-Click (PPC) and Search Engine Optimization (SEO) standing out as crucial components in today's digital landscape. PPC advertising allows businesses to bid on ad placement in search engine results or on websites, paying a fee only when their ad is clicked. This targeted approach ensures visibility to potential customers actively seeking related offerings. Conversely, SEO focuses on organic visibility, optimizing website content and structure to rank higher in search engine results, driving unpaid traffic. Both PPC and SEO synergize to enhance online presence and attract relevant traffic, ultimately contributing to revenue generation. By strategically combining these tactics, businesses can maximize their online visibility, engage with their target audience effectively, and convert leads into valuable customers, thereby bolstering revenue streams.

Experiment with the tab to see how differing marketing strategies affect visitor streams and how they may affect revenues.

# Finance Model & Financials Walkthrough

## 1.1 Introduction

This document provides a step-by-step walk through guide to your accompanying; Financial Model Excel Download.

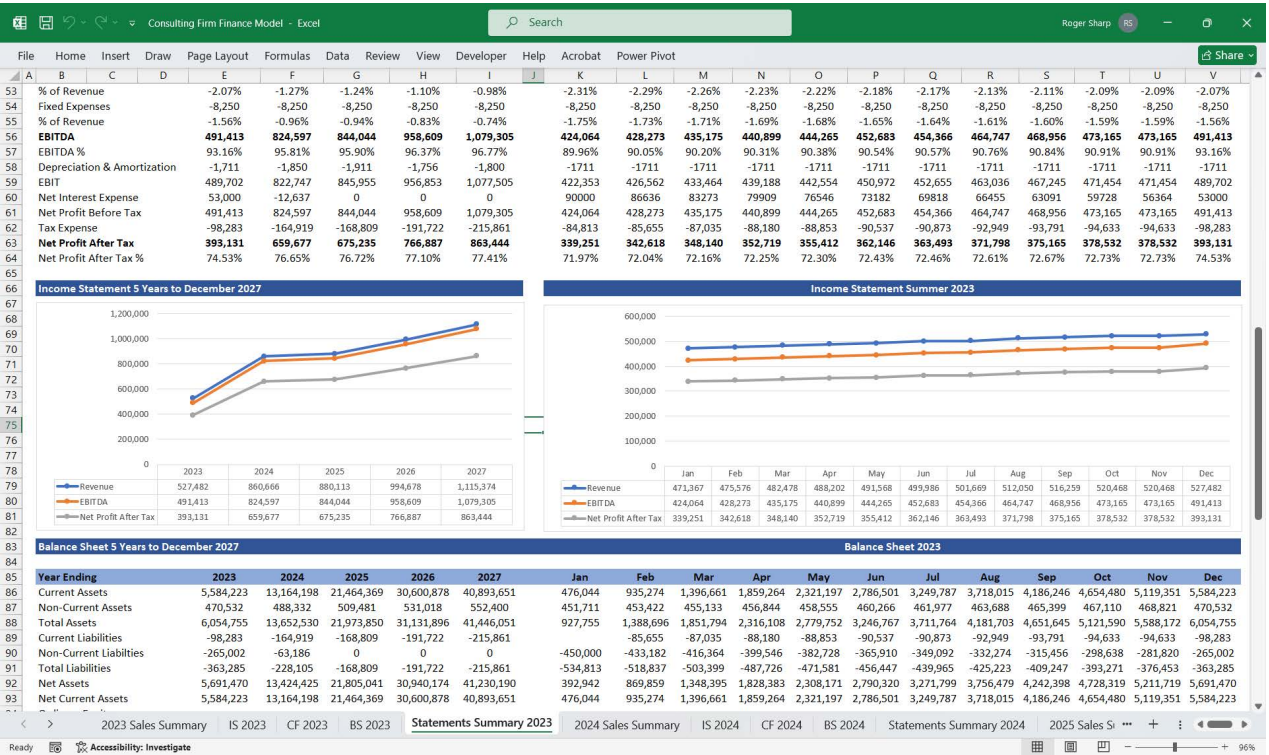
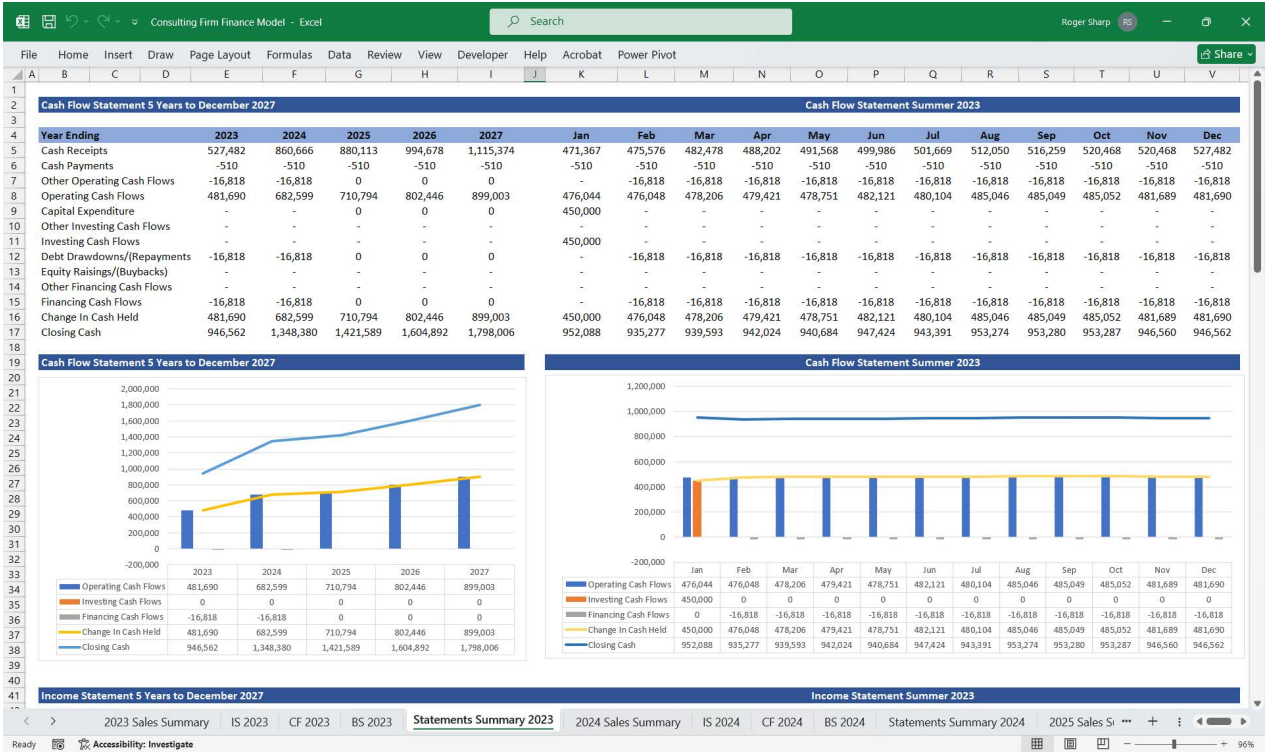
Financial Year	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2023	2024	2024	Totals
Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
<b>Income Statement</b>																
<b>Revenue</b>																
Service 1	9,961	10,050	10,196	10,317	10,388	10,566	10,601	10,821	10,910	10,999	10,999	11,147	16,780	17,017	17,254	
Service 2	14,019	14,144	14,350	14,520	14,620	14,870	14,921	15,229	15,354	15,480	15,480	15,688	23,616	23,950	24,283	
Service 3	39,106	39,456	40,028	40,503	40,782	41,481	41,620	42,482	42,831	43,180	43,180	43,762	65,876	66,807	67,738	
Service 4	130,846	132,015	133,931	135,520	136,454	138,791	139,258	142,140	143,308	144,476	144,476	146,423	220,414	223,529	226,645	
Service 5	277,434	279,911	283,973	287,342	289,324	294,278	295,269	301,379	303,856	306,333	306,333	310,462	467,344	473,950	480,555	
<b>Total Revenue</b>	<b>471,367</b>	<b>475,576</b>	<b>482,478</b>	<b>488,202</b>	<b>491,568</b>	<b>499,986</b>	<b>501,669</b>	<b>512,050</b>	<b>516,259</b>	<b>520,468</b>	<b>520,468</b>	<b>527,482</b>	<b>794,029</b>	<b>805,252</b>	<b>816,475</b>	<b>6,007,573</b>
<b>Total COGS</b>	<b>-12,640</b>	<b>-12,640</b>	<b>-12,640</b>	<b>-12,640</b>	<b>-12,640</b>	<b>-12,640</b>	<b>-12,640</b>	<b>-12,740</b>	<b>-12,640</b>	<b>-12,640</b>	<b>-12,640</b>	<b>-12,840</b>	<b>-12,840</b>	<b>-12,840</b>	<b>-12,840</b>	<b>-151,980</b>
<b>GROSS MARGIN</b>	<b>458,727</b>	<b>462,936</b>	<b>469,838</b>	<b>475,562</b>	<b>478,928</b>	<b>487,346</b>	<b>489,029</b>	<b>499,310</b>	<b>503,619</b>	<b>507,828</b>	<b>507,828</b>	<b>514,642</b>	<b>781,189</b>	<b>792,412</b>	<b>803,635</b>	<b>5,855,593</b>
<b>Variable Expenses</b>																
3rd Party HR	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-3,493	-41,916
IT Servicing	-900	-900	-900	-900	-900	-900	-900	-900	-900	-900	-900	-900	-900	-900	-900	-10,800
Overruns	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-493	-	-	-	-5,916
Credit Card Fees	-500	-500	-500	-500	-500	-500	-500	-500	-500	-500	-500	-500	-500	-500	-500	-6,000
Placeholder 5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0
Placeholder 6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0
Placeholder 7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0
Placeholder 8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0
<b>Total Variable Expenses</b>	<b>-5,386</b>	<b>-5,386</b>	<b>-5,386</b>	<b>-5,386</b>	<b>-5,386</b>	<b>-5,386</b>	<b>-5,386</b>	<b>-5,386</b>	<b>-5,386</b>	<b>-5,386</b>	<b>-5,386</b>	<b>-5,386</b>	<b>-4,893</b>	<b>-4,893</b>	<b>-4,893</b>	<b>-64,632</b>
<b>Total Admin Salary and Wages</b>	<b>-10,900</b>	<b>-10,900</b>	<b>-10,900</b>	<b>-10,900</b>	<b>-10,900</b>	<b>-10,900</b>	<b>-10,900</b>	<b>-10,900</b>	<b>-10,900</b>	<b>-10,900</b>	<b>-10,900</b>	<b>-10,900</b>	<b>-10,900</b>	<b>-10,900</b>	<b>-10,900</b>	<b>-130,800</b>

On the income statement tab you will see your main components of your profit and loss which is total revenue total cost of goods sold, gross margin, total variable expenses, total admin salaries and wages, total fixed expenses, depreciation and amortization. Interest expense, net profit before tax, your corporate tax and as a result net profit.

Please note that some categories has their own sub-categories so you'll see the utilization for example for fixed expenses, for variable expenses or for example for the revenue the cash flow statement you will see your cash flow broken down by cash flow from operating activities, cash flow from investing activities, and cash flow from financing activities the same information you will see on the cash flow statement



The summary of these three statements you'll find on the "statement summary" tab (1 For Each Year) on the top you have the income statement which is broken done into 5 years and the selected which you can view here.



Income statements are also broken down into 5 year key metrics, you can also view this same information in charts.

You will also notice in all three statements that tax rates have been set with a formula  
 ="Cell"\*0.20 = to 20 Percent

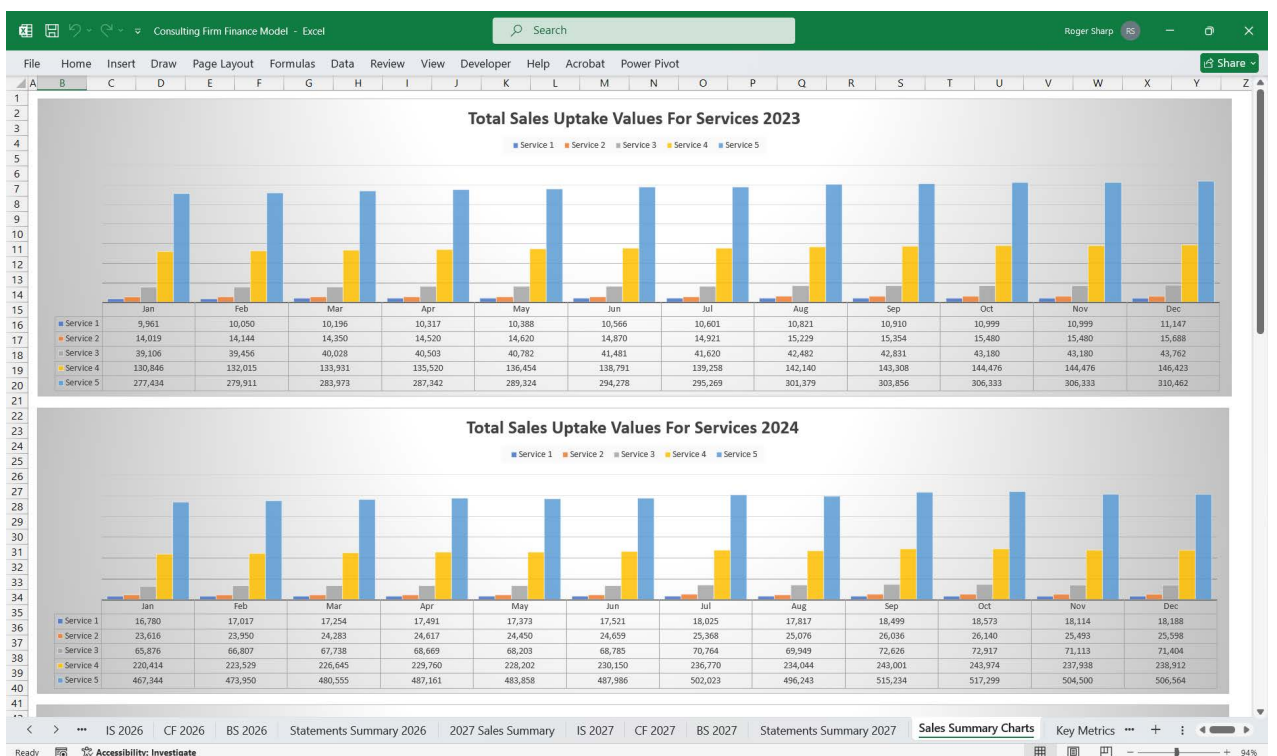
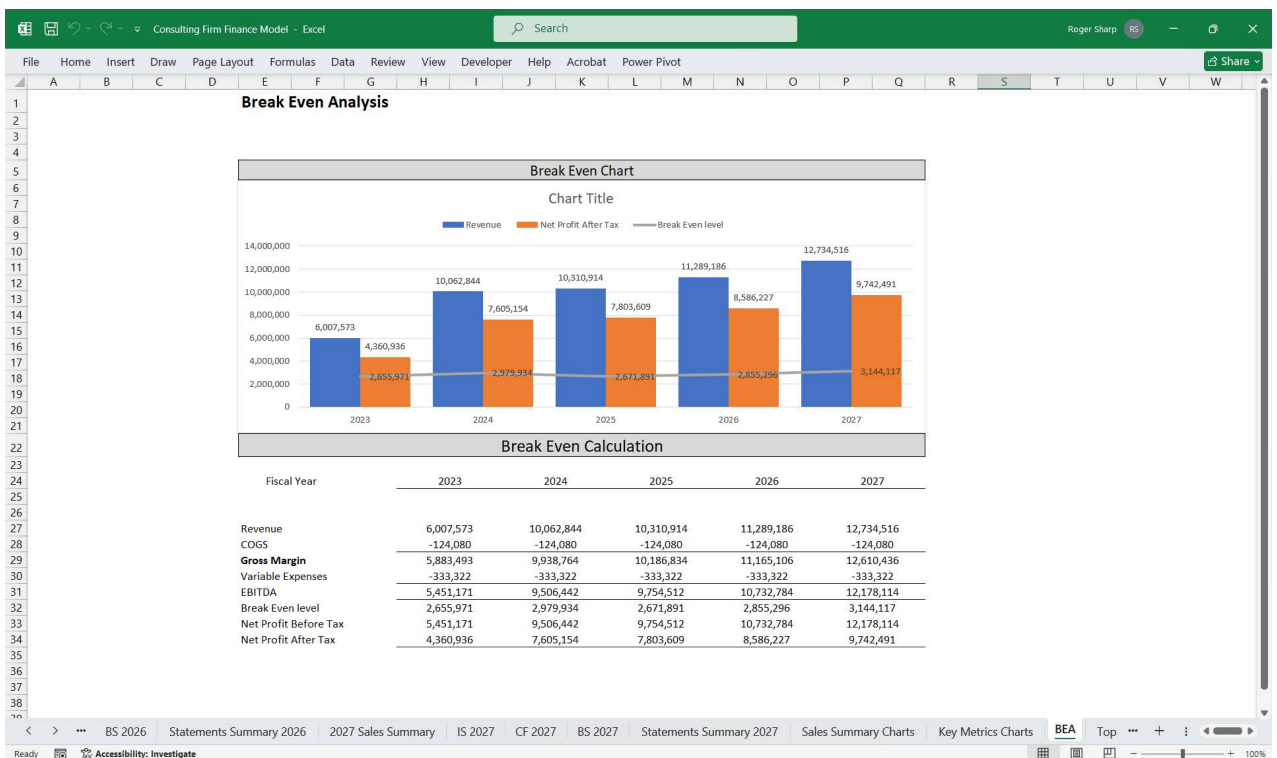
You can of course edit these cells (and any other cell you wish to edit.

Here some example tax rates you may wish to use

= "Cell" \* 0.10 = 10 Percent

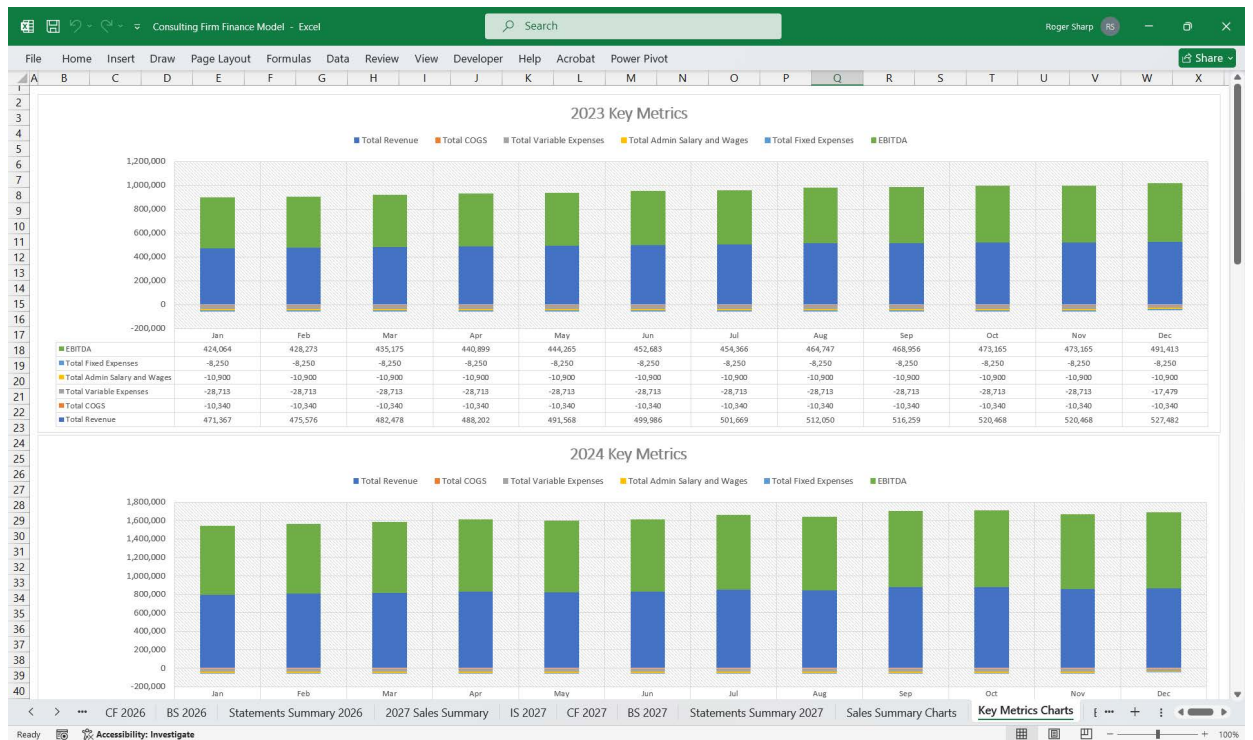
= "Cell" \* 0.05 = 5 Percent

### Break Even Analysis Tab with Key Performance Metrics



## Total Revenue in chart format

And the "Salary Assumptions" helps you easily keep track of employee expenses, and their effects on overall revenue.



Salary assumptions help you gain an insight into further revenue and business expansion, and their effects on overall revenue.

**Salaries Assumptions**

Department	Number Of Employees and Wages				
	2023	2024	2025	2026	2027
CEO	1 70,000	1 50,000	1 50,000	1 50,000	1 50,000
Admin	1 65,000	1 65,500	1 70,000	1 73,000	1 75,000
Business Developers	1 45,000	1 25,000	1 25,000	1 25,000	1 25,000
Junior Developers	5 25,000	5 46,000	5 46,500	6 46,750	7 47,000
Business Analyst	1 45,000	1 45,000	1 45,000	1 45,500	1 45,500
CRM Architect	4 40,000	6 40,000	6 40,000	8 40,100	9 40,100
CRM Developer	2 37,000	1 37,000	1 37,000	1 37,200	1 37,200
Test Manager	2 37,000	2 37,000	3 37,000	3 37,000	3 37,000
Junior CRM Developer	5 36,000	6 36,000	6 36,000	6 36,000	6 36,000
Support CRM Developer	2 43,000	1 43,000	1 43,000	1 43,500	1 43,500
Project Manager	1 25,000	2 25,000	2 26,000	2 26,000	2 27,000
Telephonist					
Totals					
CEO	1 70,000	1 50,000	1 50,000	1 50,000	1 50,000
Admin	1 65,000	1 65,500	1 70,000	1 73,000	1 75,000
Business Developers	1 45,000	1 25,000	1 25,000	1 25,000	1 25,000
Junior Developers	5 125,000	5 230,000	5 232,500	6 280,500	7 329,000
Business Analyst	1 45,000	1 45,000	1 45,000	1 45,500	1 45,500
CRM Architect	4 160,000	6 240,000	6 240,000	8 320,800	9 360,900
CRM Developer	2 74,000	1 37,000	1 37,000	1 37,200	1 37,200
Test Manager	2 74,000	2 74,000	3 111,000	3 111,000	3 111,000
Junior CRM Developer	5 180,000	6 216,000	6 216,000	6 216,000	6 216,000
Support CRM Developer	2 86,000	1 43,000	1 43,000	1 43,500	1 43,500
Project Manager	1 25,000	2 50,000	2 52,000	2 52,000	2 57,000

Other further tabs in the worksheet, can help with the valuation and monitoring of future services or products offered.

Planned expenditure vs actual, hours planned for a project to complete vs actual time taken. Their actual budgets and how they affect future revenue and performance and Return on Investment.

Consulting Firm Finance Model - Excel

Search

Roger Sharp

File Home Insert Draw Page Layout Formulas Data Review View Developer Help Acrobat Power Pivot

Share

**Services Assumptions**

Percentage Increase From Previous Year					
	2023	2024	2025	2026	2027
Service 1		11%	4%	2%	4%
Service 2		11%	4%	2%	8%
Service 3		4%	11%	2%	8%
Service 4		3%	11%	2%	8%
Service 5		3%	12%	2%	8%
Service 6		2%	12%	2%	8%

Active Customers					
Service 1	5	9	10	12	15
Service 2	6	9	12	12	16
Service 3	5	9	12	12	17
Service 4	5	9	12	15	15
Service 5	7	9	12	15	15
Service 6	4	9	12	15	19

Billable Days					
Service 1	200	225	235	240	250
Service 2	200	225	235	240	260
Service 3	202	210	236	241	261
Service 4	203	210	237	242	262
Service 5	204	210	238	243	263
Service 6	205	210	239	244	264

Cost Per Day					
Service 1	345	355	360	370	400
Service 2	300	300	310	340	400
Service 3	280	281	282	290	320
Service 4	350	350	360	370	400
Service 5	345	355	360	370	400
Service 6	345	355	360	370	400

Totals					
	2023	2024	2025	2026	2027
Service 1	345,000	718,875	846,000	1,065,000	1,500,000

Ready Accessibility: Investigate